



THE BIG LOCAL REVOLUTION



COMMUNITY PROFILE 2014

*With thanks to everyone who has
been involved in the Revoelution
project so far...*

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PAULER TURNER

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SHIRLEY MCCARTAN

SIMON LAWTON

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SUZANNE FORBES

TINA DORAN

TINA SCOTT

TRISH CLARKE

...and many more!!

***Making Revoe a better place to live and
work – a destination, not a thoroughfare!***

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What is Big Local?

Big Local is an opportunity for residents in 150 specific areas around England to use at least £1m in each area to make a massive and lasting positive difference to their communities. It's about bringing together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

Big Local is being run by Local Trust, which is working with over £200m from the Big Lottery Fund and a range of partners providing expert advice and support for residents.

The four programme outcomes for Big Local are:

1. Communities will be better able to identify local needs and take action in response to them.
2. People will have increased skills and confidence, so that they continue to identify and respond to needs in the future.
3. The community will make a difference to the needs it prioritises.
4. People will feel that their area is an even better place to live.

The main requirement of any Big Local project is that it is community-led. The people who live and work in an area are the people that understand its problems and assets.

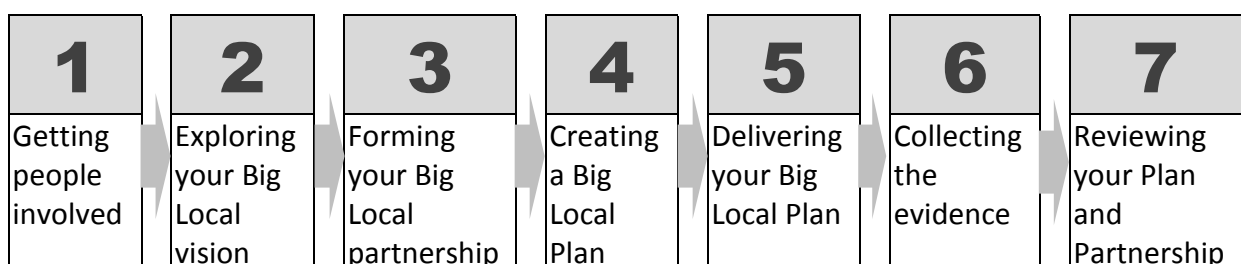
What's it NOT about?

- It's NOT about your local authority, the government or a national organisation telling you what to do.
- It's NOT about individual groups fixing their favourite problem without talking to a wide range of different people who live and work in the community.
- It's NOT about short-term thinking – you've got 10 years or more to plan and deliver the best options for your area.

How does it work?

The £1million has already been allocated to Revoe – no application form is required. As long as we can demonstrate that as many people as possible have been consulted and that the Big Local Plan has been developed with the agreement of the community, the money will be made available. However, there is a set 'Pathway' that must be followed to ensure that everyone from the area is involved, that all local communities have been consulted and that the local Plan has been properly developed.

The Big Local Pathway:



The pathway isn't rigidly linear. Revoelution is currently at Stage 3 – we're formalising our Big Local Partnership – but we are still getting people involved and will continue to explore people's vision of the future of Revoe as we develop the Big Local plan.

We'd love to hear from you!

If you live or work in Revoe and would like to volunteer, contribute to the Revoelution plans for the area or get involved in any way, please get in touch!

Drop in to Mary Smith House on Ibbison Court, or email: revoelution@gmail.com

What's in this profile, and where has it come from?

This community profile is one of the first important steps along the 'Big Local pathway' – it's a summary of what we've done in Stages 1 and 2, and will be a key part of the development of the Big Local Plan. The Profile attempts to describe Revoe as it is now – where we are, who we are, what's happened so far, what's good, and what the problems are. It includes some maps and statistics, but the most important ingredients are the views and comments of local people, which have been gathered and drawn together through consultations and conversations over the last two years.

In this profile we'll list the good things about Revoe – and there are many – the 'assets', resources, and most of all the *people* here who contribute to Revoe's strong sense of a supportive community – the most positive theme that has come out again and again in the Big Local consultation work so far.

Of course there are problems in Revoe. One of the main reasons it was selected as a Big Local area is that it is one of the most disadvantaged areas of England as measured through the National Audit Office's Indices of Multiple Deprivation. But rather than focusing on 'why we need £1million', we're suggesting we focus on 'what can we do with what we've got?' – and the Big Local investment of £1 million can then support the local community of Revoe to be able to make a real, lasting difference, by enabling us to do even more than we can do on our own.

Big Local in Revoe – the story so far...

In 2012 Blackpool Council's Neighbourhoods Team worked with the Big Lottery to identify the area of the town best suited to be the Blackpool Big Local area. Revoe was chosen because of its high levels of deprivation and its strong community spirit.

The first meeting was held at Revoe Library in September 2012, with local residents in attendance as well as representatives from the Council, Police, NHS and other key organisations.

From this initial meeting we put together a Steering Group, chaired by a local Councillor and including around a dozen local residents. The group was, and is, supported by the regional Big Local representative, Blackpool Council, and Blackpool Wyre and Fylde CVS.



Steering Group meeting at the Hub, June 2013, with (from left), Angie Buss, Suzanne Forbes, Ursula Thomas, Claire Eaves, Summer Manson, Natalie Brown, Brenda Croft, Julie Bascombe, Simon Lawton, Cllr John Jones

We chose REVOELUTION as the name for our Big Local project. A seven-year-old girl from the area called Willow designed the logo (with a little help from her Dad), and this was used as the sign for the 'Revoelution Hub' on Central Drive – our first base.

Since then, driven by a group of committed residents, Revoelution has gone from strength to strength. Now our team of volunteers includes a mix of ages and backgrounds plus a part time worker employed through Blackpool CVS, and the project links to a wide range of local groups (see list on page 10)

All these people share one thing in common and that is a passion for Revoe's community.



The original Revoelution Hub on Central Drive, with members of the Blackpool community arts group Aunty Social

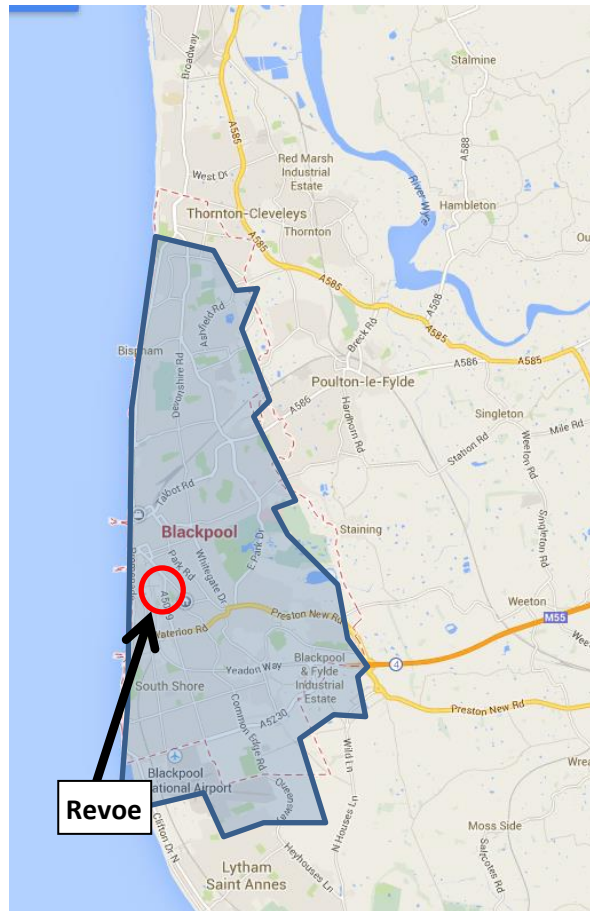
Where is Revoe, and what does it look like?

The Revoelution area is in Revoe, a neighbourhood within Bloomfield ward in Blackpool, close to the town centre.

Blackpool is one of the most densely populated areas of the UK outside major city centres, and Revoe reflects this. There is very little open or green space, and what is available is already in use; the small patch of ground next to Bethesda Square is a children's play area, consultation is taking place about another possible play area outside Ibbison Court, and there is a grassed area outside the social housing on Ibbison Court, part of which is a community garden that is about to be extended through a council-funded Groundwork project.

This is a fairly small area compared with other Big Local projects, both geographically and in terms of population; there are around 2400 people living within the Revoelution area.

Most streets within the area are residential terraces. It is bordered by areas of hotels and guest houses on Park Road, Palatine Road and streets next to the Promenade. There are two areas of social housing: Ibbison Court in the centre of the area was originally sheltered accommodation for elderly Council tenants but now includes young families, and there are housing association properties at the West side of Revoe.





An aerial view of the Revoelution area.

©Google Maps contains Ordnance Survey data © Crown copyright and database right 2011

Property ownership in the area is very low – of around 1200 households only 13% are owned outright. If mortgages and shared ownership are included the figure is still only 32% (compared with a figure of 64% for England). Nearly 50% of properties are rented from private landlords. With these levels of private renting, the condition of housing and shopfronts have long been a problem – a multi-agency housing enforcement team led by Blackpool Council continues to work in the area, targeting not only accommodation but also businesses to ensure that landlords carry out necessary repairs. Another recent project has been a successful application for government funding for external wall insulation made available to residents in the area which has improved both the external condition and energy efficiency of houses in Revoe. The Residents' Association worked with the Council in promoting and getting residents' support for the scheme.

Running through the centre of Revoe is Central Drive – a struggling high street of small independent shops including two small supermarkets. Until fairly recently this was a thriving shopping street, but the current economic climate combined with a fall in Blackpool visitor numbers and the effects of Revoe's worsening reputation for crime and antisocial

TRADERS AND BUSINESSES THAT HAVE LEFT..

NAT WEST BANK	LADIES CLOTHES SHOP
MIDLAND BANK	MOTOR ACCESSORIES
FABIC SHOP	TOKE SHOP
WOOL SHOP	FANCY DRESS HIRE
BABY SHOP	CENTRAL CRAFT + WOODWORK
SWEET SHOP	2 CHEMIST
RECORD SHOP	PRAM + TOY SHOP
FLORIST	BETTING SHOP
GREEN GROCERS	GENTS TAILORS
GENERAL STORE	VIDEO RENTAL
TRAVEL AGENTS	WOOD SHOP
ESTATE AGENTS	RETRO STYLE CAFE
2 SHOE SHOPS	FURNITURE SHOP (NOT SECONDHAND)
COBBLERS	CARD SHOP
MODEL TOY SHOP	3 BUTCHERS
MUSIC TUITION SHOP	2 TAXI OFFICES
BURTON/HAMPSONS	PLUS ALL THE B+B'S
BATHROOM SHOW ROOM	FISHING TACKLE SH
CARPET SHOP	DRY CLEANERS
UPHOLSTERER	
ELECTRICAL SHOP	
TV RENTAL-REPAIR	
RESTAURANT	
FRESH FISH MONGER	

List of shops that have left Central Drive over the last 10 years – from group discussion

behaviour have had disastrous effects on the Drive, which is now characterised by boarded-up premises, fast food outlets and a rapid turnover of failing small businesses. Central Drive featured heavily on Channel 4's recent series '999 What's Your Emergency?' However, despite these problems there are some long-established businesses still going strong on the Drive and they are all involved in the Revoelution project.

Another problem is transport. There is plenty of public transport here, with five bus routes along Central Drive, but these are all heading in to the centre of town or out to suburban residential areas, which simply makes the Drive a busy thoroughfare with all the noise, air pollution and parking problems that go with it. Within Revoe itself car ownership is very low: 63% of households have no car compared with an average of 25% in England (2011 census), and therefore have difficulty accessing facilities that would appear on first sight to be reasonably nearby.

These and other issues contribute to the 'Indices of Multiple Deprivation' (see page 17) that make this a target area for support such as the Big Local project.

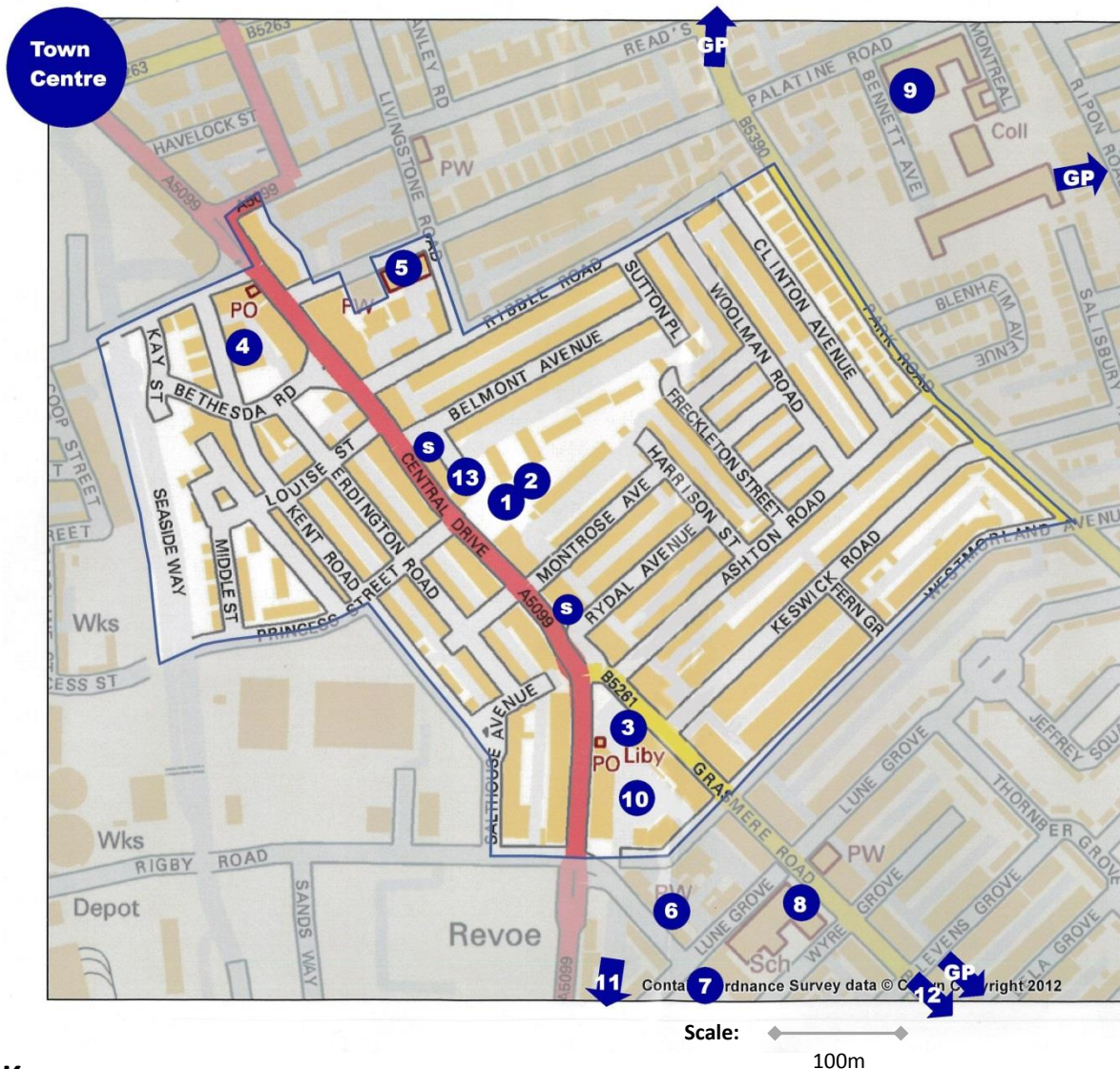
But it's important to remember positive aspects to Revoe that make it popular with residents, who often have a real emotional attachment to the place. Firstly, there is a great sense of community – see the 'Who Are We?' section on page 8. Residents know each other and say hello in the street, socialise together and help each other out when in need. For a small area, there is plenty of community activity in Revoe – groups regularly meet up in the churches, the library and Ibbison Court Centre and all these activities are popular and well-supported.

The second positive point about the area that has been raised in our consultations is that because there is so much community activity, and because Revoe is close to the centre of town, there is little sense of a lack of local facilities – despite the fact that there are, for example, no GP surgeries in the Revoelution area.



Revoe Day, 1989. The Gala no longer takes place but it is something that residents are eager to start up again.

Local facilities:



Key:

- | | |
|---|--|
| <p>1: Ibbison Court Day Centre
Daily activities e.g. bingo, yoga</p> <p>2: Mary Smith House
Revoelution base, plus the community garden</p> <p>3: Revoe Library
Library, internet access plus activities upstairs e.g. karate</p> <p>4: Brunswick Social Club
Hosts community events</p> <p>5: Palatine Church
Groups including Revoelution choir</p> <p>6: New Life Church
Support for vulnerable families</p> <p>7: Revoe Park – football pitch
Base for Kicks community project</p> | <p>8: Revoe School</p> <p>9: Blackpool and Fylde College Palatine Campus</p> <p>10: Blackpool Mosque
Serving Blackpool and much of the Fylde Coast</p> <p>11: Blackpool Football Club
Base for Bugs to Butterflies children's activity group</p> <p>12: Palatine Sports Centre – 1 mile</p> <p>13: The George pub</p> <p>S: Supermarket</p> <p>GP: GP surgeries serving the Revoelution area – nearest one is 0.6 miles away</p> |
|---|--|

Who are we?

There is a strong sense of community within Revoe. Many residents were born and raised here, and some – including several Residents' Association members – have moved away but come back. Despite the clear problems for local people around income, employment and health (see figures on page 17), people who grew up in Revoe speak fondly of their memories of the place and many local people in the area talk about Revoe being a community which is like a family, including friends both old and new, always knowing someone to say 'hi' to and have a quick chat with as you walk to the shops. Even though there is a large transient community within Revoe, everyone is always made to feel welcome. One of the oldest community groups in the area is 'Revoe Forever' – a social club with a sense of local history at its core.



The Revoelution area has the second highest concentration of minority ethnic groups in Blackpool – 6.4%. The average for the town is 3.3%. However, this is not a particularly high figure regionally; the North West average is around 9.8%. Note these figures are for black and Asian ethnic minorities and do not include white minorities e.g. Eastern Europeans – estimated at 3.8% in Blackpool (2011 census), who have a strong presence on Central Drive. Note also that the increase to the town's population from international migration 2011-12 was only 563 people across Blackpool, while there is a turnover to and from other local authorities in the UK of over 8,000. So over 16,000 people in Blackpool every year (over 10%) have either recently arrived or are about to leave – transience which makes it extremely difficult to engage people in their neighbourhoods, and this is certainly the case in Revoe.



Average health in the area is not good. The percentage of residents assessing themselves as being in 'bad or very bad' health stands at 13.2% - almost three times the national average (5.6% - 2011 census).

In terms of age, there are slightly more young people living in here than elsewhere. 35% of the population are under 25, compared with 32% across the North West.

But statistics can't tell us the whole story about the people in Revoe. There is an emotional attachment to the area among residents and shopkeepers alike. The following is a small selection of the comments we've had from volunteers and visitors...

I moved to Revoe in 2005. I love living here. I considered moving when my husband passed away but thought no, I wouldn't have the same community security. I help out on the Residents Association and at the kids club on a Monday. I don't think I would ever move now.

Tina Scott

I've lived here for 12 years in what could have been the hardest years of our lives for me and my husband, but although it's been hard the people who have come into my life have in some ways made these years the happiest. This area should be nurtured and supported so that it gets the reputation it truly deserves.

Brenda Giles

I've worked on Central Drive for 10 years. I volunteered at the Hub, which led to me getting involved with the community garden and meeting Andy from unLtd - and that meeting led to me setting up my own company helping people to grow vegetables. Revoelution has changed my life completely - without it I would still be dreaming my dreams, not living them.

Amanda Meadowcroft

These streets hold my childhood, your childhood. Revoe is the living heart of the town, even though it's a dump.

Anon, 'Bloomfield Talks' 2009

I love being a part of the community here in Revoe - real people from all walks of life all working together to make a big difference. I feel honoured to be part of it. Revoe Forever!

Angie Buss

"Revoe is a place with a heart; if you make it your home you will never want to leave - that is why 'Revoe Forever' is its motto."

Doreen Holt 1939-2011: resident, community leader and Councillor

I've lived in Revoe for 45 years. My fondest memories are of taking my sons to Wbison Park on the way home from school and on the way to the shops. In those days you could get everything you wanted here - you didn't need to go into town.

Suzanne Forbes

"Revoe is like a village within Blackpool, with many families going back generations; there is a strong community spirit here and a genuine caring for one another."

Shirley McCartan

Living in Revoe is BRILLIANT! It is a proper community place with all ages and nationalities all working together - and it's getting better and better! Let's hear it for Revoe!

Julie Bascombe

Groups and organisations involved in Revoelution

New Revoe Residents' Association

The New Revoe Residents Association was set up in 2009 to bring residents together and by working with organisations like the Police and Council, as well as businesses and landlords, to make Revoe a place to be proud of and a better place to live and work. The Residents' Association have been leading supporters of Revoelution and several members are on the steering group.

Bugs to Butterflies

A popular youth club based at Blackpool Football Club, Bugs to Butterflies is run by dedicated volunteers and provides a range of kids activities including trips out and regular family fun events on Revoe Park. 'Bugs' are always represented on the Revoelution steering group.



New Life Church

New Life Community Church has met the needs of the local community since November 2004 – particularly dedicated to helping vulnerable people in Revoe who are in need through social isolation, mental health problems, reliance upon drugs or alcohol, and homelessness. New Life Church have been vital in providing a voice on the steering group for those otherwise hard to engage.

Revoe Forever

A long-standing community group based at Ibbison Court, Revoe Forever combines social activities for older residents with an active interest in local history, and hold occasional events showcasing old photographs of the area.

Revoe Business Group

Resulting from the first of our themed stakeholder meetings, the Business Group brings together shopkeepers from Central Drive to look at ways of improving business and working with local residents. So far the group have held 'First Friday' monthly late shopping events and worked with children from Revoe school to decorate shops with flowers in the summer.



Ibbison Court Gardening Group

A small but dedicated group of gardeners maintain the fantastic community garden at Ibbison Court – a recent open day attracted over 100 visitors from across Blackpool, and work is now being carried out by Groundwork to extend the garden. The gardening group is always represented on the Revoelution steering group.

Blackpool FC Kicks

The Blackpool Kicks project targets those living in communities considered to be more vulnerable to crime either as victims or potential offenders. A key objective is to break down barriers between police and young people and reduce crime and anti-social behaviour in the

targeted areas. They meet three times a week on Revoe park and attract between 15-40 teenagers.

Revoe Primary School

Now called Revoe Learning Academy, the local primary school has had its problems and was in special measures until recently. However the school is now recognised as being hugely improved and is a very important part of the community. The new head teacher is working closely with Revoelution and one steering group member is a governor at the school.

PACT

Police and Communities Together are regular meetings held at Ibbison Court enabling residents of the area to meet their neighbourhood policing team. Revoelution steering group members attend the PACT meetings, and Police representatives attend the steering group meetings whenever possible.

Neighbourhood Watch

The Revoelution area has two active Neighbourhood Watch co-ordinators, and both of them are members of the steering group.

Blackpool Council

Blackpool Council have worked closely with the Community, CVS and other agencies in Revoe to ensure successful delivery of this project. The Neighbourhood Engagement team is working to add value to the project, linking in partners and services that can enhance the activities being undertaken by the Community and ultimately improve Revoe . The Local Councillors, Cllr Cain and Cllr Jones are enthused by the project and the work undertaken and have worked to attract additional initiatives to the area; with projects such as Central Drive re design and initiatives such as the Community Play area which is currently in consultation as well as securing the use of Mary Smith House.

Blackpool, Wyre and Fylde CVS

CVS have supported Revoelution from the very start, initially by setting up the residents' steering group as part of their community support across Blackpool, and later as the official Local Trusted Organisation for Revoelution, providing a paid part-time worker. CVS's support has included arranging and facilitating meetings, organising training, connecting with partner agencies and helping produce documentation and publicity materials.



The new Revoelution base at Mary Smith House, with steering group members Angie, Tina and Summer

What do we think? - Consultation results

The whole focus of the Revoelution project up to now has been on consultation – finding out what people think about the area and what they'd like to see improved. We've had 239 forms filled in plus about a hundred post-it notes stuck up in the hub, and those are just the general questions – 'What do you like about Revoe', and 'What would you like to see improved'. We have also carried out more focused discussions on identified themes and priorities (*see responses on pages 21-26*).

Consultations:

- Conversations with people dropping in to the Revoelution Hub and Mary Smith House
- Revoe community events such as the Autumn Fair and Brunswick Lunch
- Out & about with questionnaires – on Central Drive and at places like Revoe School
- Themed 'stakeholder' meetings – Youth, Business and Health
- Focused research with particular community groups



There were two clear positives in the responses to the initial questions; when asked ‘What do you like about Revoe?’ most people either talked about its sense of community and the people, or about its nearness to facilities.

Similarly, there were clear themes when asked about problems, or ‘What could be improved’. With all forms and Post-its collated, the most desired improvements are as follows:

- **A cleaner, better environment**
- **Police and enforcement issues;**
- **Opportunities for young people;**
- **Improved shops;**
- **Health – particularly around drugs and alcohol;**
- **Community facilities;**
- **Housing.**



Discussions around environmental improvement, reduction of crime and anti-social behaviour and housing are already taking place, and direct action is being taken in partnership with relevant agencies:

Council-funded projects undertaken by Groundwork to build a children’s play area and community garden are being developed through consultation with Revoelution’s networks and two steering group members are leading community contacts for the community garden project.

Steering Group members attend Revoe PACT meetings (Police and Communities Together), and another Steering Group member has won a national Neighbourhood Watch award.

Further themed consultations were organised by Revoelution on the remaining three identified priority areas:

- Improved shopping on Central Drive:
 - Residents recognise that improving Central Drive is crucial to improving the area as a whole. This consultation led to the formation of the Central Drive

Business Group and the involvement of UnLtd. Paul Squires and Andy Hemming advised the group on improving business on Central Drive through 'First Friday' late shopping events – getting residents out onto the drive to build relationships with their local shops and improving the reputation of the Drive. Further activities are being discussed.

- *For consultation responses see page 23.*
- Young People
 - Activities for Young People was identified as a priority in our consultations; although there are activities for adults and younger children, there is little for teenagers and young adults apart from the Kicks project run by the Blackpool Football Club Community Trust on Revoe Park. This consultation identified a range of needs, from post-school training and advice to social activities, and as a result of this organisations working locally with young people such as Streetlife and UR Potential have been invited to steering group meetings.
 - *For consultation responses see page 24*
- Health
 - This theme focused particularly on drug and alcohol misuse. Blackpool has the highest number of alcohol-related deaths in the country, and Central Drive in particular is perceived as a place with a high level of drug use. 'Get rid of the druggies!' was a common response to early consultations. It is recognised that focused work will be needed to engage and work with the socially isolated and vulnerable individuals affected by these issues. New Life Church provides support in the Revoe area (see report on page 15) and the Lottery-funded Complex Needs project will be working in the area.
 - *For consultation responses see page 22.*

Further consultations on Health, Business Improvement and Activities for Young People were carried out at community events like the Brunswick Club Lunch in May 2014 (see page 27) and the Mary Smith House launch in August 2014. All the identified priorities will be discussed further as part of the development of the Revoelution Community Plan.

New Life Church consultation by Susan Howarth:

I consulted with three groups for my report. The first group attends our craft session, which is made up of socially isolated people from the community. The group consists of single people who live alone and there were six at the session, some who attend suffer from mental health issues and drug addiction. The second group were from our family haircut session. I spoke to around 16 people. This group consists of low income/ benefit families and single parents, with children of varying ages, toddlers to secondary school. Again, some of these suffer from drug addiction. The third group attended our adult haircut and our

weekly meals. I spoke to about 40 people throughout these events. Again, the problems these people experience are drug and alcohol abuse, mental health issues, homelessness, social isolation.

After consulting with the homeless, under privileged and problematic families in the Revoe area, I would like to pass on my findings with regards to their thoughts on Revoe and its future development.

I found it very difficult to get anything down on forms but everyone was happy to discuss their opinions with me. There was a small amount of negativity, i.e. 'knock it down and start again' and 'get rid of all the druggies' (which actually came from a drug addict himself).

In the area of improved Health, people felt that cleaner streets and alleys were important. There was concern about needles and drug paraphernalia being a health risk to children and it was suggested that someone could be employed to patrol the area. Fly tipping seemed to be a concern for many with suggestions of cameras being placed in high risk areas.

In the area of Business, people were looking for improvement in the appearance of Central Drive itself. People were concerned with the number of second-hand shops displaying their goods on the street. People would like to see such things as flower pots. Some people said there has been some improvements in the streets near the train station. I'm not quite sure what was done in that area but people were wanting to see the same around here. They also wanted to see less empty shops and jobs created in the area for local people. Also, a popular idea was a 24 hour supermarket.

The area of Young People was a great concern for many people. Some of the comments were, 'kids need to learn good values', 'they need help with life', 'they need guiding into getting jobs' and 'catch the kids early... I started on weed at 11 years old in Revoe' (this was from a young man who had just been released from prison this week and returned to Revoe with nowhere to live). There was a suggestion of someone for young people to talk to because they can't always talk to their parents. Teaching young people life skills was a popular suggestion. There was anger and frustration from families who felt that their children were unsafe on the park or in the area due to other unruly children. People felt there needed to be more activities for youth.

Other comments outside of the three general headings were:

- more community police presence
- neighbourhood watch
- adult learning centres
- teaching English for immigrants in the area
- an advice centre to help with addictions, benefits, housing, the homeless, health issues and budgeting (Quite a number of people felt that they wanted something

in our area rather than going to the services already provided. They were looking for something of a personal nature.)

- help for single parents
- help for socially isolated people

Next Steps

We're nearing the end of the first stage of the Revoelution project. The residents of Revoe are aware of the project, all community groups working in the area have been approached and several hundred local people have given us their opinions about how to make it a better place to work and live.

This document sets out what we've learnt so far and lays out the basis for what we're going to do next.

The stages on the Big Local Pathway that follow now are Stage 3 – forming the Big Local Partnership, and Stage 4 – Creating a Big Local Plan.

The Steering Group has been an informal group of residents and agency representatives working together to make Revoelution happen. It now needs to be formalised, and we are currently discussing the possible structures and membership of this new Revoelution Partnership.

We also now need to discuss exactly how to address the top five priorities identified in our consultations. How are we going to:

- **Help reduce crime and anti-social behaviour**
- **Improve the environment in Revoe**
- **Help the businesses of Central Drive**
- **Make residents healthier**
- **Improve life chances for Revoe's young people?**

What specific actions will we take and how do we best use £1 million to achieve these aims?

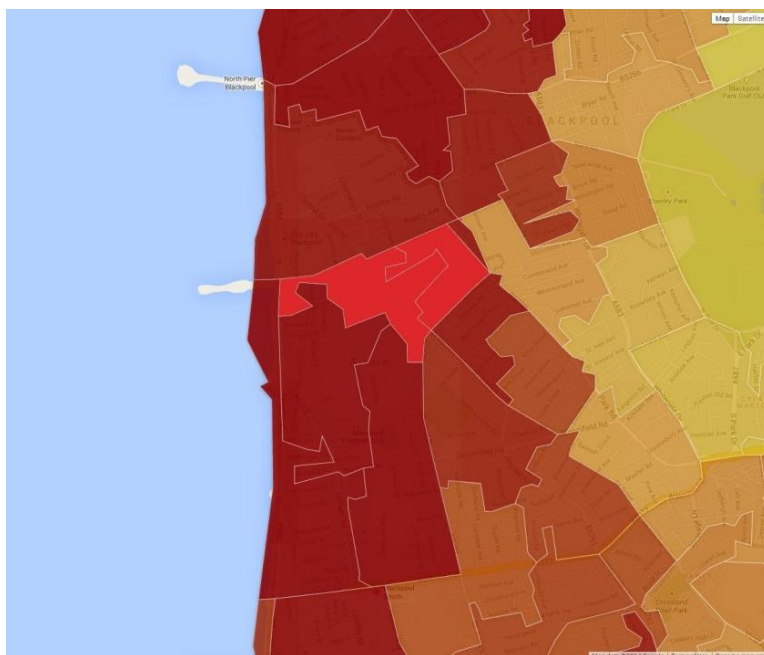
We'll keep you informed through the websites and newsletters – watch out for updates and for opportunities to get involved in the Revoelution planning process. You'll find all the latest news on our Facebook page – facebook.com/Revoelution – or on the website – www.revoelution.org.uk.

Appendix 1: Statistical Evidence

IMD and JSNA data – Revoelution area

IMD stands for **Indices of Multiple Deprivation** – used by central government to measure levels of disadvantage across the UK. The JSNA is the **Joint Strategic Needs Assessment**, a review of health and health-related issues that underpin how much the NHS needs to spend in an area.

The Revoelution area is made up of two ‘LSOAs’(Lower Super Output Areas) – small areas of just over 1,000 people that are used by statisticians for IMD and JSNA assessment based on income, health, education and more.



(Note that not all of area 010A is included; a small section of Foxhall Rd and Dale Rd, near Central pier, is outside the Revoelution area – an area primarily made up of guesthouses and B&Bs).

Indices of Deprivation

Rank out of 32,482: (lowest is worst. Under 342 is in worst 1%)	Bloomfield 010A ¹	Change 2007/10 ³	Bloomfield 011A ²	Change 2007/10 ³	Average change Revoelution area ³
IMD overall	3	-0.02	233	-0.31	-0.165
Income	178	-0.84	317	-2.56	-1.7
Employment	134	-0.1	724	-0.61	-0.355
Health and Disability	309	+0.36	1090	+1.62	+0.99
Education	1373	+1.29	2933	-1.27	+0.01
Housing and barriers to services	4830	-22.77	5505	-24.52	-23.65
Crime and Disorder	211	-0.14	2524	+4.86	+2.36
Living Environment	244	+0.41	486	-0.22	-0.01

Colour key:

- In bottom 1% nationally
- In bottom 5% nationally
- In bottom 10% nationally
- In bottom 20% nationally

Notes:

1: National LSOA number E01012673

2: National LSOA number E01012670

3: Change figure reflects how much the area has become more or less disadvantaged since 2007; negative figures are worse.

Sources of Deprivation figures:

Deprivation criteria	Figure derived from:
1 Income	Income Support; Jobseekers Allowance; Pension credit; child tax credit; subsistence support
2 Employment	Jobseekers Allowance; Incapacity Benefit; Severe Disablement Allowance; Employment and Support; New Deal
3 Health and Disability	Years of potential life lost; comparative illness and disability figures; acute morbidity; mood or anxiety disorders
4 Education and Skills	KS2, 3, and 4 achievement; secondary school absence; entry to higher education; adult skills
5 Barriers to Housing and Services	Road distance to a GP, supermarket, primary school and post office; overcrowding; housing affordability; homelessness
6 Crime and Disorder	Burglaries; theft; violence; criminal damage
7 Living Environment	Housing in poor condition; without central heating; air quality; road traffic accidents

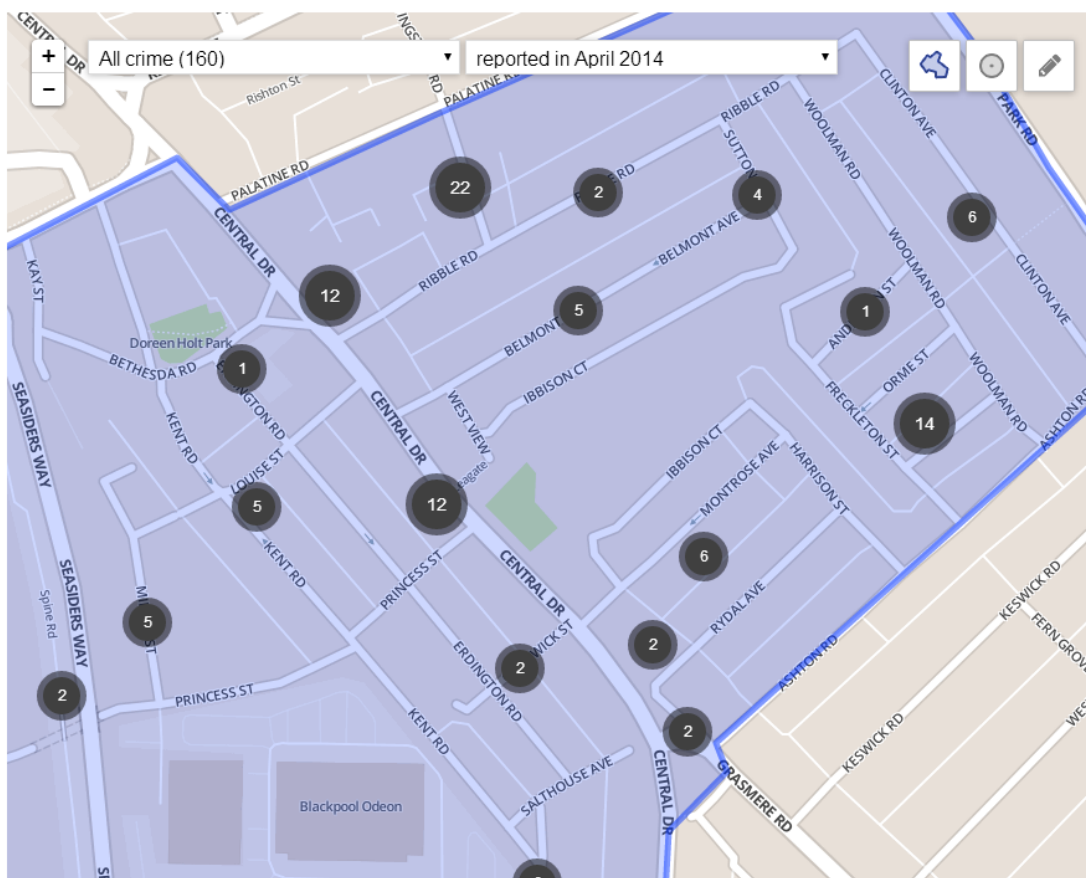
IMD Commentary:

There is very little 2007-2010 change on most of these figures. However, there has been a significant worsening (23%) of the Barriers to Services figure. As the distance to the nearest GP (0.66miles) is unchanged and there are two small supermarkets, a primary school and a post office within the area, this clearly reflects a worsening of overcrowding and homelessness (It is notable that the figures for Living Environment, including housing conditions, are poor). Affordability of housing may also play a part; although houses prices in the area are low private rents are high, as they are across Blackpool, pushed up by high numbers of housing benefit claimants. This is relevant as the percentage of own-occupiers in the area is extremely low.

Fuel poverty figures are also high in the Revoe area. The percentage of people who are left below the official poverty line after household fuel costs have been taken into account is 24.25% in the Revoelution area, compared with a national average of 10.4%.

Crime and anti-social behaviour

This map shows the numbers of reported incidents of crime and anti-social behaviour in streets in the Revoelution area in April 2014 (source: *police.uk website- crime mapping*)



The Blackpool crime rate is the worst in Lancashire and one of the worst in the country at 114 per 1,000 population. The crime rate in Revoe for 2013 was 421 per 1,000 population (1012 reported crimes in an area of 2,400 residents).

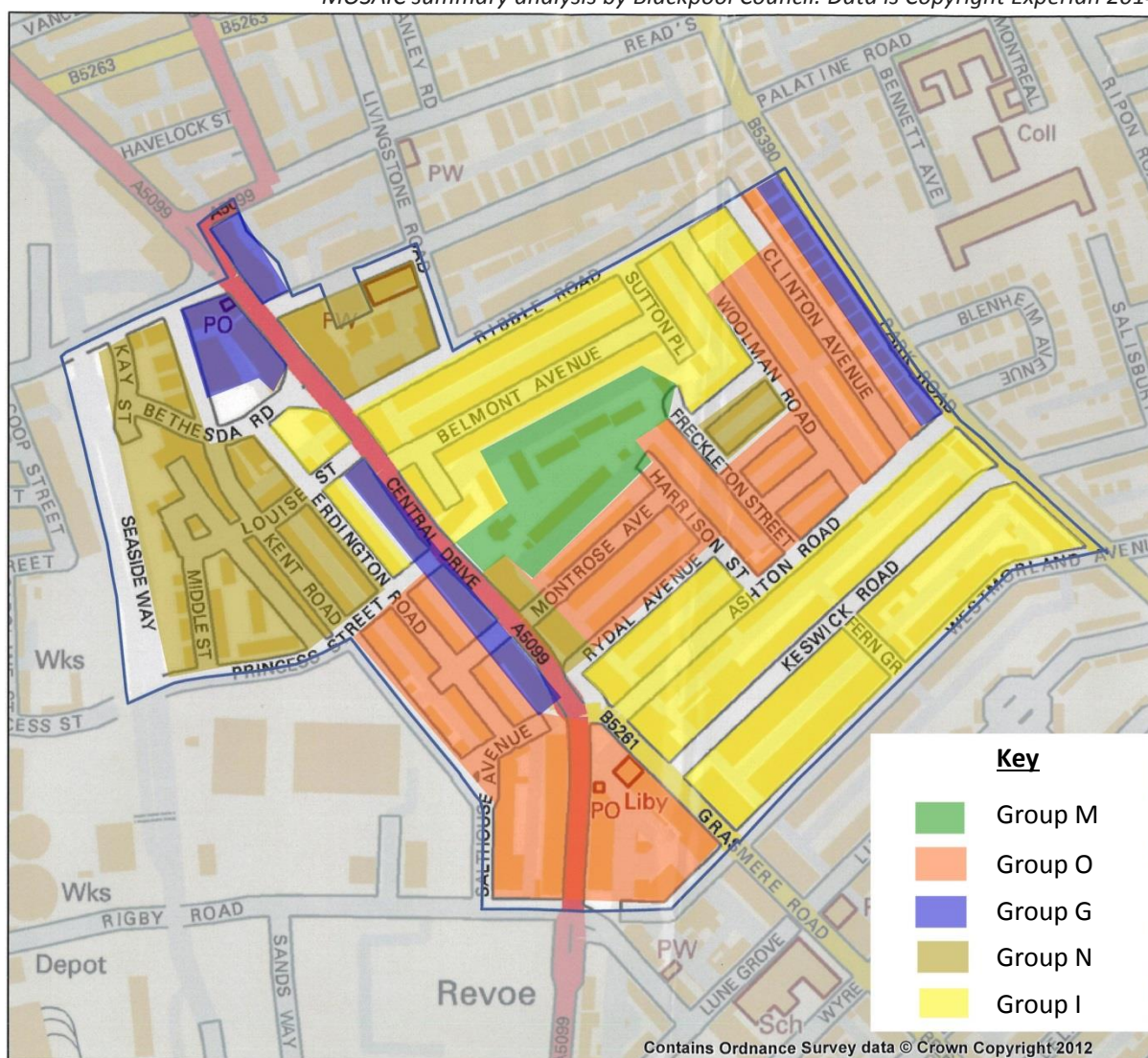
As well as the IMD data, the 2009 Child Wellbeing Index put the Revoelution area as one of the worst in Blackpool for crime-related child deprivation.

Mosaic Types

Experian's Mosaic social profiling tool helps understand the demographics of an area and how best to communicate with individuals in that area. Mosaic groups the UK population into around 50 different 'types' and is therefore necessarily a broad brush tool but despite its limitations it is useful as a guide to the most effective channels of communication.

Revoelution area MOSAIC groups are generally less affluent and have higher social needs than other groups – groups N and O in particular. They are generally more likely to want face to face communications and are less likely to use or have access to the internet, which makes the Revoelution area particularly suitable for intensive local activity and community initiatives.

MOSAIC summary analysis by Blackpool Council. Data is Copyright Experian 2014



Group M: Elderly people reliant on state support – with low incomes, poor health and unlikely to access the internet. Receptive to face-to-face communication. Often worried about levels of crime.

Group O: Families – often young parents – in low rise social housing with high levels of benefit need. Receptive to text, face to face and local papers.

Group G: Transient families, poorly supported by family and neighbours.

Group N: Young people renting in areas of high density social housing – likely to be unemployed or on low incomes – at risk of serious social problems.

Group I: Lower income families in older terraces: receptive to texts and face-to-face

Appendix 2: Consultation Responses

A: The Big Local Revoelution Visioning Exercise

A total of 119 visioning forms were completed, with the following comments raised.

Q 1 – What do you like about Revoe?

- Good bus service
- Good local shopping, butcher, baker, café's, takeaways etc
- Ibbison Court Community Centre
- Friendly people
- Revoe and Doreen Holt Parks
- Close to town centre
- There is a great sense of community spirit
- It is a nice place to live
- Revoe Library
- Not very much
- Close to the cinema
- Revoe feels like a separate village
- Police presence / awareness
- Close to attractions e.g. Blackpool Tower
- Revoe School
- Historic buildings
- Clean and tidy
- Everything

Q 2 – What would you improve?

- **31 x** Improve shopping offer
- **26 x** More activities and play areas for children and young people
- **24 x** Issues relating to drug and alcohol use
- **22 x** Cleaner Street
- **15 x** Improve the quality and increase the number of police officers
- **7 x** Improve housing
- **6 x** Youth and community centre
- **5 x** Increased seating areas on Central Drive
- **5 x** Improved sports facilities on Revoe Park
- **4 x** Increased enforcement
- **4 x** Improved highways
- **3 x** General regeneration
- **3 x** Create more green space

- **2 x** Improved/increased parking facilities
- **2 x** Hanging baskets
- **2 x** Close massage parlours
- Increase the amount of supermarkets
- Improve Trades Club site
- Create a café culture
- Increased Revoe Library hours
- Improve public transport
- Bring Council services onto Central Drive
- Improved street lighting
- Arts project in empty shops
- Local pride
- Adult education courses
- Swimming pool
- Nothing

Q 3 – What is your vision for Revoe in 2022?

- Something for the elderly
- A clean modern thriving community
- Better housing and shopping
- Maintain parking and policing
- Less drug addicts and street drinkers
- A child friendly area
- Increased police presence
- Rejuvenation / upgraded
- Having residents happy with what Revoe has to offer.
- Better than it is now
- Cleaner street
- A safer friendly place to be
- Bring it back to its former glory
- Don't know at the moment
- To have a multicultural harmonious town of Revoe
- A building that houses education courses/crèche/crafts/arts centre.
- Hopefully everyone being involved in the community, like a big, massive happy family
- More art and community interaction
- Better community spirit, helping young and old come together and have respect
- More businesses in Revoe
- Blackpool's motto is 'Progress'... let's enforce it!
- A big play centre, football pitch and a place for dogs
- I think the area currently has a bad reputation for crime, especially at

- night. So would be good to get home from work without having to worry
- Should be a better environment
- No street drinkers, no stag and hen parties
- Busy area, full of good shops for residents and visitors
- More flowers and plants in the area
- An area with a low crime rate, a clean Revoe and more access to facilities in the area
- Dunno

Q 4 – Who should we involve?

- Schools
- Community of all ages
- Police
- Blackpool Council
- Get the Princes Trust involved
- Everyone
- Housing
- Blackpool Football Club
- Parents
- Schools
- Children's Centres
- All who wants to be
- Horticultural advisers
- Local artists
- All the services - housing / addiction / mental health
- Local businesses
- As many people as possible

B: Consultations from Hub Oct 2013 – 18 leaflets 50 Post-it notes

Issues raised:

- 3 x Community
- 3 x Shops
- 1 x Area
- 3 x Transport
- 2 x Drugs/Alcohol

- 2 x Dog Fouling
- 4 x Activities for young people
- 1 x ASB

Who should be involved:

- 2 x Police
- 2 x Residents
- 5 x Everyone

Vision for Revoe

- Internet café
- Smarten shops
- Empty bins more often
- Enter area in Britain in Bloom competition
- Allotment
- Blackpool FC to make sports area in Revoe Park

Post-it notes:

- 5 x Clean up
- 8 x Zebra crossing
- 6 x More activities
- 8 x Community safety - Police and CCTV
- 4 x George Hotel clean up
- 1 x Grow flowers
- 8 x Cycling on pavements
- 6 x Dog fouling
- 4 x Prostitution
- Free laptops for IT classes
- Befriending/buddying service for older people
- Drug awareness workshops
- Involve teenagers
- Sex education workshops
- Funding application training
- Work with other community groups

C: Revoelution Stakeholder Meeting on Health Monday 9th December 2013

Identified Health Issues –

- Mental Health – no diagnosis
- Drug and Alcohol dependence

- Loneliness, isolation and depression
- Dysfunctional Families
- Dentistry – lack of dental hygiene knowledge. No school dentists.
- Age
- Disability, effects worsened by lifestyle
- School health support – child malnutrition, obesity.
- Nits: some chemists offer free kits, but not Central Drive chemists
- Smoking

Causes of Health issues in Revoe

- Large numbers of takeaways: cooking skills needed?
- Poor levels of education and knowledge – residents would benefit from ability to access info and training including literacy – examples inc. B&F College, Library, A4E.
- Drug abuse and crime – NB perception of this is worse than it is, reducing engagement
- Stress
- Unemployment
- Poor Housing – damp, cold etc – and number of HMOs (Houses of Multiple Occupancy)
- Inability to access travel, lack of mobility reducing access to activities
- Cost of physical activities. Also – women-only physical activities should be available
- Cost of training qualified volunteers to provide physical activities – need sports grants
- Budget management – prioritising alcohol over food etc.

Agencies active in the area – and how can they help?

- Richmond Fellowship – support around mental health includes confidence-building and promoting access to education, social activities etc
- Complex Needs project will target people with chaotic lifestyles – Revoe is a target area
- Need to be realistic and small-steps; first step is ensuring residents have info about and can access agencies.
- Wellness Service – cook and eat sessions
- Silverline – could be promoted
- Environmental projects – free council compost
- Care and Repair – Winter Warmth event
- CVS organising health drop-ins: alcohol awareness, stop smoking etc

What can the community do?

- Be positive!
- Exercise Groups
- Community walks
- Befriending – but too much red tape (concerns expressed around risk – should individuals and/or community groups follow public sector procedures?)
- Make activities available throughout the day so that different people can access them

D: Stakeholder meeting – Business Improvement

- Community-based companies e.g.
 - Dance and Amateur Dramatics Groups,
 - Arts shop with Workshops

- Dog Training
 - Kids club for 6-10 year olds providing activities and youth centre for 11-17 year olds
-
- Create a themed shopping area e.g. fashion, gifts, arts and crafts like Camden or Covent Garden – a reason to come to Central Drive
 - Improve parking – more than 1 hour
 - Do up the shops - pictures in empty shops, multi-coloured fronts
 - Health Food shops promoting healthy eating
 - Start-up and locally-run low-interest loans
 - Food shops from around the world – hosting international food events
 - Credit Union branch, alternative to Brighthouse
 - ‘Shabby chic’- ‘upcycling’
 - Recording studio
 - ‘Pop-up shops’ – very short lease, encouraging local try-out businesses e.g. home-made jam, baby clothes and equipment exchange, art gallery for local artists, craft shop run by a group, scouts and guides, recycling projects, collectables, knitwear.
 - Café for mums and toddlers to meet
 - Arts centre – music lessons and recording, choir and dance groups, arts, discos. Money from parties and social events. Pool tables.
-

Revoelution Stakeholders Meeting on Young People and Activities *Monday 10th February 2014*

What is happening / currently available in the Revoe area?

- Monday youth at Ibbison Court – run by residents and the New Revoe Residents Association (ages 5-13)
- Bugs2Butterflies (ages 5-14)
- Kicks – Blackpool FC and runs from Revoe Park x3 weekly sessions
- UR Potential – youth activities and training
- Sunday School at Palatine Church
- Choir
- Templegate Training – for NEET’s (Not in Employment, Education or Training) with qualifications and trips and sponsorship for travel abroad to train
- Library
- Karate

What is needed?

- Community Hub / Facility
- Parent and Youth activity (promote family togetherness and cohesion)

- Project sustainability and training in how to set up, run and manage groups
- Early Intervention (to prevent youth crime)
- Youth Club/centre
- Pond/Nature reserve with active youth involvement to manage
- More Providers of services to be involved in the community
- Inter agency communication and working/networking
- Chill-out/seating/picnic area
- Climbing wall
- Out of school clubs
- Community Garden/Planting area

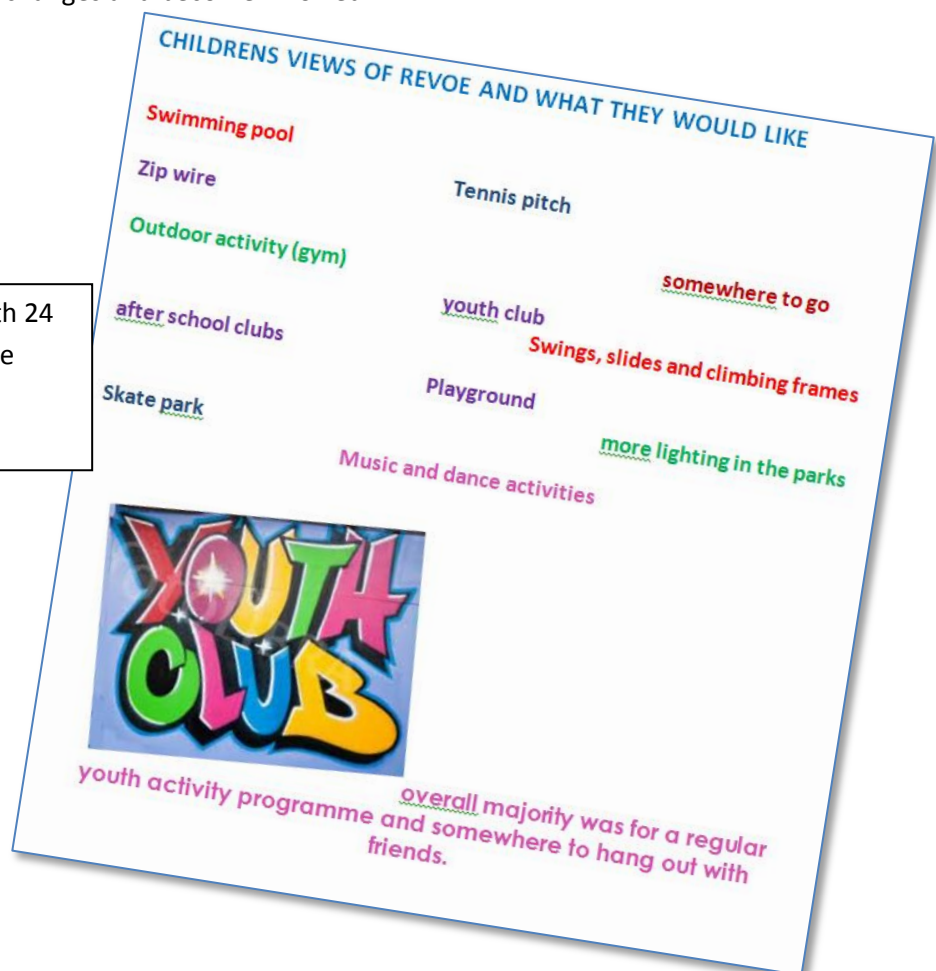
How can Revoelution help?

- Match funding for sustainability of groups and projects
- Volunteers to support and run groups and activities
- Training
- Identify young people who may need to access service providers
- Better communication

What can the community do to help?

- Encourage active participation to the stakeholder meetings
- Talk about Revoelution project and encourage people to attend the Hub to find out more
- Be Positive in the changes and become involved

Consultation with 24 children from the Club2Go bus



Brunswick Club Lunch consultation – May 2014

Summary of responses from 15 tables; 80+ attendees

Three main areas of focus	1st most popular comment	2nd most popular comment	3rd most popular comment	4th most popular comment	5th most popular comment
<p>Health: Question - If in ten years time people pointed to Revoe and said "that's a really healthy place to live" What would they mean? What would be happening here to make them say that?</p>	An area free from people drinking and taking drugs on the streets.	Clamp down on prostitution. Nil tolerance to drug use.	Shops selling healthy foods, drinks and products.	Encourage more clubs to have courses on how to be fit and healthy	Plenty of help for mental health issues and physical problems.
<p>Young People's Activities: Question - There are already some great activities for children in Revoe, but what would make the area a really fantastic place for them to grow up? What new activities or services would there be, and where would they be located?</p>	Perhaps a new park or open sports ground. Possibly on part of old mecca site on Central Drive.	A youth centre for older children and teens eg. Boxing; football; dancing; performing arts; creative crafts; gardening etc. just charge subs.	Awareness days eg. Donnas Dream House, Diabetes UK; Age UK; Cancer Research etc.	A nice play park with benches for families and a picnic area	Employ a youth worker to develop activities for young people. Work with ROC (Redeem Our Communities) to start a ROC café?
<p>Business Improvement: Question - People have said that one major thing that would improve Revoe would be to make Central Drive a thriving shopping street. How can we make this happen? What would a "thriving Central Drive" look like? What would be different about the shops?</p>	Maintenance of property compulsory. Brightly painted and modern shops.	Less charity shops and more nicer shops. Do the roads and pavements not just for the holiday makers. Nice tea rooms. Ask existing shops to improve their look	Encourage shops like Greggs, Home Bargains, B&M etc. which will help boost trading.	All the shops painted in light colours - derelict shops used to showcase what is on in Revoe, or open community shops.	Get the drunks off the streets and stop them hanging around outside shops

Appendix 3: A brief history of Revoe

Extracts based on an article by Alan Stott for BBC Lancashire with autobiographical notes by Shirley McCartan

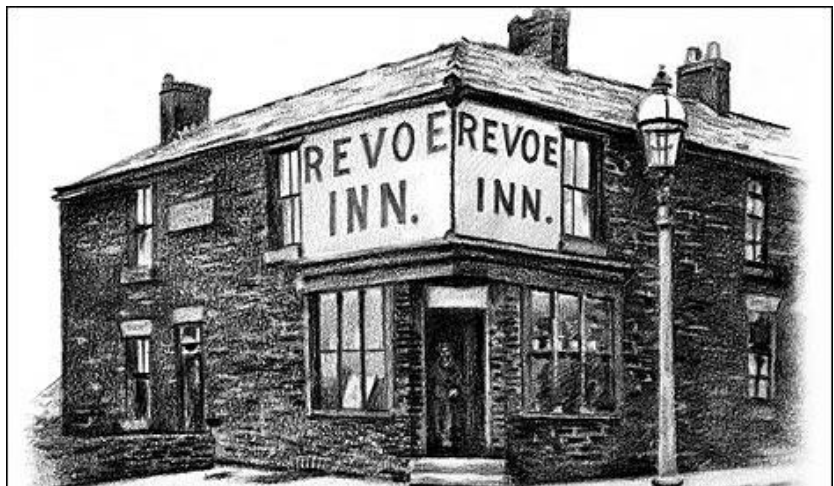
'Revoe' as an area was always centred on Ibbison Street, now no more, having been demolished in the 1970s to be replaced by the social housing units of Ibbison Court. Revoe's boundaries were: to the North the current Palatine Road, running up the hill then down across Whitegate Lane. The western boundary was set by the Spen and other dykes just west of Central Drive, the eastern by the hilltop now traversed by Park Road and the southern by what became the line of Spen Green Lane, now Bloomfield Road.

Up until the mid-19th century there were no roads here, other than tracks through the area of small farmsteads. The rural nature of the area was changed by Thomas Ibbison, a moss-side farmer, who in 1863 bought 3 acres of farmland and built houses on the line of future Central Drive, with Ibbison Street running eastwards in the middle. Terraced houses were gradually built along its length with stables and coach houses in the southern back street, where donkeys plying the beach were stabled, and Revoe Lane developed from the farm running north to turn by Nelson's Row into Chapel Street.

In 1882 Central Drive joined Chapel Street at a cost of £340 13s. 0d., paid by the Railway in return for the Corporation withdrawing its opposition to one of their extension bills. Land was increasingly sold off to builders, and Revoe Hill became the home of Cardwell Brothers' brickfields.

Tradesmen gravitated to the village and the daughters of the families took husbands. Family names from that time are still around today – Parr, Salthouse, Cornall, Stanhope, Rimmer, Walsh, Bickerstaff...

A cottage at the corner of Ibbison Street and Central Drive became a beer house known as the Revoe Inn. Around 1893 it was demolished for the George



The Revoe Inn became the George Hotel in 1893 – “ a great centre for fisticuffs from the unruly element of Ibbison Street”

Hotel, a great centre for fisticuffs from the unruly element of Ibbison Street. After one brawl a man had to send for a doctor. He shouted through the letterbox "Quick, a gentleman from Ibbison Street has been injured." Back came the reply "There are no gentlemen in Ibbison Street."

The antics of the locals at closing time Saturday night had to be seen to be believed. There was more action outside the George at weekends than in Las Vegas on a big fight night. The whole street turned out for the show. Unfortunately my brothers were part of the show more often than not, much to the chagrin of our Mam. Any pain they suffered was nothing compared to the ear bashing they received on Sunday morning in front of the neighbours. My brothers were no better or worse than any others – they let of steam with some old fashioned fisticuffs and in the morning the same lads would be playing football on the beach.

Although betting was illegal we had our own bookie – Eddie Rossall. He was found most days sat in his wheelchair outside the George ready to take your sixpence...

On the hilltop where Park Road lies, small farming enterprises such as poultry enclosures and piggeries continued until the early 1930s. Billy Fish kept donkeys and caravans, Jack Fisher had hen pens, and Sep Smith had a shed in the middle...

A regeneration programme in the 1970s saw the demise of many of the little two-up-two-down terraced houses. I don't know of anyone who would wish to go back to those living conditions but many of the folk relocated while the new properties were built missed the community spirit of Revoe.

There were quite a number of little shops in Ibbison Street. Two or three grocers, Womack's cake shop where you could take your own plate to pick up dinner ordered early morning. A barbers for the Revoe lads – short back and sides – and Tash Hughes ran the newsagents. The papers were delivered by boys and girls earning some much needed pocket money. I took over my brother's round when he left school, and many years later my sons worked for the same newsagents. Another source of income for us kids was helping take the donkeys down to the beach during the summer months...



