

REVITALISING REVOE

COMMUNITY LED MASTERPLAN

“Revoe will be a thriving, diverse neighbourhood providing a choice of homes, community facilities, green spaces, retail and evening economy that builds on the heritage, culture and unique setting of the area.”





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01 INTRODUCTION

Blackpool Council and Revoelution appointed GL Hearn to prepare a Community led Masterplan and Regeneration Strategy for the Revoe area of Blackpool. The design team, consisting of Masterplanners, Landscape Architects, Planners, Graphic Designers, Quantity Surveyors and Economic Consultants have worked in partnership with the community and stakeholders to produce a long term strategy for making Revoe a better place to live.

The following report presents the current condition of Revoe, the wishes and aspiration of its community and a long term plan for changes to the built infrastructure to improve living standards.



1.1 THE ROLE OF THE MASTERPLAN VISION

After substantial recent investment in the key visitor attractions and sea front, Blackpool is starting to see growing visitor numbers. Further investment is on its way, including a new conference centre extension to the Winter Gardens, tram link from Blackpool North railway station, and new high quality hotels. Investment in town centre offices and retail, and in the new airport Enterprise Zone is starting to help turn around poor productivity, low wages, and high levels of worklessness. This masterplan aims to build on the momentum created by these catalyst projects and establish long term principles for Revoe that set the guidelines for future developments.

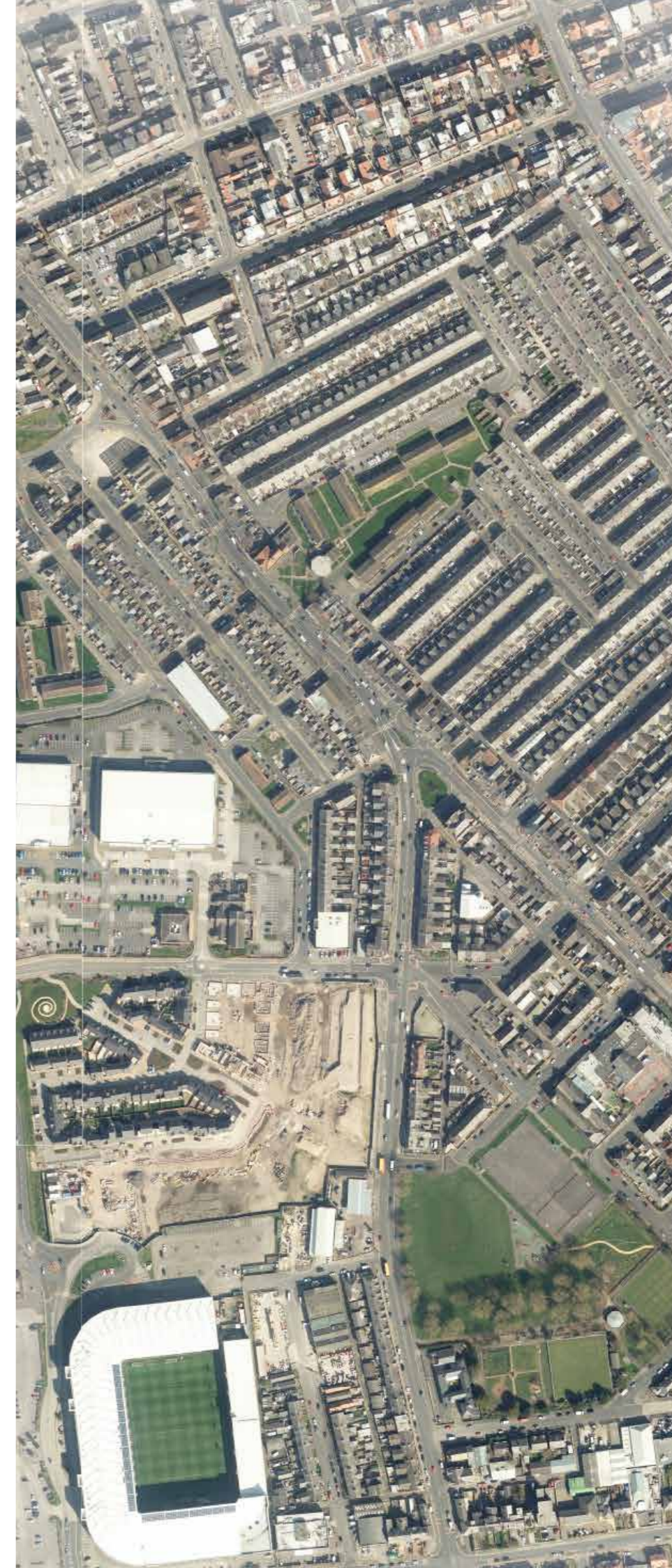
Revoe has a rich and colourful heritage that is interlinked with the growth of Blackpool as a national tourist destination and a significant northern town. The area has a population of around 3,100 people and sits directly south of the town centre. It comprises a mix of residential and commercial units, with Central Drive as its spinal cord. Blackpool Football Club is located just on the southern periphery of the area, and the new Foxhall village development adjacent to Festival Park. Revoe is one of the most deprived areas in the country, and does have its social and economic problems, but it also boasts a diverse community and Big Local £1m funded project – RevoeLution.

We are planning to transform the inner area of Blackpool through refurbishment and new build, and working with residents, enabling a transition to high quality residential neighbourhoods by the sea alongside a rejuvenated visitor economy. Delivering our ambitions will not only make the town fit for the next 100 years but will remove the current drag on the local economy of transience and the re-cycling

of poverty, and at the same time reduce the cost to the public purse by creating stable and self-sustaining communities.

RevoeLution, the wider community and its stakeholders are crucial to developing a successful masterplan. The residents have an unique understanding of the area that cannot be matched by site visits and desktop studies. The regeneration proposals will incorporate the community's aspirations and use their insights to create a set of bespoke interventions that target Revoe's key issues.

The project will identify the key issues stopping Revoe from fulfilling its potential for growth and increasing prosperity. Short and long term proposals will be established that will directly address these key issues and, over time, will contribute to Revoe becoming a thriving local centre with proud, long term, economically active and healthy residents.



The Masterplan will identify a series of long term interventions that will regenerate the Revoe neighbourhood, change the perception of Central Drive and celebrate its cultural diversity. Connectivity to the local facilities will be improved to promote a healthy lifestyle and the general housing offer will be assessed to limit transience and encourage home ownership.

The ultimate aim of the masterplan is to make Revoe a more attractive place to live. This can be achieved by introducing the following interventions:

- Improve connectivity to community assets.
- Create a broad housing offer that provides appropriate homes for all ages and abilities.
- Revitalise Central Drive to create a thriving and sustainable local centre appropriate for 21st Century needs.
- Improve public perception of the area.
- Create spaces for pop-up events and community gatherings.
- Create a green network of safe cycling and walking routes.
- Nurture a specific “sense of place” that provides Revoe with its own distinct identity.
- Identify areas for new residential development.
- Future-proof the area with consideration of future developments in the Blackpool area.
- Create strong links with the areas major community groups; Blackpool Football Club, the University, Revoe School and RevoeLution.
- Improve the aesthetic quality of the streets and houses.
- Increase the amount of home ownership and reduce transience.

To create a Masterplan that realises the vision’s aspirations the proposals need to be creative, open minded and willing to challenge the current way of thinking. Making significant changes to the Revoe neighbourhood will not be achieved by continuing with current practices or by adopting a tentative approach. The interventions need to be bold, innovative and aspirational.

Although innovative and bold, the masterplan also needs to be viable. The development proposals and changes to infrastructure needs to be divided into deliverable projects with realistic funding sources, timescales and budgets. The interdependence of a range of projects also needs to be considered. Each intervention needs to be able to contribute to place-making and the vision in isolation; without waiting until the final phase before contributing to the neighbourhood.



1.2 OUR APPROACH

Any successful masterplan requires a robust methodology that is strictly adhered to throughout the life of the project. This agreed approach helps to create a masterplan that meets the needs of the Client and key Stakeholders

The Masterplanning process was delivered over 3 key stages:

Understanding the Site:

Once all the baseline information was assembled the design team carried out a series of site visits and consultations to improve their understanding of how the area operates. Analysing plans and reports was valuable and provided a practical insight into the area but speaking with the community and spending time in the area was invaluable to our understanding of the issues and identifying possible solutions. With the baseline information gathered the team then carried out an intense study of the area to identify all the constraints and opportunities.

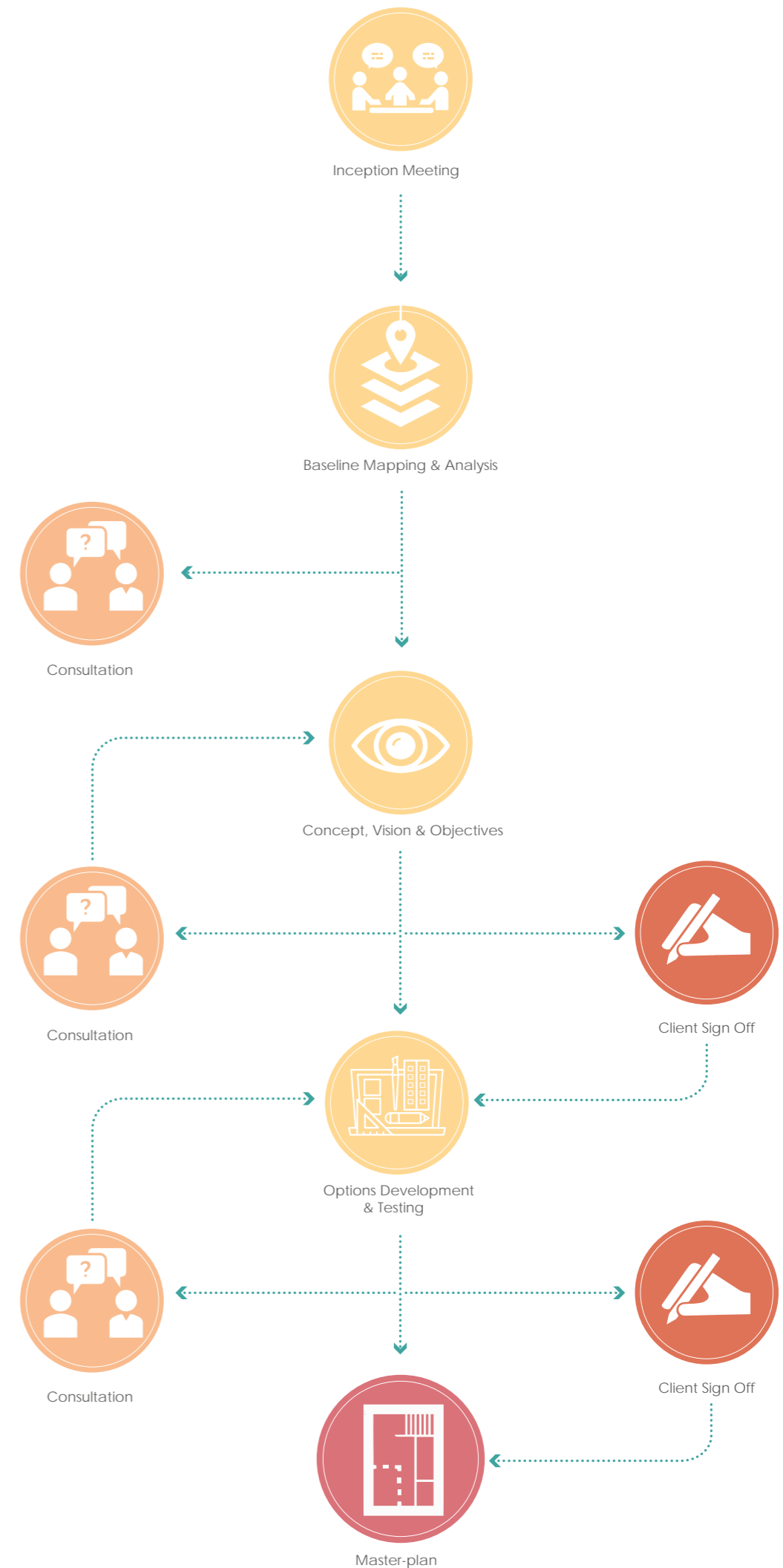
Confirming the Vision:

The results from the first Stage, including all Consultation were evaluated and, in combination with the Blackpool Council's initial brief, used to confirm a vision for the masterplan. Design principles were defined that, when applied, ensured the project objectives are achieved. This framework was cross referenced for every design decision during the design process.

In this phase we explored the methods and prepared a range of outline proposals that will achieve the project objectives. These Option Testing presentations were a condensed version of the final masterplan; a series of plans that communicated the proposals and aspirations but produced efficiently and to act as a catalyst to encourage comments and feedback.

Delivery:

The final masterplan chapter contains a set of robust proposals that are based on the findings from the previous stages and the stakeholder's needs and aspirations. The proposals have been shaped through rigorous testing and consultation. The framework principals defined at stage 2 will have informed all design decisions and led to a set of plans, diagrams and images that combined met the objectives and vision.



02

WHERE ARE WE TODAY?

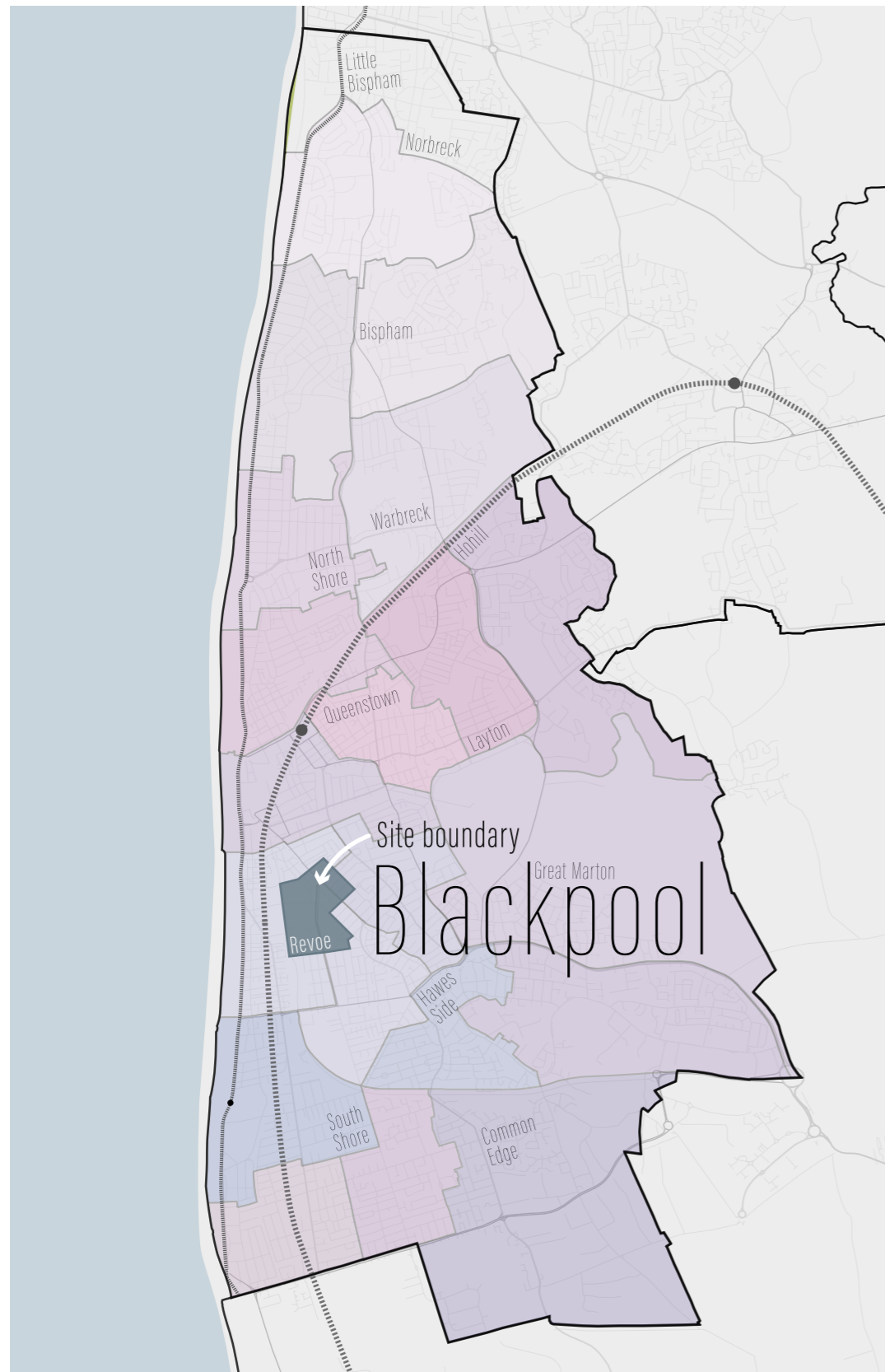
Revoe has a rich history, linked with the growth of Blackpool as a residential town and holiday destination, and a long standing community that are proud of their heritage. Their lives take place in the network of traditional terraced houses and their activities and identity bedded on the local public assets such as Blackpool Football Club, Revoe Park, the University and Central Drive.

The physical condition of the area is in a steady decline, perpetuated by the high levels of transience and low levels of home ownership. Buildings lack basic maintenance and care, and vacant shop fronts are visible all along Central Drive.

Revoe, due to its location within the borough, its rich cultural diversity, proud community and established infrastructure, has the potential for regeneration, physically and perceptually, and an opportunity to, once again, become a desirable place to live, shop and visit.



2.1 LOCAL CONTEXT



Revoe is ideally located on the western edge of Blackpool, with easy access to both the Promenade and the town centre developments. It is well served regionally by both rail and motorway connections.

Revoe is split between the ward boundaries of Bloomfield, Victoria and Tyldesley. Located 500m from the promenade and 500m from the town centre's retail core and facilities.

A number of regionally significant community facilities (Revoe School, University, Football Club) are located within the Revoe neighbourhood, with other valuable amenities such as Stanley Park, the Promenade and the town centre only a short walk away.

Revoe is primarily a residential area that has a focus on its inhabitants rather than the tourist industry. Local life is focused around Central Drive; a historic but under performing retail spine in need of maintenance and rejuvenation.



2.2 HISTORICAL GROWTH

Originally farmland up until the 19th century, Revoe then quickly developed to become a settlement that is recognisable today with Central Drive historically being a key connection.

Between the 16th and 19th Century Revoe was principally farmland. This land use defined the character of the area until the inevitable industrialisation in the late 1800's. Terraced houses formed a condense core, centered around Ibbison Street and the Revoe Inn on Central Drive, which was later demolished and rebuilt as the George Public House.

From 1900 onwards we see the growth of Revoe into the neighbourhood we recognise today. The key community buildings such as Revoe School, the Library, Revoe Park and the Football Club all took their place within the fabric of the community.

The population grew as tourism become more popular but Revoe retained its character as a place for the workers of Blackpool rather than a tourist destination in its own right.

1890

Revoe is a small settlement centered on Ibbison Street consisting of roughly 200 homes. The route of Central Drive is already a key connection.

1910

Revoe is grown into a neighbourhood similar to today's size and scale. The school is now present and Central Drive is developed on either side and forms a primary tram route. A large gas works and electricity works dominate the western side and Bloomfield Road is now the home of Blackpool FC.

1930

By 1930 a new school has been built on the site of the current University, near Pelham Mount. The library building is now visible, as is adjacent public realm. This is the first time that we have seen Grasmere Road.

1960

1960's Revoe is very similar to what we see today. The Central Working Mens Club is now open. Warehouses are located at the current Ibbison Court Site and the George public house takes its place on Central Drive.



2.3 CONNECTIVITY

VEHICLES

Central Drive provides the main north to south connections and is the primary circulation route in the area. East to west connections are limited within Revoe with only occasional direct access between Central Drive and Park Road. This is at its worst at the core of Revoe; Ibbison Court.

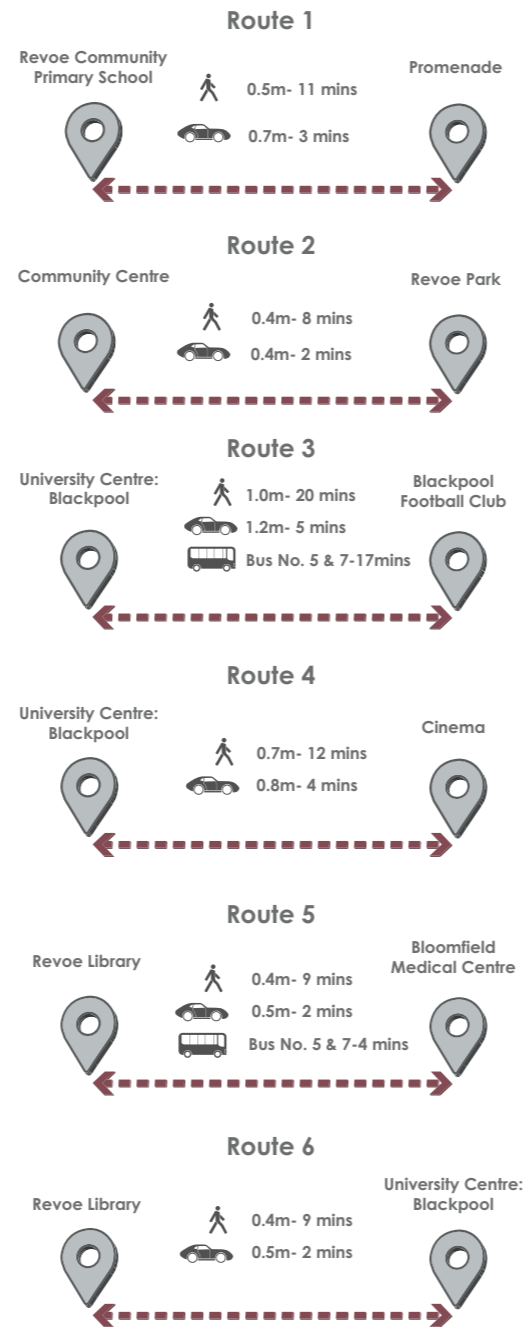
Roads tend to be two way and include on street parking. Traffic flow is good with only slight congestion on Central Drive on match days, during the illuminations and at the weekend when users are utilising the on-street parking adjacent to the shops.

WALKING & CYCLING

Pedestrian connectivity is generally good with a comprehensive network of good quality foot-paths adjacent to all highways. Improvements could be made on DDA compliance such as additional drop kerbs and sightlines.

Major community facilities such as the Promenade / Beach, Football Club, Park, Doctors, supermarkets and community centre are all within 15 minutes' walk.

There are no cycle lanes or Public Rights of Way present within Revoe.














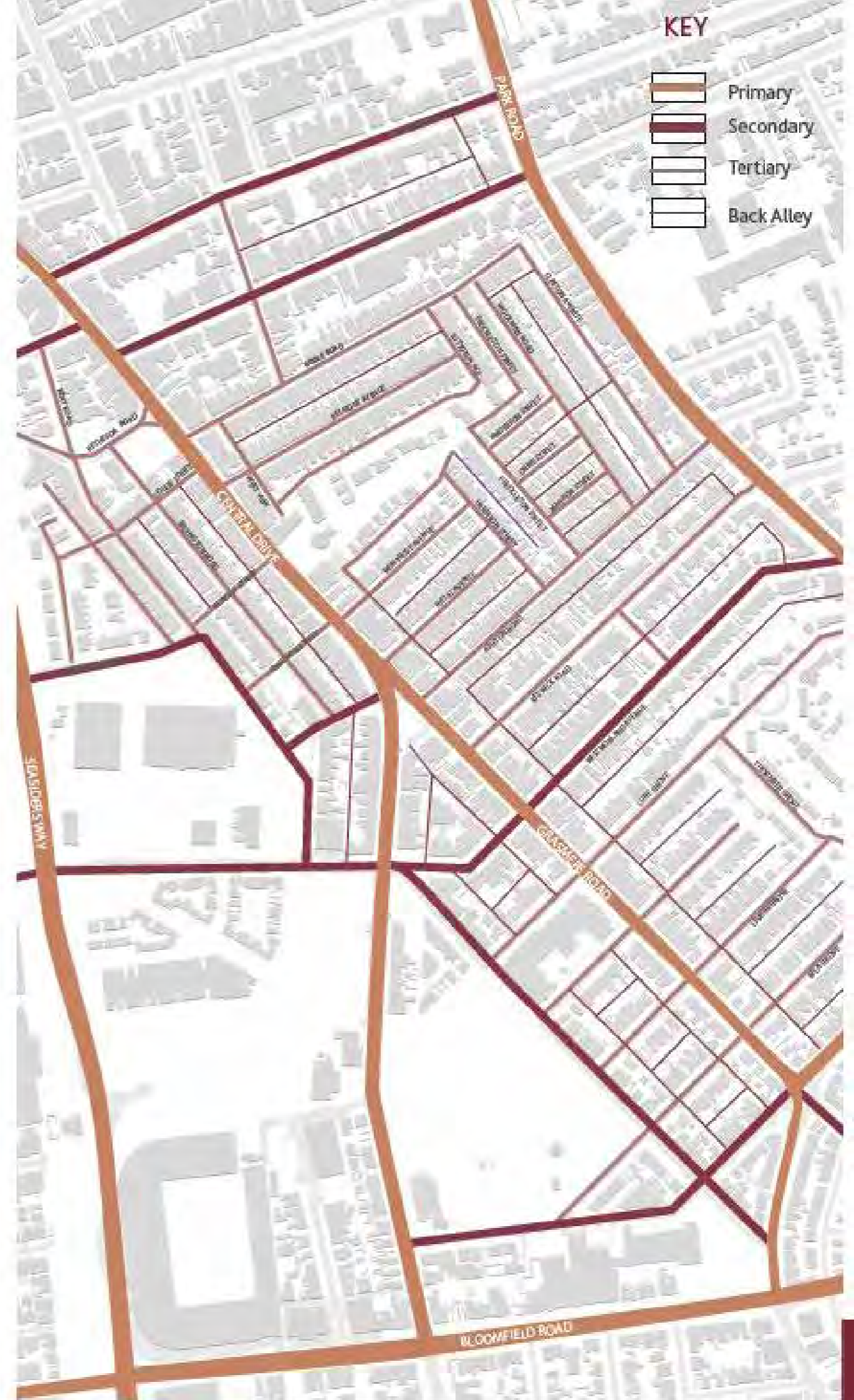
PUBLIC TRANSPORT

Good access to public transport with regular bus stops along Central Drive providing links to the town centre, hospital, Stanley Park and the main train station.

Trams stops are only a short walk away and provide a sustainable method of travelling north and south along the promenade.

KEY

-  Bus Service line 18
-  Bus Service line 3
-  Bus Service line 6
-  Bus Service line 17
-  Bus Service line 7
-  Bus Service line 5
-  Metro Service Line
-  Bus Stops on Service Routes
-  Metro Stops



KEY

-  Primary
-  Secondary
-  Tertiary
-  Back Alley

2.4 URBAN & TOWNSCAPE

URBAN GRAIN

The vast majority of the Revoe study area predominately has a traditionally dense urban grain consisting of rows of terraced streets. Newer developments juxtapose this existing rigidity.

This figure ground diagram highlights the urban space and its relationship with existing development by simplifying the built environment. The areas shown in black are existing buildings and the remaining white areas are the open space (mass and void).

The purpose of this diagram is to clearly present the fabric of the study area and how the town is spatially arranged. The diagram can be used to identify different character areas and highlight changes in planning principles.

“Traditionally if building mass is greater than open space, spatial continuity is achieved through street walls and articulated public spaces, creating a mixed-use urban environment that fosters pedestrian activity. If open space is greater than building mass, buildings become disconnected, and voids lack spatial definition”

Analysing Revoe’s urban grain we can see that the developments to the east of Central Drive are formed in tight grid patterns (highlighted 1 on plan). This

traditional layout allows permeability and natural surveillance and is a successful formula for healthy communities. One area that contradicts this layout is Ibbison Court (highlighted 2 on plan). This newer development consists of more void than mass and is clearly of a different built form and character to the areas east of Central Drive.

West of Central Drive is predominantly a different character area to the east. Large areas of void dominate the area, and apart from Revoe Park, have a negative influence in terms of place making and forming a residential community.

Summary:

East of Central Drive has a fine grain, consisting of more mass than void, and is spatially appropriate for a successful residential development. Ibbison Court is the only exception to this rule.

West of Central Drive has an open grain with more void than mass and is inappropriate for a successful residential neighborhood where housing stock is predominantly two-storey terraces.



URBAN & TOWNSCAPE

CENTRAL DRIVE

Central Drive has been an established shopping area for the past century and in its heyday was a destination for visitors looking for a different shopping experiences to the town centre.

Due to poor upkeep, a high number of closed units and low quality private shops, dominated by reclaimed bric-a-brac, Central

Drive has become a local centre for the residents of Revoe only. The area now has a negative reputation and is generally avoided by non-residents.

The increased number of vacant units and lack of maintenance limits natural surveillance and sends a message that the area is uncared for. This in turn facilitates

vandalism and enables anti-social behaviour such as drug dealing.

The drive's tradition is robust and is still remembered fondly by the people of Blackpool. With effort and investment Central Drive can reinvent itself as a place to visit and regain a positive reputation.

“High streets are the economic equivalent of a canary in the coalmine – if the high street’s struggling, you can be sure the surrounding area’s also under pressure”

Louise Duggan (GLA)



URBAN & TOWNSCAPE

CENTRAL DRIVE

Central Drive forms the spinal cord of the Revoe area. Numerous commercial and retail units are located along the high street at ground level with residential uses situated above. However, residential dwellings are largely in multiple occupation and of poor quality and many businesses are struggling to make a profit, resulting in high vacancy rates and shop frontages which have fallen into disrepair.

Until fairly recently, Central Drive 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 behaviour have had disastrous impacts on the area’s main retail street.

Despite the long-established businesses, such as the carpet shop, cake decorating shop and butchers which attract people from outside of Revoe who use these businesses, the majority of people who shop on Central Drive buy one-off convenience goods or takeaways from the numerous fast food units. Additionally, a common perception amongst the community is that Central Drive is unsafe and consequently, people tend to avoid it.

Blackpool Council acknowledges Central Drive as a Local Centre in their Local Plan, defined as a small group of shops and perhaps limited service outlets of a local nature serving a small catchment. The Plan also highlights the role that District and Local Centres have in supporting Blackpool Town Centre to meet the needs of local communities.

Central Drive contains 105 ground floor units. The table below shows a breakdown of the uses surveyed within the centre compared to the national average.

The survey results show that 19% of units along Central Drive are A1 convenience use. This is higher than the national average of 9.21% (2018 – Experian). The food convenience representation from the major multiples is limited to Tesco Express and Spar, located at the top of Central Drive, and McColl’s, situated at the opposite end of the high street. As a result, the majority of the convenience offer is from independent operators, with numerous units offering European produce, including Star Polish Food Store and City Shop International Groceries.

Compared to the national average of 29.9%, there is a comparatively low comparison offer along Central Drive, amounting to 17%. The majority of these units are independent and include second hand shops and charity shops. Longstanding shops, such as the cake decorating shop and carpet shop, fall under this use class and attract customers from both within and outside of the Revoe community.

Food wise (non convenience), the high street has a very limited offering of restaurants and cafés. However, Central Drive is concentrated with fast food takeaways, linking strongly with the high levels of bad health within the community.

However, during the daytime, many of these independent takeaways are closed up, evidenced by them having their unattractive shop shutters down which are harming the visual aesthetics of the street.

At 23% (24 units), the local centre has a high vacancy rate, with the proportion of vacant units greater than the national average of 13.7% as of July 2018 (Experian). This confirms that, currently, Central Drive is in poor health.

Use Class	National Average %	Central Drive %
A1 CONVENIENCE	9.21	19
A1 COMPARISON	29.9	17
RETAIL SERVICES	14.83	5
A2	10.07	7
A3	9.44	1
A4	4.49	0
A5	5.78	11
OTHER LEISURE	2.01	1
VACANT	13.7	23

Of the 24 vacant units spread out across Central Drive, the majority of these are in poor condition. However, approximately 40% of these look as if their frontages have been maintained, recently painted and former retail signages have been removed. Consequently, refurbishing these to ensure they are brought back into a fit state for operation is likely to be a viable option. However, the remaining vacant units on Central Drive are boarded up and look like they have been closed for a considerable length of time. As a result, their frontages have fallen into disrepair and refurbishment costs would be costly as a result.

It is also likely that the majority of the ground floor dwellings have been converted from retail to residential and where this has been done at the bottom end of Central Drive, on the side of the tattoo parlour, the residential units look visually attractive with relatively new external paintwork which has restored and maintained the buildings’ external architectural features.



URBAN & TOWNSCAPE

CENTRAL DRIVE

Perception of safety and occurrence of crime

Central Drive has a high perception of crime and as a result, a high proportion of residents avoid the high street, particularly at night. Lamp posts are evident along the high street, however CCTV cameras are not common, consequently increasing the public's fear of criminal activity occurring along the high street. Due to the large number of takeaways, which are typically shut up during the day, as well as the disused, vacant retail units present along the high street, shop shutters are very noticeable, however, signs of vandalism were not commonly cited.

State of Central Drive's environmental quality

Although a number of litter bins are present down Central Drive, dog fouling was an issue during the site visit.

In addition, due to the high number of empty units present along the high street, many shop frontages are bordered up or empty and have been left to fall into disrepair. This is contributing to the high street looking unkempt. As well as that, shop shutters are visually unattractive and are negatively impacting on the quality and feel of the high street.

However, the shop frontages of the long-standing units, including the carpet shop, bridal shop, the butchers and the national multiples are well maintained.

There are a number of retail units that have been converted to residential dwellings and are located in close proximity to Revoe library. These properties still evidence where previously, shop signs would have been present and are located in between shops.

In terms of the landscaping along the local centre, sections of the pavement have been greened, particularly around the pedestrian crossings. At the top end of Central Drive, landscaping is very limited. However, there are a number of flower pots visible outside the public toilets. Trees are very limited along the high street, but in front of the community centre, adjacent to The George, is an area of open green space with two trees, a couple of benches and children's play equipment provided.

Central Drive's character and heritage

The majority of the buildings along Central Drive have a reasonable amount of character, with large first floor bay windows and external architectural features evident. External brick façades are common, however where frontages have been rendered, the render has largely become discoloured and requires painting. Where bay windows are

apparent, the majority need repainting. Additionally, where shop shutters are evident, they are harming the external character and appearance of the buildings. The detached, three storey, period building, The George at 174 Central Drive shows a large amount of character, and as a result, is locally listed. A number of buildings towards the top end of Central Drive have turreted roofs and the building containing the Cigarette Waste Art Gallery, located at 100 Central Drive, contains a strong amount of character, with large stained glass windows at ground and first floor levels.

Potential development opportunities

Policy CS4 (Retail and Other Town Centre Uses) of Blackpool's Part 1 Local Plan acknowledges that for Town, District and Local Centres within the Borough, retail and other town centre uses will be supported where they are appropriate to the scale, role and function of the centre. However, it is clear from the failing small businesses and evidenced by the high number of vacant units that at present, the retail offer on Central Drive is too spread out, and there is potential opportunity to shrink the local centre and increase residential development as a result.

Policy CS22 (Key Resort Gateways) states that proposals for improvement,

development and regeneration of Central Drive will be supported, including the introduction of more viable uses, improvements to buildings and shop frontages, the implementation of high quality public realm, landscaping, signage, lighting and security, and delivering improved public transport, pedestrian and cycling provision.

Policy DM15 (District and Local Centres) of the Draft Part 2 Local Plan states that the impact of any proposal on the retail function of a centre will consider the current vitality and viability of the centre, as well as the level of vacancies. It is clear that many retail uses are unviable, explaining the high vacancy rates, and therefore, proposals for residential development along parts of Central Drive will not undermine Central Drive's retail function, but instead will serve to complement it.

In addition, in the presently vacant units, there are opportunities to open up units for the community, such as a community café or facility to display local work.



URBAN & TOWNSCAPE

HOUSING TYPLOGIES

Revoe's terraced streets are an excellent example of early 20th Century terraced housing stock that has been proven suitable for a successful and sustainable residential community.

Residential properties within Revoe tend to fall within 3 main categories;



Type 1 - 2 storey terrace with front gardens



Type 2 - 2 storey street front terraces









Type 3 - 1st and 2nd Floor HMOs on Central Drive

Types 1 and 2 are good quality purpose built housing stock that still fulfils contemporary housing needs. They are spacious in comparison to local new build standards and contain attractive ornamental feature that contribute to the positive architectural character of Revoe.

Type 1 include small front gardens and porches and are traditionally bordered with wrought iron gates, red brick walls with ornamental capped piers and coping. For types 1 and 2 poor maintenance is the primary problem. Where cared for and kept in good condition (usually the houses in private ownership) the terraced streets are an excellent example of early 20th Century terraced housing stock that has been proven suitable for a successful and sustainable residential community.

KEY

-  Type 1 - 2 Storey Terrace
-  Type 2 - 2 Storey Terrace
-  Type 3 - Retail Shops / Residential
-  Purpose Built Apartments
-  Bed & Breakfast
-  Key Routes



URBAN & TOWNSCAPE

HOUSING TYPOLOGIES

The housing on Central Drive (Type 3) consists of 2nd and 3rd floor flats, often converted from old bed and breakfast hotels and therefore do not provide good quality spaces for housing. When maintained the external aspects of the building are attractive and positively contribute to the overall character of Central Drive.

Generally streets within Revoe are featureless and colourless. Any areas of interest are rare and only offered by private resident's front gardens, a hanging basket or a well maintained frontage. This is exasperated on the type 2 roads that have received the insulation cladding. Here the streetscape feels alien and threatening due to the lack of colour and uniformity.

The condition of housing deteriorates as you move north towards the town centre and towards Central Drive.

A small number of key areas fall outside these main residential character zones. More recently built social housing developments such as Ibbison Court, Kent Road and Princess Street ignore the traditional Revoe housing characteristics and arrangement, and although maintained to a higher standard than the majority of the other housing types, do not positively contribute to place making. The awkward layout, as described in the Urban Grain section, often

leads to areas of dead space that are neither private or public, have a negative affect on the streetscape and lack natural surveillance that can encourage anti-social behaviour.

Central Drive has been an established shopping area for the past century and in its heyday was a destination for visitors looking for a differing shopping experiences to the town centre. Due to poor upkeep, a high number of closed units and low quality private shops, dominated by reclaimed bric-a-brac, Central Drive has become a local centre for the residents of Revoe only. The area now has negative reputation and is generally avoided by non-residents.

The increased number of vacant units and lack of maintenance limits natural surveillance and sends a message that the area is uncared for. This in turn facilitates vandalism and enables anti-social behaviour such as drug dealing.

The Drive's tradition is robust and is still remembered fondly by the people of Blackpool. With effort and investment Central Drive can reinvent itself and a place to visit and regain a positive reputation.



URBAN & TOWNSCAPE

COMMUNITY ASSETS

The community in Revoe is well established and proud of their neighbourhood but the quality of their living conditions is slowly diminishing.

High levels of transience, low levels of home owners and the language barrier from non-English speakers is affecting social cohesion. The recognised, traditional community also suffers from a lack of aspiration and expectation.

This is not unexpected though; conditions are gradually getting worse on and around Central Drive and there are no physical signs of this downward trend changing.

Revoe is one of the most culturally diverse areas of Blackpool. Although still principally white British there are thriving communities of eastern Europeans and a relatively high numbers of Asian visitors due to Revoe housing Blackpool's only Mosque.

Revoelution provide a community focal point for residents who are pro-active in trying to make Revoe a better place to live and shop. Based in the Community Centre on Central Drive Revoelution provide a drop in space for residents and promote a diary of community events.

Revoe has an enviable amount of community assets and has the potential to be one of the most serviced areas on the Fylde Coast. Community infrastructure facilities such as the Football Club, promenade and beach, award winning parks, university, retail and leisure facilities are all easily accessible, if not within walking distance.

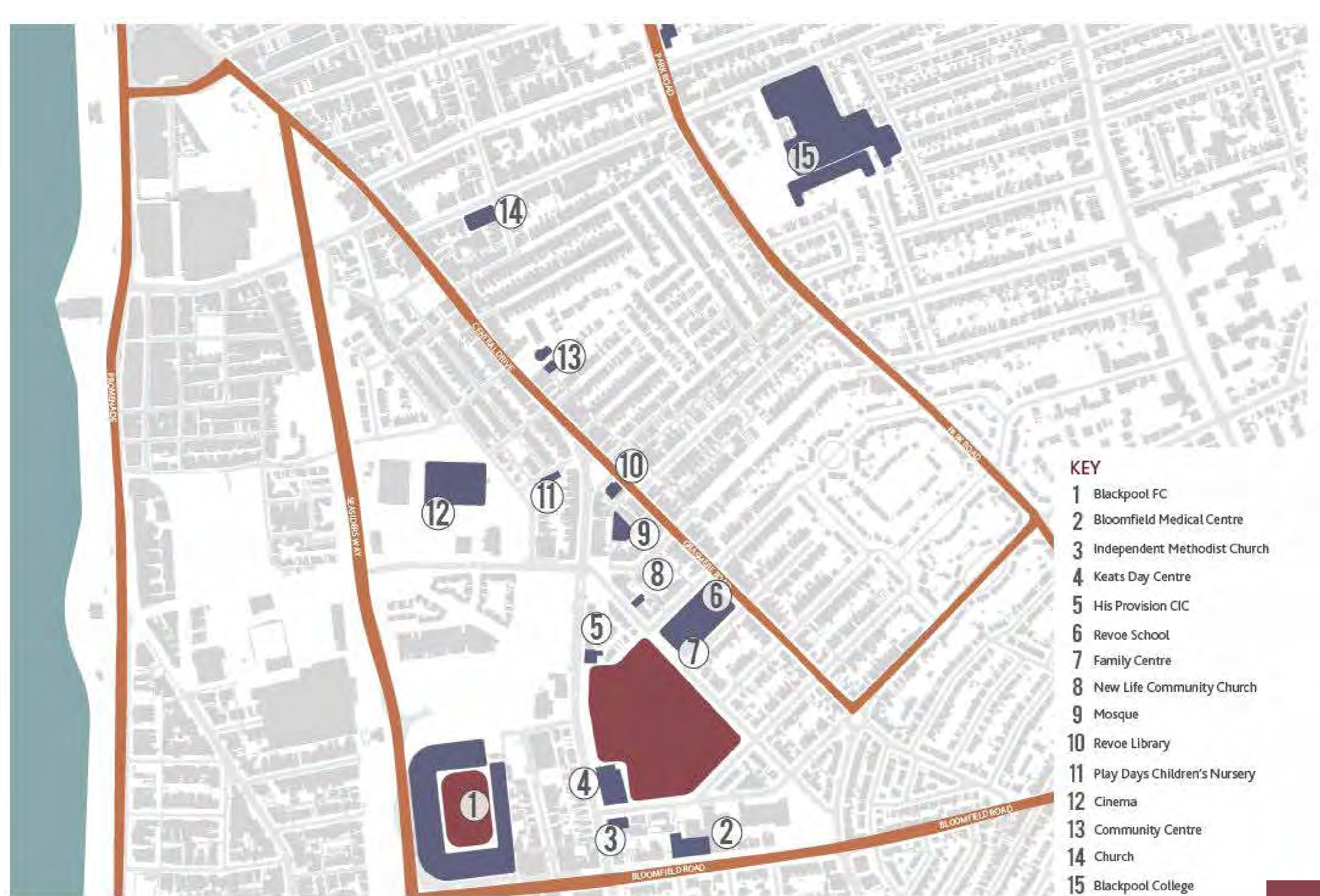
Revoe School is the heart of the community for young people and parents and has a massive responsibility in shaping the futures of Revoe's young people. What Revoe Primary school gains from the attitude and dedication of its staff it loses from the facilities and environment. The school building is no longer suitable for 21st Century education and In addition to primary education the building is also accommodating a new Family Centre and Community Police hub. Considering the importance of these community facilities providing better infrastructure should be a priority.

Revoe Park is a key asset to Revoe and is located between the Football Club and Primary School. This established green space provides an important recreational area for the residents and needs to be protected and celebrated wherever possible.

The Rigby Road leisure areas consist of a cinema, gymnasium, McDonalds, Frankie and Benny's and an upcoming Bingo Hall. While providing a leisure facility for the residents of Blackpool the majority of the development doesn't have a positive effect on the community of Revoe. The large footprints (see urban grain section), associated car parks and blank elevations of the cinema and gymnasium prevent pedestrian permeability and movement while creating dead spaces with no natural surveillance.

The creative arts department of Blackpool University is located on Park Road, on the north eastern boundary of Revoe, but feels fragmented due to the lack of physical connections. The students have a lot to offer Revoe in terms of creativity, vibrancy and an evening economy. These opportunities need to be harnessed and Revoe can provide the blank canvass that the students can embellish. To exploit this opportunity the University needs to have a better link to Revoe, physically and emotionally.





KEY

- 1 Blackpool FC
- 2 Bloomfield Medical Centre
- 3 Independent Methodist Church
- 4 Keats Day Centre
- 5 His Provision CIC
- 6 Revoe School
- 7 Family Centre
- 8 New Life Community Church
- 9 Mosque
- 10 Revoe Library
- 11 Play Days Children's Nursery
- 12 Cinema
- 13 Community Centre
- 14 Church
- 15 Blackpool College

2.5 ECONOMIC OVERVIEW

SOCIO ECONOMIC

A summary of the key issues and challenges facing the Revoe neighbourhood includes:

- Revoe has a high young population with 25% of Revoe’s residents aged between 0 and 15, higher than the regional average of 19%;
- 24% of people aged 16-74 are in full-time employment in Blackpool Revoe compared with 37% across the North West;
- 43% of people have no qualifications in Blackpool Revoe compared with 25% across the North West;
- The low levels of employment and concentration of low skilled workers has resulted in below average incomes within the area;
- The number of residents considered to be in 'bad or very bad' health is high, with 27% of people having a limiting long-term illness;
- 36% of Revoe’s working age population are claiming DWP Benefits;
- The area maintains high levels of deprivation;
- The overall crime rate is higher than the average across the North West;
- Nearly half of all properties in Revoe are rented from private landlords fuelled by Housing Benefit payments; and
- A legacy of poor quality accommodation is encouraging high levels of transience, resulting in vacancy rates more than three times the regional and national averages.

Demographics

According to the mid-year estimates published by the Office of National Statistics (ONS) in 2017, 3,125 people live in Revoe. 63.8% of the area’s total population are of working age (16 to 64), slightly higher than the north west average of 62.5%. However, 24.5% of the total population are aged between 0 and 15, greater than the regional average of 19% and consequently, investment must support the provision of facilities for Revoe’s younger population. According to the 2011 Census, the majority of Revoe’s population is White British (88.8%) however 5.6% of residents are White-non-British due to the influx of Eastern European residents who have a strong presence on Central Drive. Revoe has a high transient population, with the 2011 Census evidencing that 21.1% of the population had moved address within the last 12 months.

Income and Deprivation









Low levels of employment and a concentration of employment in low skilled occupations is illustrated in Revoe’s widening income gap with the regional average, with average incomes in Revoe (£25,280) almost 70% of the North West average (£36,361). Income is an important factor influencing people’s housing choices as it determines borrowing power. Low incomes constrain the ability to secure a mortgage for a property, and consequently is likely to increase the average demand for private-rented accommodation, including affordable properties below market rents.

The Indices of Multiple Deprivation (IMD), published in 2019, measure relative levels of deprivation in 32,844 small areas or neighbourhoods termed Lower Super Output Areas (LSOAs) in England. Blackpool 010A and Blackpool 011A contain the Revoe area, however not all of area 010A is included; a small section of Foxhall Road and Dale Road, near Central Pier is located outside of the Revoe boundary.

Table 1 evidences that the Revoe area contains the second most deprived LSOA in England. The majority of the indices are within the most deprived 1% of England’s LSOAs, reflecting the high proportion of residents claiming benefits, the high levels of unemployment, poor average health and high crime rates

evident. The rankings for the Barriers to Housing and Services in Revoe are considerably better than the other deprivation criteria, largely due to two small supermarkets, a primary school and a post office located within the area. Barriers to Housing and Services is also higher due to the oversupply of poor quality housing, especially when compared to more affluent parts of the country.

Fuel poverty figures are also high in the Revoe area, with 9% of households lacking central heating compared with 3% across the North West.

	Blackpool 010A	Blackpool 011A
 IMD Rank	2	8
 Income	1	10
 Employment	7	43
 Education & Skill	38	335
 Health & Disability	3	60
 Crime	8	50
 Barriers to Housing & Services	22,122	24,524
 Living Environment	821	291

ECONOMIC OVERVIEW

SOCIO ECONOMIC

Crime

Crime levels within Revoe are high and this is particularly the case for anti-social behaviour and violent crime. In the year to May 2019, 1,628 crimes were reported, with 429 of these being anti-social behaviour incidents and 492 reported as violent crimes.

Combating crime and perceptions of crime are anticipated to be key to improving views of Revoe and are essential to attracting new residents into the area. This supports the need for a range of interventions to complement measures to improve the existing housing stock, to encourage community members to make use of areas of open space without fearing crime within their neighbourhood.

Health

A limiting long-term illness is defined as any long-term illness, health problem or disability which limits someone's daily activities or the work they can do. According to the 2011 Census, 26.8% of people have a limiting long-term illness in Blackpool Revoe compared with 20.2% across the North West. 26.4% of residents aged 16-64 have a limiting long-term illness, considerably higher than the regional average of 15.5%. Additionally, the percentage of residents assessing themselves as being in 'bad or very bad' health stands at 13.2%, just

under three times the national average of 5.6% evidenced in the 2011 Census. Subsequently, the generally poor health of Revoe's population, particularly of working age, reflects the high levels of worklessness within the neighbourhood and is contributing to Blackpool having the lowest life expectancy from birth of any local authority in England, 5.1 years below England's average for males and 3.8 years below England's average for females (2016-2018).

Additionally, the majority (21.3%) of Revoe's working age residents that are claiming Department of Work and Pensions (DWP) benefits are claiming due to a work limiting illness, compared to 5.8% nationally and 7.8% regionally.

The nearest GP is Bloomfield Medical Centre and is well used by the residents of Revoe. Whitegate Health Centre, is located outside of the Revoe boundary and is situated 0.66 miles away. This surgery is poorly accessible by public transport and with the majority of households (62.9%) not owning a car, the surgery is often perceived as being too far away to be accessed by foot.

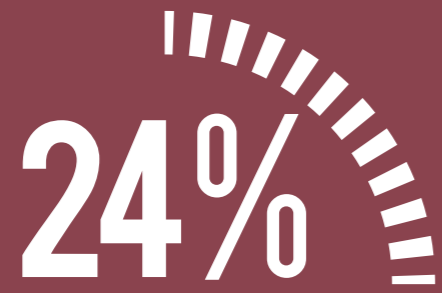
Education and Skills

Revoe Learning Academy is located on Grasmere Road and offers a good standard of primary education for pupils

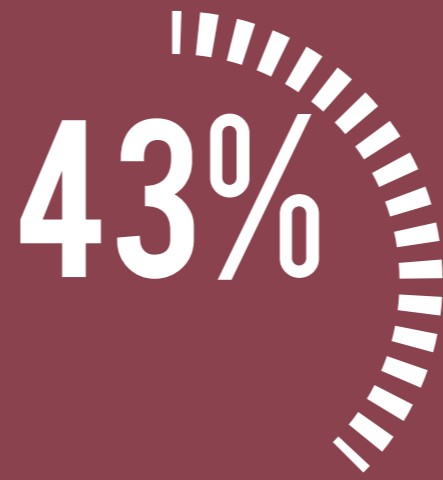
aged between 2 and 11. A relatively low percentage of pupils achieved a high level of attainment in reading, writing and maths at Key Stage 2. Although term time absence has improved, levels of absence and persistent absence remain above the national averages. Alongside this, as a result of Revoe's high transient population, pupil turnover rates are high with an above average proportion of pupils joining and leaving the school at times other than the usual admission and transfer times.

In terms of adult skill levels, 42.7% of Revoe's working age population hold no recognised qualifications compared to 7.6% of England's population evidenced from the 2018 Annual Population Survey published by NOMIS.





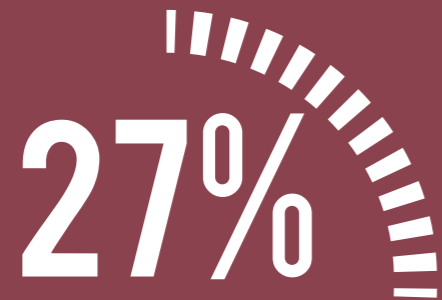
16-74 aged in full time employment compared to 37% across north west



of people have no qualifications in Blackpool, The low levels of employment and low skilled workers has resulted in below average incomes within the area



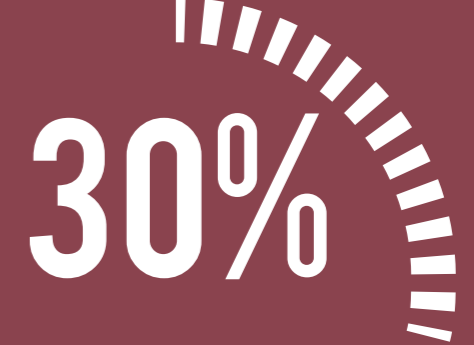
Nearly half of all properties in Revoe are rented from private landlords fuelled by Housing Benefit payments



The number of residents considered to be in 'bad or very bad' health is high, with 27% of people having a limiting long-term illness



36% of Revoe's working age population are claiming DWP Benefits: The area maintains high levels of deprivation



The existing affordable housing policy seeks a minimum level of 30% of all new homes developed to be affordable

ECONOMIC OVERVIEW

ECONOMY & EMPLOYMENT

Whilst the tourism industry in Blackpool declined in the late 20th Century as a result of growing competition from overseas package holidays, visitor numbers have started to increase after substantial recent investment in the key visitor attractions and sea front.

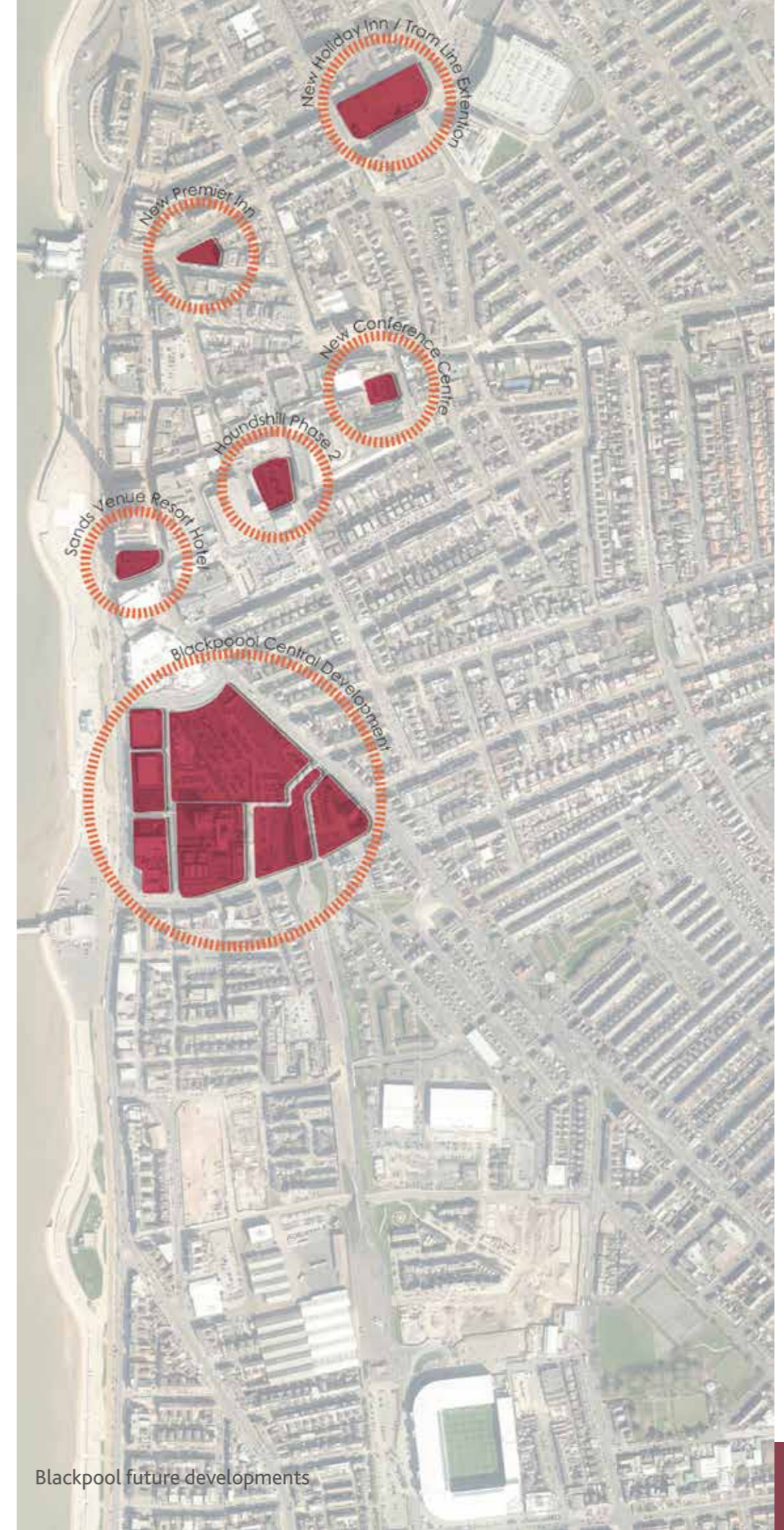
Consequently, there has been a recent upturn in the number of overnight stays and 1,100 new quality hotel rooms are under construction to tackle the legacy and perception of poor quality accommodation across the town. With the town's brand instantly recognisable for its tourism industry, Blackpool is now attracting 18 million visitors annually, with an economic impact of £1.5bn and supporting more than 25,000 jobs.

Blackpool Central, located on the former Central Railway Station site at the top of Central Drive and in close proximity to Revoe, is set to see a major £300m redevelopment as a 'Chariots of the Gods' Entertainment Park. The scheme will also deliver a range of indoor attractions, including the UK's first flying theatre, the world's first multimedia exhibition of its kind and the most advanced virtual reality experience, alongside the delivery of a 1,300 space multi-storey car park. Set to attract up to 600,000 additional visitors a year with a combined annual spend of £75m, Revoe will serve as a gateway to the development and is likely to benefit from Blackpool's increased footfall.

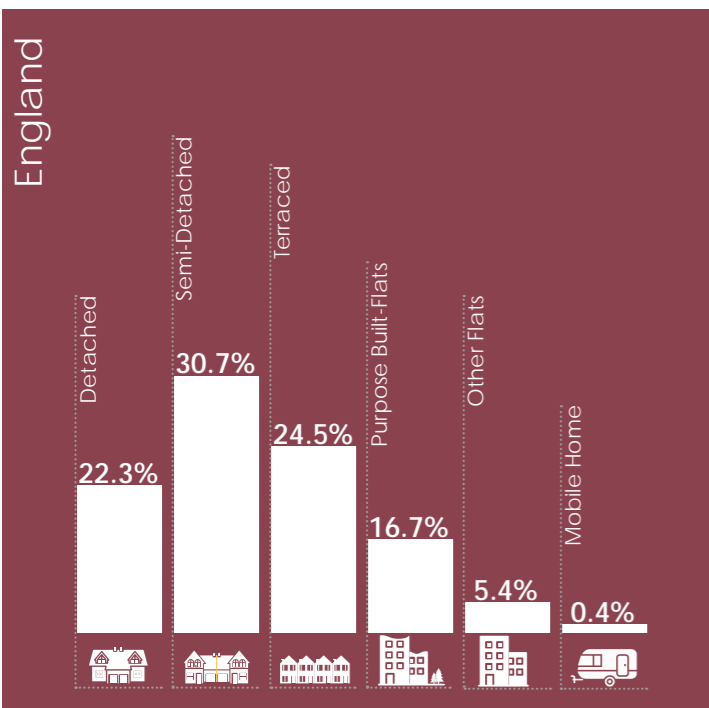
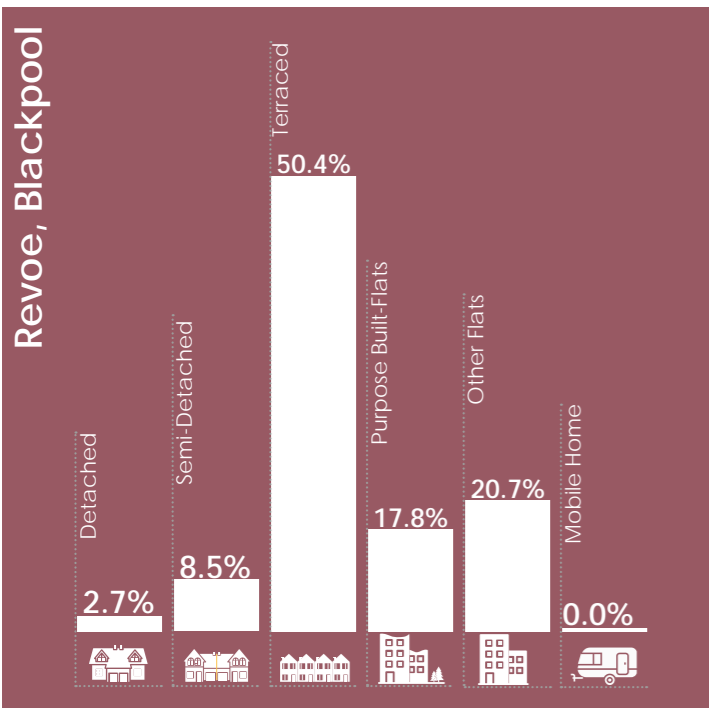
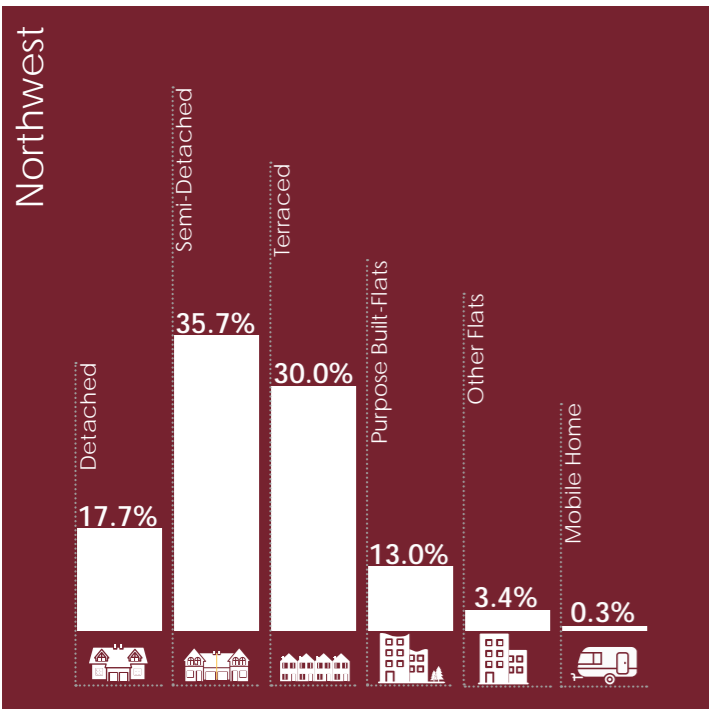
Additionally, a new £26m state-of-the-art conference and exhibition centre is currently being developed which will directly link to the refurbished Empress Ballroom and Opera House to increase the overall capacity of the Winter Gardens by an additional 2,000 delegates to 7,000. The council is also working to create the town's first museum situated on Blackpool's famous Golden Mile, which is scheduled to open in 2021.

The council is focussing on the growth of its airport Enterprise Zone, which aims to host more than 180 businesses, creating 3,000 new jobs and securing in excess of £300m private sector investment. This will be supported by £30m of council investment to develop new infrastructure to create investment opportunities and build on existing successes including the Lancashire Energy HQ Training Centre. Alongside the new job opportunities at the Enterprise Zone, investment in town centre offices and retail is helping to transform the town's legacy of poor productivity, low wages and high levels of unemployment.

However, in Blackpool Revoe, levels of worklessness are high, with only 24% of people aged 16-74 in full-time employment compared with 37% across the North West. The area suffers from a significant skills shortage, with 42.7% of Revoe's working age population having no qualifications, considerably higher than the regional average of 24.8%. Low skilled positions within the accommodation & food services sector account for the majority of jobs in Revoe, with Retail being the second largest employment sector as of the 2011 Census.



Blackpool future developments



ECONOMIC OVERVIEW

MARKET OVERVIEW & HOUSING

Across the borough of Blackpool, property ownership continues to decline whilst levels of private renting increase as a result of the growing difficulty to buy property and the ease of accessing private rented properties with Housing Benefit support.

The figure opposite confirms that nearly half of all properties in Revoe are rented from private landlords fuelled by Housing Benefit payments, being claimed by 41.1% of Revoe's population.

However, rents are set at Local Housing Allowance standards which achieves the maximum return if landlords deliver the minimum quality standards in as many small units as possible. As a result, the condition of these properties is poor, with a large number of unstable tenancies in Revoe contributing to the high levels of crime, anti-social behaviour and a fragmented community with high transience levels.

Home ownership in the area is very low (34.1%), almost half that of the national and regional averages (64.1% and 65% respectively), yet the average house price, based on Land Registry data between June 2018 to May 2019, is £63,769, nearly a third of the price of the average regional house price (£188,159). Although house prices in Blackpool Revoe are some of the lowest in the UK and it is currently cheaper to buy than rent, it is apparent that many residents in the area do not have the stable employment and income levels necessary

to purchase their own property. As a result, providing affordable, high quality homes in the area will be required whether through new build or improvement of existing stock to satisfy decency standards.

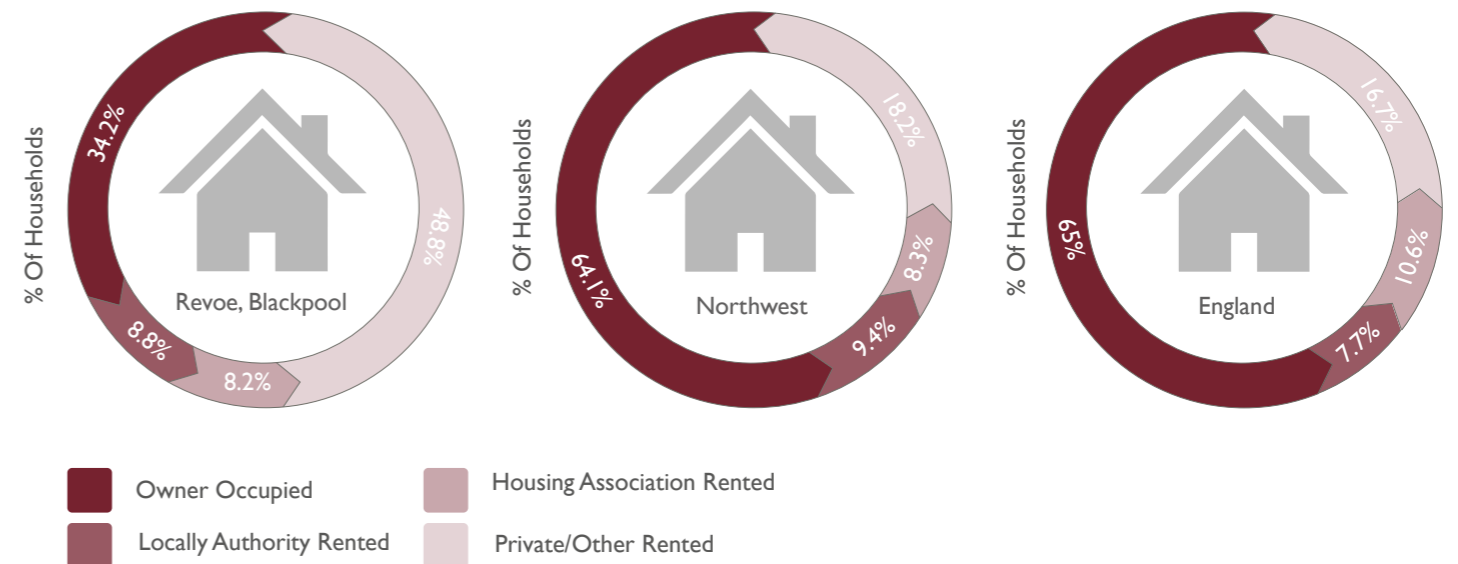
The Council's Housing Strategy acknowledges that there is an opportunity to get working people on low wages into home ownership through new flexible shared ownership and shared equity products, which will simultaneously help to stabilise communities by diversifying the housing offer in inner Blackpool.

Revoe's housing offer is heavily dominated by terraced properties, comprising over half of the dwellings in the area, which is considerably higher than the regional average (figure 2). The majority of these properties (58.5%) were built prior to 1900, with only 2.2% of dwellings built after the year 2000 largely due to the limited supply of development sites within Revoe. The

limited choice of housing types and a high proportion of pre-1900 private-rented properties has created a mono-tenure that may limit the appeal of the area to future potential residents.

As a result of the high levels of deprivation in Revoe, 12.4% of the households are overcrowded, 50% more than the North West average. This reflects the comparatively high percentage of households in the area that lack central heating (8.8%), three times higher than the regional average. The area also has a considerable number of vacant dwellings (14.6%), which are visibly in a state of disrepair and subject to vandalism and reflect the high levels of transience within Revoe's private rented sector. Altering perceptions of Revoe will be important to bringing properties back into use and retaining residents.

Housing Ownership



ECONOMIC OVERVIEW

Retail

Revoe's retail offer is located on Central Drive. Until fairly recently, Central Drive 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 behaviour have had disastrous impacts on the area's main retail street.

As a result, just under a quarter of the retail units situated along Central Drive are vacant, evidencing that many of the retail uses along the high street are unviable, creating high business turnover rates. The majority of Central Drive's occupied units sell convenience goods and excluding the three multiple nationals, Tesco, Spar and McColl's, the units sell largely European produce to cater for the neighbourhood's diverse multi-ethnic population.

Rents on Central Drive are averaging around £12 per sq.ft.

Leisure

Festival Leisure Park, located on Rigby Road, contains an Odeon cinema, a Bannatyne Health Club & Spa, a McDonald's and a Frankie and Benny's.

Cultural facilities in the neighbourhood are relatively limited, however Revoe Library is located at the bottom of Central Drive, as well as an art gallery situated at the top end of the high street.

Holiday Accommodation

Hotel provision is concentrated on Palatine Road and is defined in the Holiday Accommodation Supplementary Planning Document as a Main Holiday Accommodation Area. As a result, Palatine Road is considered to be one of the most concentrated areas of holiday accommodation, which is well located to access the resort's attractions. During the off-peak season, prices per night vary between £18 and £25, whilst during the summer these rates increase to between £50 and £60 per night. Although these prices are similar to rates elsewhere in Blackpool, the SPD recognises that where some holiday accommodation owners in the Main Accommodation Areas are facing significant viability issues, a change of use may be considered acceptable.





2.6 PLANNING POLICY

Blackpool's local planning policy consists of the core strategy (part 1), which was adopted by the council in January 2016, as well as draft part 2 of the local plan, which contains the site allocations and development management policies and is due to be adopted in late Spring 2020. The core strategy along with the 'saved' policies in the Local Plan 2001-2016, adopted in 2006, are used to determine planning applications and priorities for the town over the plan period (2012-2027). However, the 2006 Local Plan will eventually be replaced in full once the Local Plan Part 2 is adopted.

Blackpool Local Plan
Part 1: Core Strategy - Revised Preferred Option

Blackpool Council

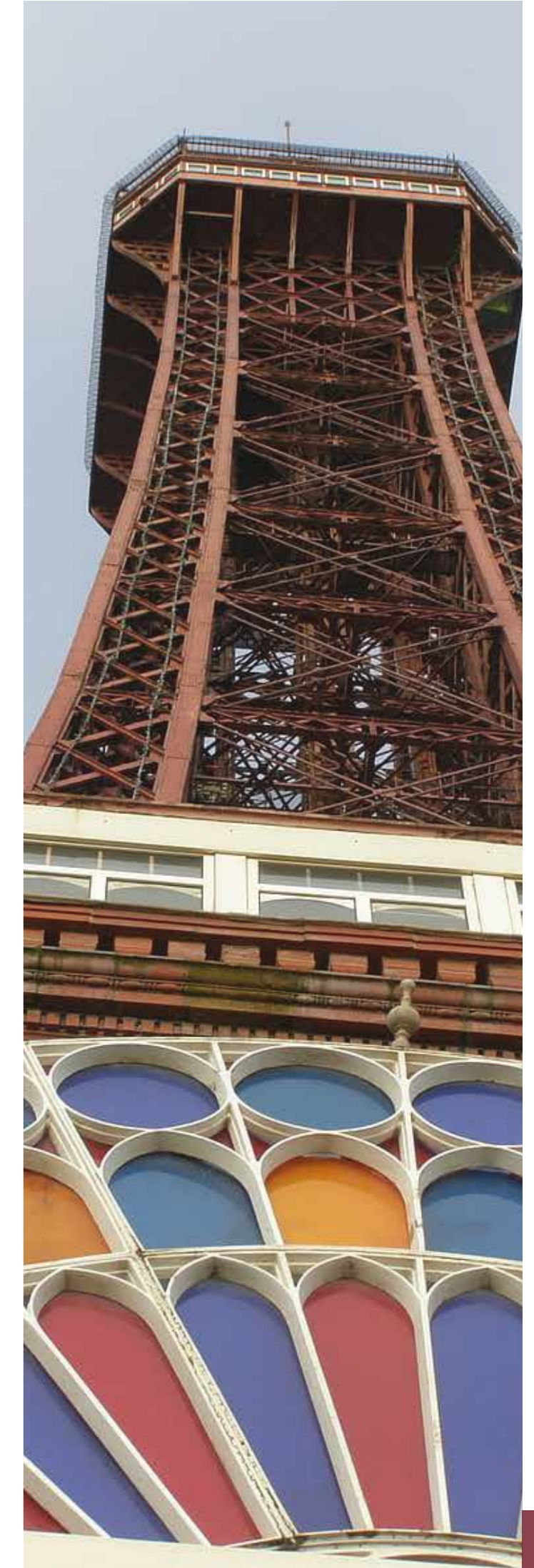


The Core Strategy sets out 4 key objectives:

- Ensuring sustainable regeneration, diversification and growth;
- Strengthening community wellbeing to create sustainable communities and reduce inequalities in Blackpool's most deprived areas;
- Supporting the regeneration of the town centre, resort core and inner areas to address economic, social and physical decline;
- Supporting growth and enhancement in South Blackpool to meet future housing and employment needs for Blackpool and the Fylde Coast.

Regeneration

In line with policy CS1 of the Core Strategy (Strategic Location of Development), Blackpool's future growth, development and investment will be focused on inner area regeneration, comprising Blackpool Town Centre, The Resort Centre and Neighbourhoods within the inner areas, including the predominantly residential neighbourhood of Revoe. Subsequently, creating sustainable neighbourhoods is a key priority for Blackpool Council. Policy CS12 (Sustainable Neighbourhoods) acknowledges that the Council will support development and investment that provides high quality housing with an appropriate mix of types and tenures, delivers high quality community facilities accessible to all members of the community and creates a healthy, safe, secure and attractive environment and public realm that promotes local pride and a sense of place. Additionally, proposals must contribute to an efficient, multi-modal transport network whilst addressing the need for a balanced provision of parking alongside enhancing the streetscape of the neighbourhood. Finally, proposals must reflect the built heritage of the neighbourhoods, whilst conserving and enhancing the significance of heritage assets and their settings.



PLANNING POLICY

Central Drive, serving as the spinal cord through the Revoe community, is acknowledged within planning policy as a Local Centre. Consequently, policy CS4 of the Core Strategy (Retail and Other Town Centre Uses) notes that, where appropriate to the scale, role and function of the centre, retail and other town centre uses will be supported. However, Central Drive is recognised as a Key Resort Gateway, and in line with Policy CS22 (Key Resort Gateways), proposals that encourage the regeneration of the high street as an attractive gateway into Blackpool town centre will be supported. This includes replacing existing poor quality, transient uses with more viable uses, including quality residential uses; improvements to buildings and shop frontages; delivering high quality public realm, landscaping, signage, lighting and security; and supporting improved public transport, pedestrian and cycling provision as well as traffic calming measures.

Additionally, policy specific to Shopfronts details that applications should have regard to the character of the building and the streetscene, should complement the upper floors of the building, should retain the architectural features and character of the building and incorporate signage only at fascia level.

Bethesda Square, Located on Central Drive is allocated as a housing site within the local plan and will be incorporated within the masterplan proposals.

In terms of the provision of community facilities, policy DM36 of the draft part 2 Local Plan (Community Facilities) acknowledges that the council will encourage opportunities for new community and cultural facilities on derelict, vacant or underused sites, in areas where there is an identified shortfall of provision.

Housing

Part 1 of the Blackpool Local Plan provides guidance on the scale of new housing development to be permitted within Blackpool which is anticipated to be 4,200 new dwellings over the plan period to 2030.

Blackpool's housing policies aim to deliver an appropriate scale, type and tenure mix of high quality housing across the town. This will improve choice and affordability issues to meet the needs of the future population, whilst creating more sustainable communities. Inherent to achieving this will be intervention measures to rebalance the existing stock, along with new development focused in the existing urban area and in South Blackpool, to

support the plan's overarching objective for Blackpool's regeneration and growth.

The Council's Affordable Housing Supplementary Planning Document provides guidance on the requirements for affordable housing in new housing developments (including conversions) in Blackpool and explains why affordable housing is needed and how it should be delivered. The policy seeks to provide a minimum level of 30% affordable housing (on-site or off-site) on sites greater than 0.5 hectares or of more than 15 dwellings.

Although Blackpool is reliant on its tourism and visitor economy, the town contains too many holiday accommodation bed spaces, with many businesses operating at marginal levels leading to a number going out of business or changing to inappropriate uses that are causing issues.

Policies in Blackpool's Core Strategy enable more hotels and guest houses to change to residential uses than before, to encourage a better balance of quality homes and holiday accommodation. This is also reinforced by the Holiday Accommodation Supplementary Planning Document adopted in November 2017. The SPD encourages the conversion of hotels and guest houses outside of the main Holiday Accommodation Areas (HAAs) to support and encourage the development of mixed neighbourhoods complemented by



PLANNING POLICY

the New Homes from Old Places SPD, which provides guidance on residential conversions and sub-divisions.

The draft Part 2 Local Plan has identified one potential site for housing allocation within the Revoe neighbourhood. Bethesda Road Car Park, covering 0.13ha, has the potential to deliver 13 homes over the period 2018-2027, and is included within Blackpool Council's five year housing supply position.

Additionally, Part 2 of the Local Plan outlines that in the Inner Areas of Blackpool, proposals for the sub-division and/or change of use of existing buildings for residential use will not be permitted which would further intensify existing over-concentrations of flat accommodation.



Open Space

Blackpool's local planning policy recognises the importance of providing good quality and easily accessible green space to deliver benefits including increased life expectancy and reduced health inequalities, improvements in levels of physical activity and health, and the promotion of psychological health and mental wellbeing. The Core Strategy will support opportunities to extend public rights of way and to enhance or create new greenways and green corridors to connect green infrastructure with the built environment and with other areas of open space. In addition, policies within the draft Part 2 Local Plan acknowledge that development proposals are expected to contribute towards green and blue infrastructure and planning applications should include details of hard and soft landscaping.

The Council's local planning policy also contains Supplementary Planning Guidance which details policies supporting the provision of open green space for new residential development. Although adopted in 1999, the guidance is still applicable and outlines the overall recommended provision of 2.43 hectares of public open space per 1,000 population, equating to 24 sqm per head of population.

Culture and Heritage

To restore, retain and enhance Blackpool's strong heritage, policy CS8 of the Part 1 Core Strategy (Heritage) outlines that development proposals will be supported which respect and draw inspiration from Blackpool's built, social and cultural heritage. Additionally, the Revoe neighbourhood contains a number of locally listed buildings, including The George Hotel and Revoe Library, both located on Central Drive, and the Grasmere Road Methodist Church. Policy in the draft Part 2 Local Plan notes that proposals which would secure the repair and use of a locally listed building in a manner consistent with its conservation will be supported.

In order to support the cultural well-being of Blackpool, public art will be supported where appropriate.



Health and Education

Blackpool's policy context encourages healthy and active lifestyles and supports the co-location of more integrated health and education facilities, to increase community access and participation and reduce the need to travel. Additionally, policy CS15 of the Part 1 Core Strategy (Health and Education) details that development will be supported that encourages the delivery of high quality new and improved education facilities, including through the expansion, modernisation and enhancement of existing facilities or through remodelling, extending or rebuilding schools within Blackpool.



2.7 OPPORTUNITIES & CONSTRAINTS SUMMARY

Whilst Revoe has some less successful aspects, it is important to stress how well it is performing in many aspects. We have been very impressed by the community enthusiasm and pride in their area. It is vital that residents continue to be included in the developing vision for Revoe. Our task as masterplanners has been to increase the aspiration for Revoe, recognising that Revoe has so much going for it, and working out how to maximise upon these potentials to make it a successful place in the future.

Urban Grain:

Eastern Side of Central Drive has a positive fine grain with the exception of Ibbison Court.

Western side of Central Drive contains too many voids.

New development is needed with the exception of Revoe Park and Blackpool Football Club.

History:

Central Drive has always been the key focus for the people of Revoe. This spine needs to be reinvigorated, keeping its traditional principles but meeting the needs of a 21st Century local centre that can attract visitors.

Connectivity:

Permeability is generally good but the key community assets need to have better access to the core of Revoe.

The cinema, gymnasium and Foxhall Phase 3 sites create a barrier for pedestrian movement.

Investment:

Chariot of the Gods is an opportunity for Revoe to attract new visitors and increase footfall for the retail units.

Housing and Street:

Terraced housing is good quality but needs targeted maintenance, colour and personalisation. HMOs need to be reduced and home ownership encouraged and increased.

Streets need interest and colour.

Central Drive:

The poor health of Central Drive is contaminating the surrounding streets, buildings and spaces. What was once a thriving Local Centre and Community Focal point is now a hotspot for anti-social behaviour and building neglect. This busy through route acts as a negative advertisement for Revoe and reinforces the perception that Revoe is a place to avoid. To make long term positive change in Revoe Central Drive needs to, once again, become a positive asset that also attract shoppers from outside the Revoe Community.

Community Assets:

Celebrate, embrace and improve access to the Football Club, Revoe Park, University, Revoe Primary School and Family Centre, Revoelution, the Library, the Mosque and Central Drive.

Community:

Revoe needs to create a sense of place that reflects the heritage and character of the place and people. This identify needs to be a consideration of all future developments and be a constant theme for public spaces and buildings.

Revoelution should play a key part in bringing together different cultures and facilitate and plan community events and initiatives.

Different cultures should be celebrated and their traditions reflected in the character of the changing Revoe.



03

WHERE WOULD WE LIKE TO BE?

Community and Stakeholder consultation is vital for creating a realistic and achievable masterplan vision. The residents are the ones who are living in Revoe and who are fully aware of the issues and opportunities for the area.

A fundamental approach to preparing this Masterplan Vision for Revoe has been to engage widely to ensure the content of the plan is built upon the aspirations of the people of Revoe.

The Masterplanning team were pleased with the positive response from the public and stakeholders over the course of the events which encourages all involved that there is sufficient support to drive through the plans to fruition.



3.1 COMMUNITY VIEWS ON THE FUTURE OF REVOE

Community and Stakeholder consultation is vital for creating a realistic and achievable masterplan vision. The residents are the ones who are living in Revoe and who are fully aware of the issues and opportunities for the area.

Before the design team began the design process various engagements and consultation events took place to gain their understanding and aspirations for Revoe.

Consultation events and regular communication also enables the community to become part of the design team, creating excitement and anticipation for the scheme to ensure that they have a strong sense of ownership and pride for the final proposals. This ownership is essential for a long term successful masterplan. Consultation cannot be tokenistic, the community must feel that their involvement is appreciated and be able to see their concerns and aspirations being addressed throughout each stage of the design process.

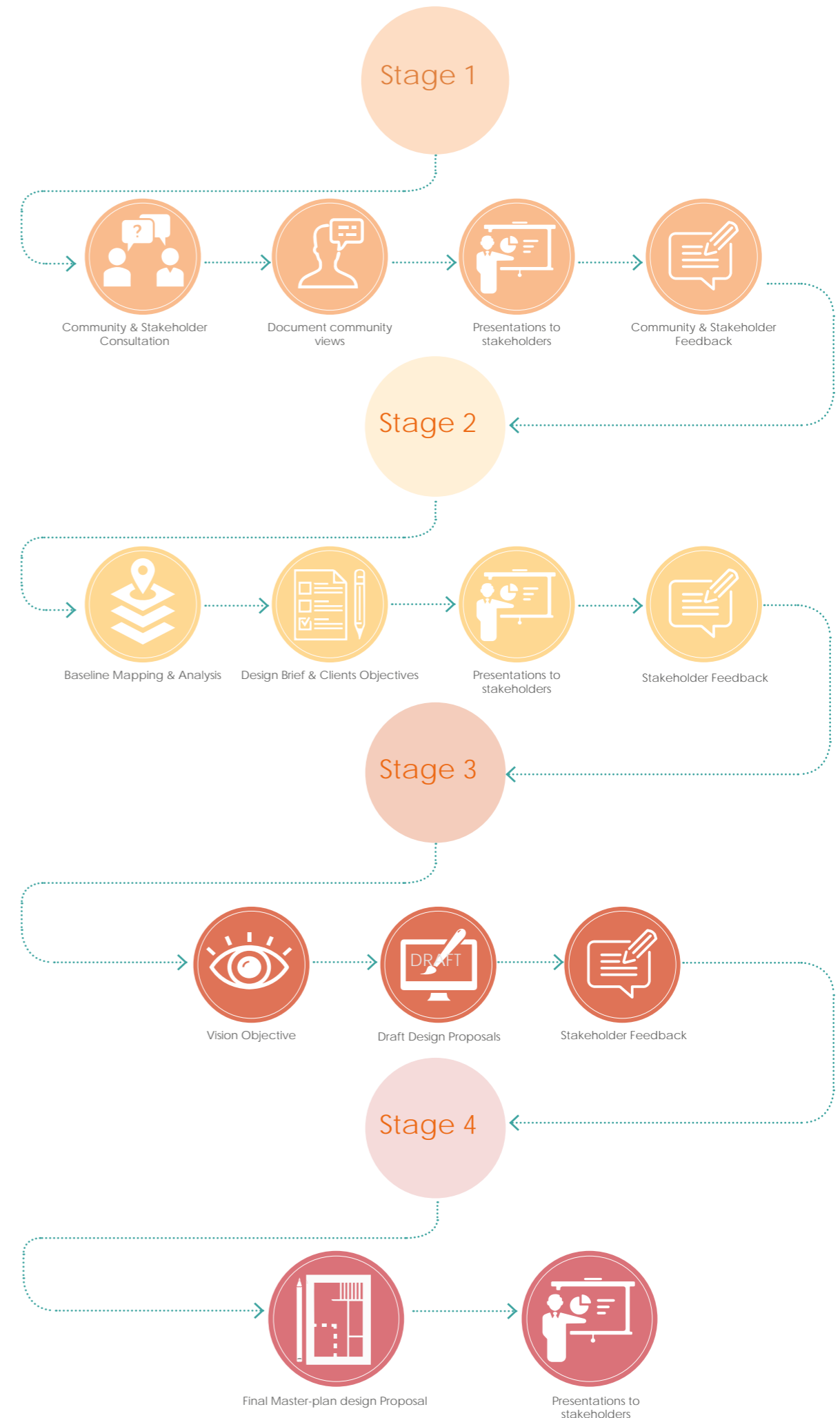
A starting point to transforming Revoe is by addressing the community's most pressing needs. Early community and stakeholder engagement provided us with strong recommendations and includes some early win ideas which will have the support of the residents.

Stage 1: The aim of the first round on community and stakeholder consultation is to gain an in-depth understanding of the site. To achieve this the design team needed to listen and document. Presentations were used only to prompt feedback or encourage communication.

Stage 2: Once the resident's and stakeholder's thoughts and aspiration were documented the design team, supported by their own base line information collation and analysis, reviewed the design brief to ensure the community's needs aligned with the Client's objectives. The project's Vision was then confirmed via a Stakeholder presentation and used to inform all future design decisions.

Stage 3: Using the agreed Vision the design team created the first draft of design proposals and carried out another round of consultation, testing the design against the objectives defined in stage 2.

Stage 4: The draft design was revised to take into account the feedback received in stage 4 and the presentation of the final masterplan proposals began



COMMUNITY VIEWS

A fundamental approach to preparing this Masterplan Vision for Revoe has been to engage widely to ensure the content of the plan is built upon the aspirations of the people of Revoe.

The Masterplanning team were pleased with the positive response from the public and stakeholders over the course of the events which encourages all involved that there is sufficient support to drive through the plans to fruition.

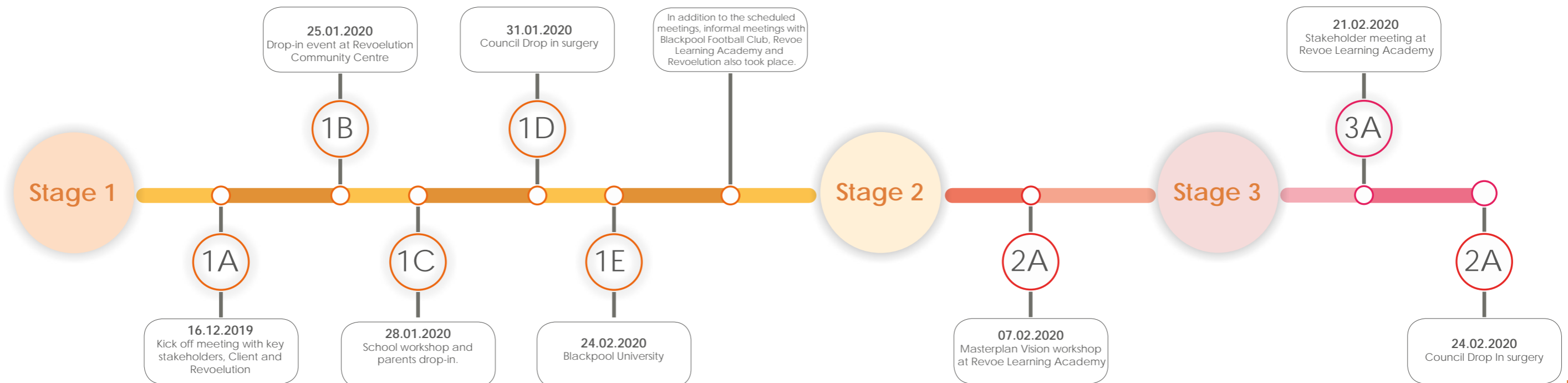
The design team were keen to establish from an early stage in the process, what the people of Revoe wanted to see incorporated into the area's plans for future development.

To facilitate this, despite a relatively short programme, a set of key consultation and stakeholder engagement sessions were outlined at the kick off meeting.

The programme of engagement is outlined below and captures several community events, school workshops, drop in surgeries and direct face to face meetings with key organisations within the area such as Blackpool University and the local Mosque.

All events were positively attended and the collective feedback can be seen overleaf. An additional positive of the engagement

process was the involvement of many of the wider ethnic communities that can be found within Revoe. Previously, some of these groups have been hard to engage with, but a strategy was developed alongside Revoe Learning Academy to help capture the views of many of the parents at a consultation event specifically targeted at the end of the school day.



COMMUNITY VIEWS






The design team were very impressed by the enthusiastic turnout from residents and sense of pride in Revoe, despite, as described by one resident, being consulted to death and nothing happening.

Developing plans must continue to heavily involve locals agents to ensure that they can see the benefits of their engagement and feel ownership of any development.

A graphical representation of the comments and feedback received at the consultation events is displayed to the right.

It was evident from the consultation that housing standards were a key issue for many residents as was the deterioration of quality along Central Drive and the associated crime, anti-social behaviour and general lack of upkeep of streets and community spaces.

Many residents also commented on the lack of local facilities and youth centres for children of all ages.

Categories	Public Feedback	Statistics
 <p>Housing</p>	• Landlords to upkeep & maintain properties	26% (10 of 38 People)
	• Cleaner streets & stop fly-tipping	11% (4 of 38 People)
	• Affordable schemes for new & existing home owners	45% (17 of 38 People)
	• Reduce anti-social behaviour	8% (3 of 38 People)
	• Raise area profile	11% (4 of 38 People)
 <p>Retail</p>	• Reduce anti-social behaviour / safer high streets	6% (3 of 50 People)
	• Increase cultural, communal shopping experience	40% (20 of 50 People)
	• Increase spaces for recreational activities	32% (16 of 50 People)
	• Maintenance & refurbishment of derelict shops	8% (4 of 50 People)
	• Opportunities for affordable schemes for empty shops	10% (5 of 50 People)
	• Landlords to upkeep & maintain retail properties	4% (3 of 50 People)
	• Additional local health & social clinics/drop in centres	22% (9 of 41 People)
 <p>Community Facilities</p>	• Additional bins & recycling points	5% (2 of 41 People)
	• Reduce overall anti-social behaviour for safer spaces	10% (4 of 41 People)
	• Additional youth centres and recreational spaces	51% (21 of 41 People)
	• Increase cultural integration	12% (5 of 41 People)
	• Cleaner streets and community spaces	34% (12 of 35 People)
 <p>Streets</p>	• Reduce overall anti-social behaviour on streets	11% (4 of 35 People)
	• Maintenance and upkeep of streets & street furniture	20% (7 of 35 People)
	• Additional security for safer streets eg. cctv & Police	17% (6 of 35 People)
	• Increase overall street lighting	17% (6 of 35 People)
	 <p>Parks & Spaces</p>	• Reduce overall anti-social behaviour in parks
• Additional trees in parks & communal spaces		19% (6 of 32 People)
• Additional street lighting in Revoe Park		16% (5 of 32 People)
• Additional street equipment & sports facilities		31% (10 of 32 People)
• Additional facilities eg. toilets & disabled parking		16% (5 of 32 People)
• Increase overall monitoring in parks eg. cctv systems		13% (4 of 32 People)

3.2 VISION & OBJECTIVES

The creation of a clear vision will help communicate the values and ideas which will drive the future development of Revoe. It will also continue to inform the development of aims and objectives for the area which respond to current and anticipated needs. The vision presented within this section encapsulates an aspirational yet, ultimately, deliverable set of aspirations for Revoe which has been based upon its current success and takes into account stakeholder collaboration and wider economic drivers such as Blackpool Central.

A masterplan is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development.

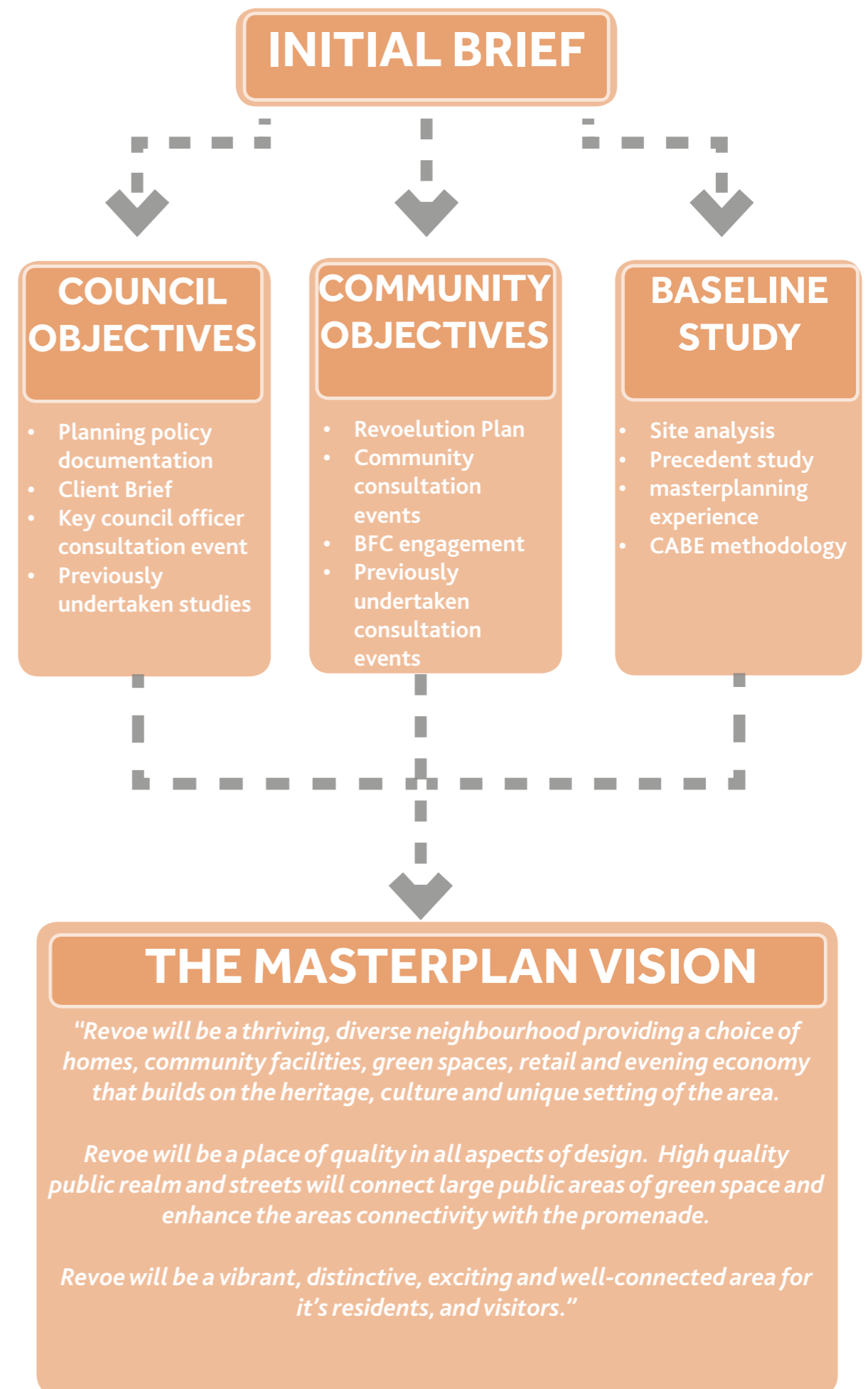
Master planning is about making the connection between buildings, social settings, and their surrounding environments. A master plan includes analysis, recommendations, and proposals for a site's population, economy, housing, transportation, community facilities, and land use.

It is based on public input, surveys, planning initiatives, existing development, physical characteristics, and social and economic conditions.

The analysis of information detailed above allowed us to formulate the masterplan vision for Revoe shown opposite.

The vision is ambitious, long term and far reaching yet ultimately deliverable.

The vision has lead the development of all interventions and work streams outlined in the rest of this document. For a masterplan to be successful all interventions must work towards a common vision and throughout this document all our work will be benchmarked regularly against the masterplan vision.



3.3 DESIGN AND DEVELOPMENT AND TESTING

The first presentation of the draft proposals took place on 21/02/2020 at Revoe Junior School. The majority of the proposed interventions were approved.

One key feedback point was creating a more direct link from Central Drive via Erdington Road towards the promenade.

Amendments were made to accommodate the feedback and a Council drop in surgery took place on 10/03/2020.

Feedback from this session included opening access and views into the Mosque and incorporated a residential development into the Bethesda St project to accommodate the needs of the emerging Local Plan.

The tables opposite diagrammatically show the testing process that was undertaken following each round of masterplan development. Throughout the design process, all proposals were marked against the criteria shown to ensure that we are remaining true to both the vision and consultation feedback we have received.

Masterplan Option One - 21.02.2020

		Masterplan Vision Compliance with Strands	Financial Viability Is funding available or revenue generated	Community Aspirations Highlighted within the Consultation	Stakeholder Aspirations Highlighted within the Consultation	Deliver-ability Ease of development. i.e. CPO / Non-council Land or against policy	Stakeholder Feedback Summary of comments
1.	Ibbison Linear Park	Green	Red	Red	Green	Red	Green
2.	Ibbison Square	Green	Red	Green	Green	Red	Green
3.	Odeon Site	Green	Green	Red	Green	Red	Green
4.	Revoe School	Green	Red	Green	Green	Red	Green
5.	Library Square	Green	Green	Green	Green	Green	Green
6.	Blackpool FC Campus	Green	Green	Red	Green	Green	Green
7.	Central Dr Improvements	Green	Green	Green	Green	Green	Green
8.	Street Improvements	Green	Red	Green	Green	Green	Green
General Comments : Additional link needed from east to west: Ibbison Sq to Princess Court. More clearance of poor housing on west of Central Drive.							

Masterplan Option Two - 10.03.2020- includes break through and Erdington Plaza

		Masterplan Vision Compliance with Strands	Financial Viability Is funding available or revenue generated	Community Aspirations Highlighted within the Consultation	Stakeholder Aspirations Highlighted within the Consultation	Deliver-ability Ease of development. i.e. CPO / Non-council Land or against policy	Stakeholder Feedback
1.	Ibbison Linear Park	Green	Red	Red	Green	Red	Green
2.	Ibbison Square	Green	Red	Green	Green	Red	Green
3.	Erdington Plaza	Green	Green	Green	Green	Red	Green
4.	Odeon Site	Green	Green	Red	Green	Red	Green
5.	Revoe School	Green	Red	Green	Green	Red	Green
6.	Library Square	Green	Green	Green	Green	Red	Green
7.	Blackpool FC Campus	Green	Green	Red	Green	Green	Green
8.	Central Dr Improvements	Green	Green	Green	Green	Green	Green
9.	Bethesda Square	Green	Green	Green	Green	Green	Red
10.	Street Improvements	Green	Red	Green	Green	Green	Green
General Comments : Masterplan Option Two - 10.03.20 - includes break through and Erdington Plaza							

Masterplan Option Three - includes Bethesda Housing Site and new Mosque area

		Masterplan Vision Compliance with Strands	Financial Viability Is funding available or revenue generated	Community Aspirations Highlighted within the Consultation	Stakeholder Aspirations Highlighted within the Consultation	Deliver-ability Ease of development. i.e. CPO / Non-council Land or against policy	Stakeholder Feedback
1.	Ibbison Linear Park	Green	Red	Red	Green	Red	Green
2.	Ibbison Square	Green	Red	Green	Green	Red	Green
3.	Erdington Plaza	Green	Green	Green	Green	Red	Green
4.	Odeon Site	Green	Green	Red	Green	Red	Green
5.	Revoe School	Green	Red	Green	Green	Red	Green
6.	Library Square	Green	Green	Green	Green	Red	Green
7.	Blackpool FC Campus	Green	Green	Red	Green	Green	Green
8.	Central Dr Improvements	Green	Green	Green	Green	Green	Green
9.	Bethesda Square	Green	Green	Green	Green	Green	Green
10.	Street Improvements	Green	Red	Green	Green	Green	Green
General Comments : All comments addressed							

The masterplan fully addresses the masterplan Vision and Objectives, and has all round approval from the Stakeholders, but there are still matters that need to be addressed prior to implementation.

Robust financial viability and deliverability models are outside the scope of this masterplanning exercise but still need to be developed. The projects involving residential demolition also do not entirely directly meet the aspirations of the whole Community and have therefore been left red.

04

HOW DO WE GET THERE?

First and foremost, the aim is to recognise what is already great about Revoe and build upon these positive attributes.

Revoe is well placed to benefit from Blackpool's future growth and development but it must strive to retain its historic identity, building a diverse and unique offer.

Enabling Revoe to thrive as a Local Centre and to become an exemplar for neighbourhood regeneration relies on the strengthening and diversifying of the central retail core, and the enhancement of connectivity.



4.1 A STRATEGY FOR REVOE

“Revoe will be a thriving, diverse neighbourhood providing a choice of homes, community facilities, green spaces, retail and evening economy that builds on the heritage, culture and unique setting of the area.

Revoe will be a place of quality in all aspects of design. High quality public realm and streets will connect large public areas of green space and enhance the areas connectivity with the promenade.

Revoe will be a vibrant, distinctive, exciting and well-connected area for it’s residents, and visitors.”

First and foremost, the aim is to recognise what is already positive about Revoe and build upon these many attributes: Revoe was once prosperous and popular and must retain and build upon its historic identity.

Enabling Revoe to thrive as a Local Centre and to become an exemplar for neighbourhood regeneration relies on the strengthening of the central retail corridor, the enhancement of sustainable transport links to increase footfall and the improvement of the residential offer.

The work undertaken for the Vision for Revoe has not limited itself to just the ward area, but it is seen more widely and most importantly as the connection between the study area and the planned development and growth of Blackpool town centre to the North.

The study acknowledges that the proposed development to the north will bring a

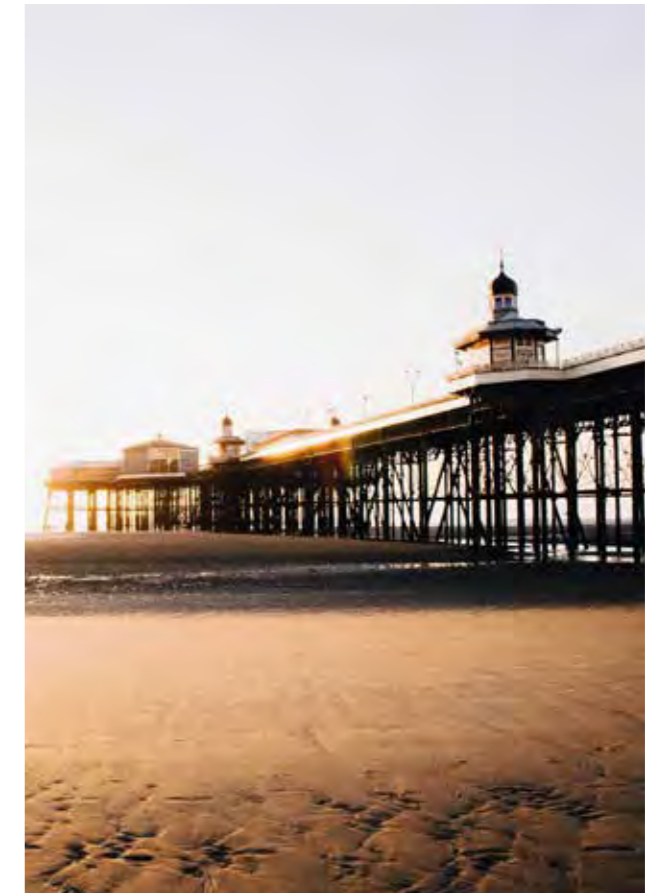
considerable number of new visitors to the town and its location on the border of Revoe, offers opportunities as well as threats.

The key opportunity is that a substantial influx of new visitors can strengthen greatly the local economy, supporting existing and new facilities. The key threats are that Revoe does not evolve and create a unique offer that compliments the Blackpool town centre rather than competing against it.

The proposed strategy understands and offers a high level masterplan that includes a series of large scale interventions across the study area, anchored in 4 key zones with a series of smaller ‘stepping stone’ projects that help link and strengthen the connectivity and movement within the area as well as improve upon its existing housing and retail assets.

The following sections describe in detail this approach. The strategy recognises that to create a sustainable Revoe over the next 20 years, a mix of interventions will be required that will support the development of different aspects of the area: its local economy, social cohesion, embracing it’s culture, sports, health and wellbeing, housing, green infrastructure and overall identity.

Together all these elements offer the opportunity to create a strong, resilient Revoe, where the area is sustainable locally but also attracts visitors and investments from further afield. With its proximity to the attractions of Blackpool Town Centre and the promenade, Revoe can aim high to become a unique retail destination as well as becoming a family-friendly area with high quality services, such as educational and sports facilities, housing and green spaces.



4.2 DESIGN PRINCIPLES

This masterplan will provide a clear structure to guide the implementation of a set of key development opportunities, public realm improvements and smaller scale 'easy win' projects which will work together to transform Revoe.

It will be guided by a set of priorities which were originally set out to deliver the vision. Objectives and proposed 'tactics' to progress these aims for the area are set out below:



A DESIRABLE PLACE TO LIVE

A popular and desirable residential location

- Create attractive housing market propositions which help to raise standards and create a diverse housing offer within the area.
- Tackle pockets of poor-quality housing and encourage investment to reduce the negative impact upon the quality of place
- Explore additional standards to encourage improvement in rental living conditions
- Set standards for street-scenes – focussed around safe and attractive streets and alleys.
- Identify potential initiatives to increase levels of owner occupation.



A REVITALISED LOCAL CENTRE

A sustainable and diverse retail and leisure offer

- Improve the range of services & facilities on Central Drive to create a unique offer
- Identify a sustainable core of retail and leisure uses
- Set standards for the built environment to improve the street scene and create a safe and unique character. Prioritise re-purposing under-utilised or vacant buildings to increase activity levels.
- Create "pop up" opportunities for Community start-up initiatives
- Protect and enhance the current Central Drive assets



A QUALITY PLACE

Enhancing the quality of the local environment, embracing Revoe's Heritage and culture

- Define a sense of place / character that changes the perception of the area
- Celebrate the existing built assets of Revoe and propose protective and improvement measures
- Identify opportunities to improve the visual aesthetic of the area
- Identify opportunities to incorporate green infrastructure in the area.



A WELL CONNECTED AREA

Promoting an integrated & well connected neighbourhood

- Improve linkages to community assets. I.e BFC, University, Revoe Park
- Consider other developments with Blackpool and how to exploit for Revoe's benefit
- Encourage walking and cycling and aid movement
- Reduce the impact of Central Drive as a physical and psychological barrier.



A STRONG COMMUNITY

Creating a vibrant, healthy and unified community

- Provide spaces and buildings for community socialising and support
- Create initiatives to include the Community in Revoe's future to nurture a sense of ownership and pride.
- Improve and promote natural surveillance to reduce ASB
- Provide opportunities and promote a healthy living lifestyle

DESIGN PRINCIPLES

Whilst it is key for to create site specific objectives to tackle the problems found in Revoe, it is also beneficial to consider research and theories that have been previously undertaken and successfully implemented. These established, yet generic principles, will be able to address the issues found specifically in Revoe.

BROKEN WINDOW THEORY

The broken windows theory is a design principle that states that visible signs of crime, lack of maintenance and anti-social behaviour create an environment that encourages further crime and disorder. The theory suggests that policing methods that target minor crimes, such as vandalism and dog waste, helps to create an atmosphere of order and lawfulness, thereby preventing more serious crimes.

“Social psychologists and police officers tend to agree that if a window in a building is broken and is left unrepaired, all the rest of the windows will soon be broken. This is as true in nice neighbourhoods as in rundown ones. Window-breaking does not necessarily occur on a large scale because some areas are inhabited by determined window-breakers whereas others are populated by window-lovers; rather, one unrepaired broken window is a signal that no one cares, and so breaking more windows costs nothing. Broken windows policing should not be treated as zero tolerance but as a method that requires “careful training, guidelines and supervision” and a positive relationship with communities, thus linking it to community policing. “

A successful strategy for preventing vandalism is to address the problems when they are small. Repair the broken windows within a short time, say, a day or a week, and the tendency is that vandals are much less likely to break more windows or do further damage. Clean up the pavements every day, and the tendency is for litter not to accumulate.

Although police work is crucial to crime prevention, formal policing is not enough to maintain a safe and town. People in the community need to help with crime prevention. People care for and protect spaces they feel invested in, an area is eventually safer if the people feel a sense of ownership and responsibility towards the area. Poor maintenance and vandalism are still prevalent because communities simply do not care about the damage. Regardless of how many times the windows are repaired, the community still must invest some of their time to keep it safe.

NATURAL SURVEILLANCE

Natural surveillance is a design method intended to reduce anti-social behaviour. The decision to offend or not to offend is influenced by the perceived risk of being caught.

Natural surveillance limits the opportunity for crime by taking steps to increase the perception that people can be seen or are being watched. Natural surveillance is created by designing the placement of physical features, activities and people in such a way as to maximize visibility and encourage spaces to be used in the appropriate way. Potential offenders feel increased scrutiny, a lack of privacy and few escape route options. Natural surveillance is a key design consideration in any urban place-making project. Any design that increases the chance that a potential offender will be seen is a form of natural surveillance. Often it is not just that the offender might be seen that matters; that the offender thinks they will be seen.

Other ways to promote natural surveillance include low landscaping, street lights, street designs that encourage pedestrian use, and placing high risk targets, such as a seating area or plaza, in plain view of legitimate users, such as near a shop or community centre.

Good design should maximise visibility of people by the careful placement and orientation of building and considered specification of windows, doors, lighting and CCTV camera. Designing night time lighting is particularly important; uniform high intensity “carpet” lighting of large areas is discouraged and in its place should be feature lighting that draws the observer’s focus to access control points and potential hiding areas.

4.3 A STRATEGY FOR REVOE

This framework sets out the long-term vision for Revoe over the next 25 years. It acknowledges the comments received from the public and businesses for key new facilities in the area as well as addressing the need for change on Central Drive and surrounding housing stock.

The framework and illustrative masterplan detailed in this section has been developed in response to the understanding of place, spatial arrangements, connectivity, land use and property considerations. These topics have been debated throughout its evolution and as a consequential outcome of the overarching messages derived from both stakeholder engagement and public consultation.

The illustrative masterplan shown opposite demonstrates how areas of development and public realm intervention will come together as a holistic strategy.

“Working alongside the overarching masterplan principles, the design approach responds to the various cues and features of the area. It celebrates existing heritage and complements the area’s diversity.”

It responds to the key objectives, that were defined in the Client’s brief, the analytical stages of the masterplan design process, and shows how the areas of change could be developed over the next 25 years.

The later part of this section of the document will provide a more detailed breakdown of the individual development proposals that will hopefully inform more detailed design studies in future years.

- 1 Library Square**
Gateway public realm enhancements at the south of Central Drive
- 2 George Square**
Key public realm enhancements at the heart of Central Drive
- 3 Erdington Plaza**
Affordable, high quality apartment living on the newly revitalised Central Drive
- 4 Bethesda Square**
Local plan housing site and new, gateway public realm space at the north of Central Drive.
- 5 New School & Family Hub**
High quality, family and learning environment with direct connections to Revoe Park and Blackpool F.C.
- 6 Former School Residential Re-development**
Historic re-development of the former school building into high quality residential
- 7 Blackpool F.C. Development**
Potential for new, high quality community sports facilities and events space, creating a gateway into the area from the south
- 8 Linear Park & Housing Development**
Modern family housing in the heart of Revoe creating a safe, direct north - south connection through the area with much needed greenspace.
- 9 Historic Street Improvements**
Improvement to the infrastructure and building frontages long traditional terraced streets of Revoe. Improvements include, surfacing, planting and traffic calming.
- 10 Former Odeon Site**
Modern sustainable extension of Foxhall Village to the South, creating improved east - west links to the promenade and beyond.
- 11 Princess Court**
Modern re-development of existing area that suffers from neglect and antisocial behaviour.
- 12 Kent Road**
Historic housing re-development that borders new housing development on the former Odeon Site



4.4 MASTERPLAN FRAMEWORK

The Revoe masterplan area has been categorised into four zones which harness their existing features and provide a range of living, working and leisure environments to establish a new future for the area.

The illustrative masterplan identifies a series of key projects that deliver the design principles outlined within the previous section.

To better understand the distinctiveness of areas within the masterplan, the study has been split into 4 key zones. These four key zones will be studied individually within the remainder of this section.

Each area will play a unique role in supporting

The proposed zones are:

- Central Drive - Retail & Culture
- Southern Gateway - Sport & Education
- Eastern Gateway - Historic Residential
- Western Gateway - Market Residential

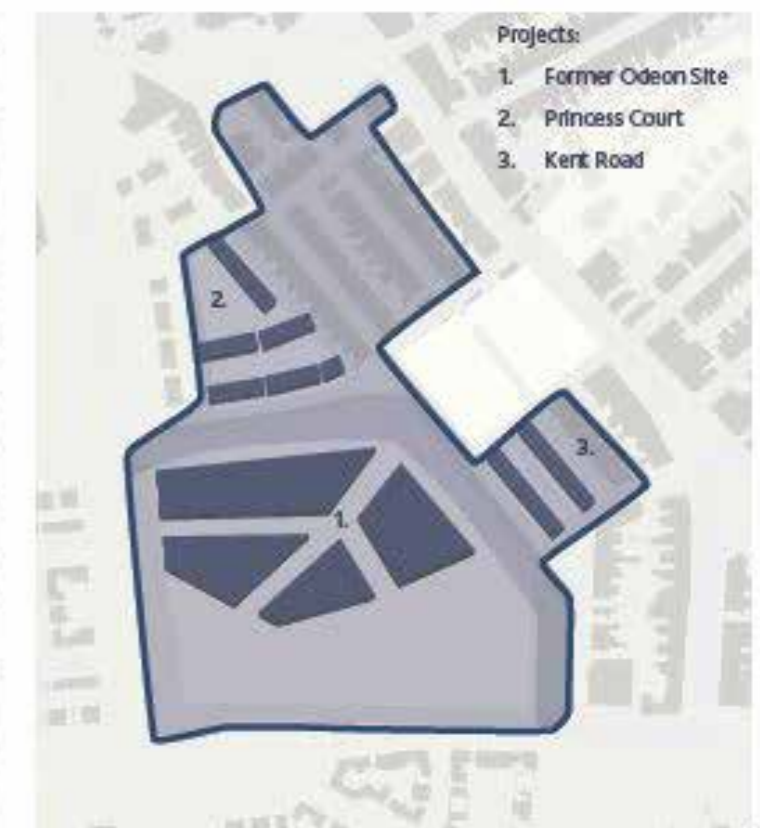
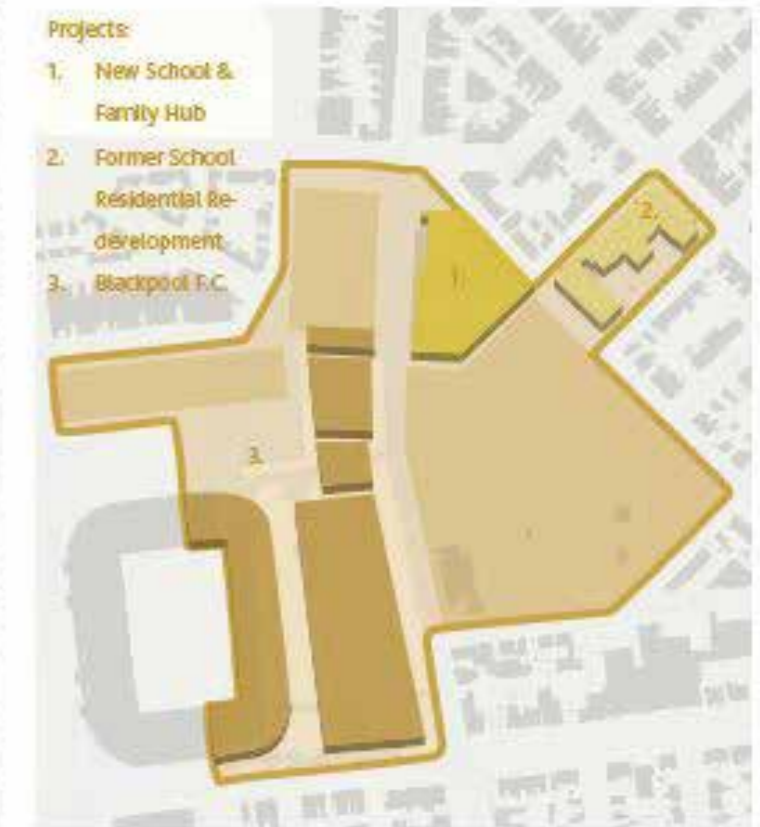
the overarching vision for Revoe and will be fully integrated through the delivery of the masterplan as outlined in section 5 of this document.

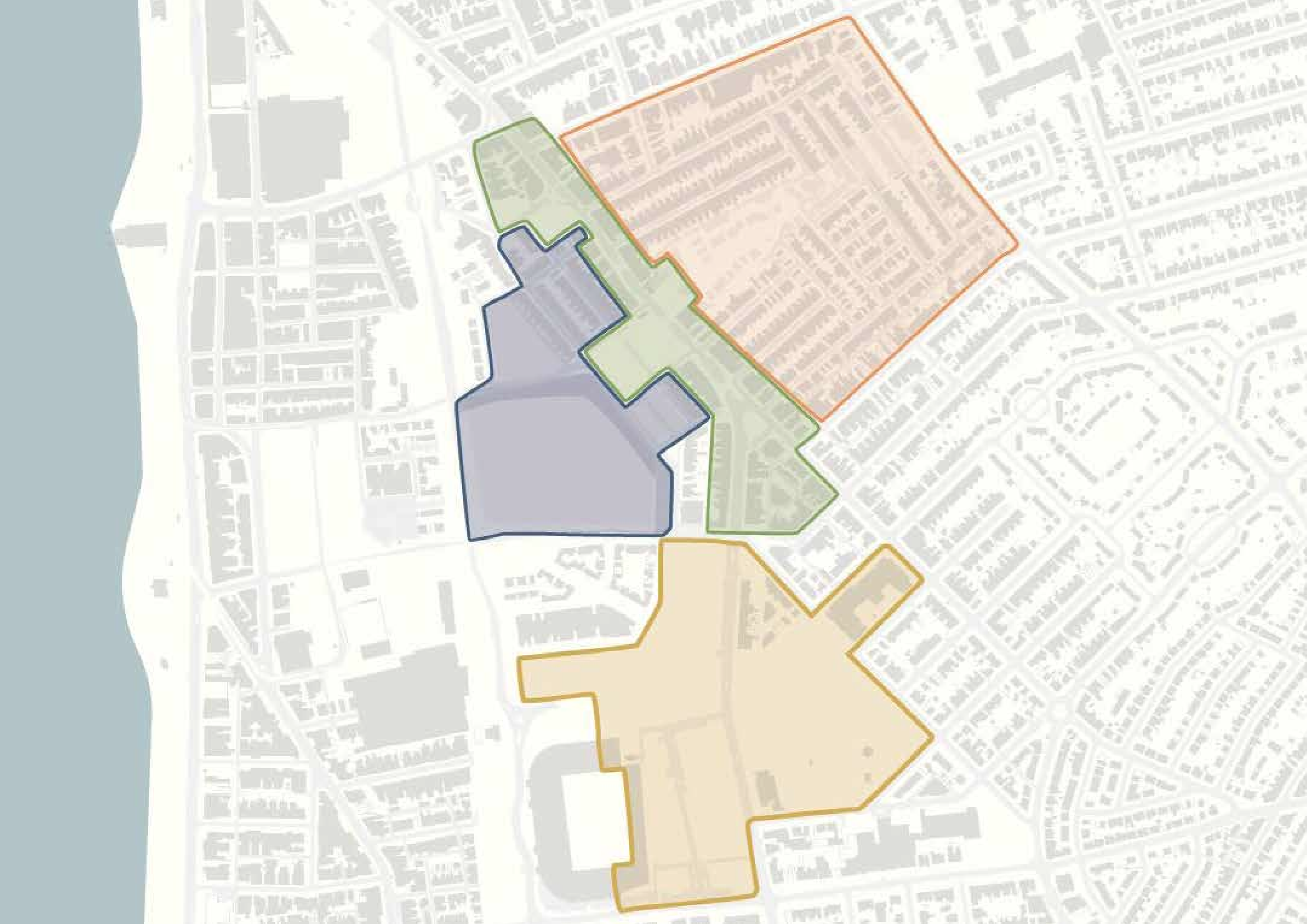
While each area will be unique and have distinct uses, they will be linked together through common public realms, walking and cycling routes in particular to create an overall sense of place for Revoe that has commonality and instant legibility.

The framework concepts define an overarching

direction for the Revoe Masterplan; a strategy for change that can be flexible over time in order to accommodate changes in the market as well as social and economic trends.

It is important to maintain this flexibility whilst at the same time demonstrating how interventions in a specific zone will link to the wider area. Certain projects will have potential benefits such as improvements in the perception branding of Revoe and general health and wellbeing, leading to a more sustainable place.





MASTERPLAN FRAMEWORK

The design response has been shaped in reply to a range of key existing features as well as a series of opportunities that can drive physical change in the area .

Any project that arises from the Masterplan layout will need to comply with the Framework Principles set out in the diagrams below. Following these principles will ensure that the project objectives are met and the vision delivered.

1. Streetscape Aesthetics
2. Community assets and enhanced links
3. Gateways and connected public realm

Streetscape Aesthetics

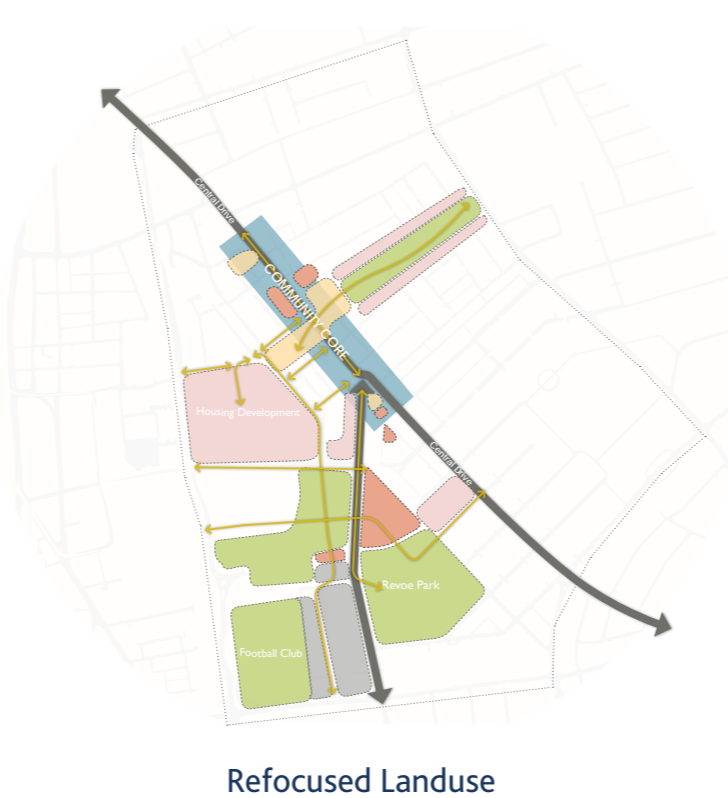
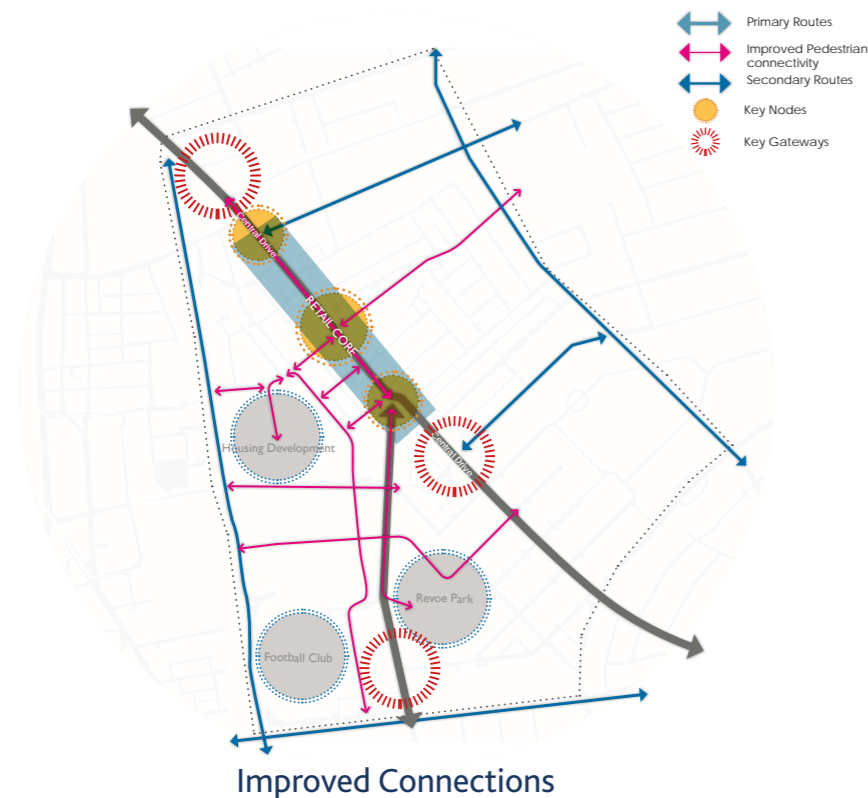
Increasing the quality of the streets will restore a sense of pride to the residents of Revoe and make the neighbourhood a more attractive place to become a long term resident. Simple treatments and community initiatives can easily transform the bland roads in a colourful and vibrant streetscape. New residential developments to the west of Central Drive will provide quality housing appropriate for the needs of Revoe and meet the objectives of the masterplan.

Community Assets & enhanced links

Revoe has a unique range of community facilities that need to be celebrated, enhanced and accessed. These community hubs will be linked via a network of green infrastructure routes regularly interrupted with high quality spaces and new public realm projects. Safe Landscape routes will facilitate movement and offer enhanced pedestrian and cycle connectivity. These routes will take the form of safe, tree - lined paths that offer opportunities for localised green open space and soft landscape features. New key routes will be created that run from Revoe Park, along Central Drive leading into the town centre and from the University to Central Drive and towards the promenade.

Gateway and Public Realm

The public realm will play a vital role within the landscape structure of Revoe. A series of key public realm projects will form structure and points of interest along the primary route. Key arrival points in to the area will be created through enhanced built form and open spaces. To the south Library Square and the South Campus will form key gateways and from the north, Bethesda Square will attract and welcome people from the town centre. The strategic location of these gateways will ensure all routes into Revoe are identified and branded. These simple developments will help improve the perception of Revoe by becoming beacons of regeneration and investment.



4.5 CENTRAL DRIVE

DESIGN VISION

Central Drive will once again be a thriving and successful local centre. It will provide a sustainable, unique and diverse retail and leisure offer set within a high quality, well connected public realm.

Internet retailing and the change in which people now shop is having significant impacts on high streets across the UK, and Blackpool's shopping areas are no different.

This masterplan understands that to reinvigorate central drive will require creativity and the need to explore the introduction of other uses to replace traditional retailing:

Rationalising the retail centre- At present, Central Drive's retail offer is stretched across the length of the road with many closed units. It is key that the retail offer on Central Drive is condensed to a smaller area and quality improved.

Encouraging alternative uses- cafés and restaurants with active frontages and outdoor eating and drinking areas to create 'people places' and transform the street into an attractive social and leisure destination.

"Meanwhile and pop-up uses - reusing space for temporary, affordable and colourful activities"

New, more creative uses - changing the use of former shops into new space for small businesses to set up and expand, particularly community initiatives that can take advantage of all the attractions and connectivity that working on the edge the Town Centre brings.

Create a unique offer – create a unique brand for Revue that is anchored around diversity, history and culture. Forging links with artists, community groups and local colleges will create an offer distinct from the neighbouring town centre.

Living Over the Shop - the refurbishment and conversion of upper floors to new apartments turning vacant and underused space into new homes right in the heart of the Town Centre.

'Meanwhile Uses' – the temporary reuse of empty retail and commercial space to provide cheap premises for new businesses. This will include the use of temporary structures such as shipping containers to provide business premises as has been spearheaded by projects such as 'Box Park'. These will create affordable space for new businesses to start up and create life and activity pending the permanent redevelopment of premises and sites.



CENTRAL DRIVE

OVERARCHING PRINCIPLES

While there are a series of key projects that will help to shape the future of Central Drive, there are also a set of overarching design principles and treatments that will be integral to the success of the area and can be seen implemented throughout the zone.

A Place of Culture

Historically Revoe was an area renowned for its culture, being the home of many of the towns performers and artists from the seasonal attractions. Revoe has a wealth of cultural assets to build upon – from its Library and the historic George Pub to its outdoor parks and sports stadia.

Its community based values and heritage are strong and its diversity is growing. Revoelution have fostered strong partnerships with the local college and minority groups and the positive impact of this can already be seen within the area. The relationships with these groups should be fostered and the infrastructure (shops, spaces) provided for these groups to showcase their ideas, culture, art and creativity.

Creating a unique identity based on cultural distinctiveness forms an integral part of the development of our masterplan for Revoe and Central drive is key to developing this sense of place. This vision will set Revoe apart from the rest of Blackpool and offer a complementary, yet different experience to the adjacent destinations such as the Town Centre and future Chariot of the Gods development.

Public Realm Framework

Key to the successful re-invention of Central Drive is the creation of a high quality, easily navigable public realm network, anchored by spaces that are flexibly designed and celebrate the existing assets.

Many key streets in the centre of Blackpool have already been successfully pedestrianised and enhanced to a high quality. The masterplan will continue this “Quality Corridor” improvement on to Central Drive.

The proposals create new major public spaces within Central Drive at key locations, acting as gateways into the area, or creating a high quality setting for existing assets such as the Library or newly renovated George Hotel.

Four new significant public spaces are proposed: (Detailed proposals outlined later in this section)

- Library Square
- George Square
- Erdington Plaza
- Bethesda Square

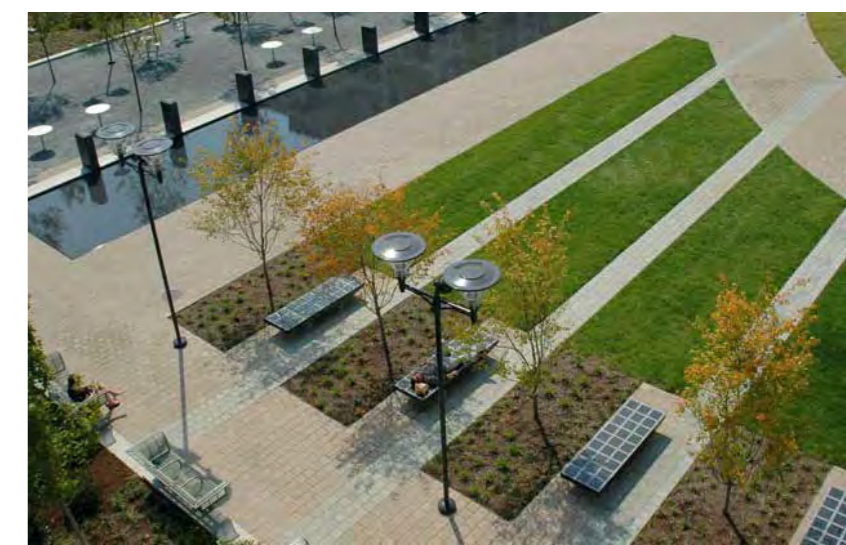
In addition to these proposed public spaces, a comprehensive overhaul of the streetscape on Central Drive is proposed.

Central Drive will still be shared between pedestrians and vehicles, but there will be a clear emphasis towards maximising the space for pedestrians and minimising the space for vehicular dominance allowing the development of street cafés, pop up market stalls and other street enlivening.

Another key proposal is the major environmental enhancement of Central Drive. It will be improved by street tree planting, high quality paving and new street furniture.

The extensive use of street tree planting with help transform the image and feel of the area providing much needed green infrastructure in a currently grey area.

A Public Realm Design Guide for the area should be developed outlining street design principles, surfacing materials, street furniture and frontages. This framework will be used to guide the design of Central Drive enhancement schemes and should be used by all developers and investors to create an integrated character and reinforce Central Drive’s unique sense of place.



CENTRAL DRIVE

CREATING IDENTITY

“The aesthetic language of the high street, tells us where we are, what’s on offer and who it’s for.

In a split second, we read a high street frontage, based on a language that’s been developed over decades of evolution and accretion.

And, as our high streets evolve, this relationship with the street and its users should be retained and strengthened.

The footprint of our high streets should continue to permeate beyond the threshold of its buildings, using all the tricks of enticement, joy and curiosity to draw us in.”

Sarah Considine (GLA)

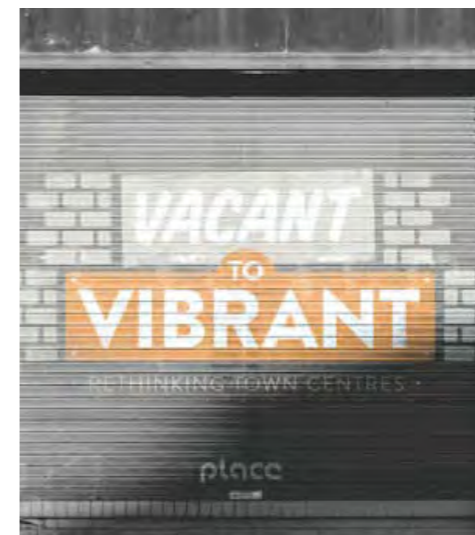
High street frontages don’t do their job when the quality of this interface is diminished, when the façade doesn’t express what’s behind it, or there is a lack of care in its fabrication.

Central Drive has, at present, lost all sense of it’s original identity. The transience of retail provision in the area, combined with the low levels of investment and many closed units has led to a fragmented, and unwelcoming streetscape.

The masterplan understands the importance of improving the aesthetic of Central Drive. This can be achieved not only through funding shop front and public realm improvements, but also by promoting opportunities to up-skill Central Drive’s traders in the art of their public welcome.

A carefully created design strategy for Central Drive should provide guidance for all shop frontages, signage and branding. The holistic design will help to create a unique, simple aesthetic for the area that is instantly recognisable.

The proposals are not limited to purely shop frontages, but will also include guidance for street art on blank façades and gable ends and identify opportunities for local public art installations. All of which will help to reinforce the unique offer of Central Drive and Revoe.





Artists impression of proposed Central Drive Improvements

CENTRAL DRIVE

LIVING ON CENTRAL DRIVE

Creating an attractive and diverse housing market within Revoe is fundamental to the future of the place and therefore central to this masterplan.

Central Drive has the opportunity to offer unique residential developments that compliment the existing housing stock within the area and other proposed housing regeneration within the wider Revoe area.

These residential developments will drive vitality, activity and retail foot-flow, reinforce Revoe's sense of place and enable regeneration, as well as providing new homes for local people.

Proposed Housing Development will also be used to tackle pockets of poor quality accommodation on Central Drive.

Higher density residential development on Central Drive is therefore a key element of the wider housing regeneration of Revoe. This higher density level will allow flexibility in delivery across other areas, offering the potential to reduce the density of some of the existing dense terraced developments.

The opportunity of more modern, urban living on Central Drive will provide the homes that young people find attractive with the wider regional connectivity with the affordability they need.

The identified areas of housing on Central Drive are:

- Erdington Plaza
- Bethesda Square
- Improvements to existing above shop residential accommodation
- Rationalising Central Drive retail offer returning empty retail units to the south to residential
- Improvements to both the shop frontages and above shop living accommodation along Chapel Street

It is important to ensure that any new housing developed within Revoe is of the highest quality to support the overall place making aspirations and vision for the area. To ensure quality is delivered across both public and third party private land a Supplementary Planning Document (SPD) and series of development/design briefs will be prepared that establish the key development and design requirements for each site. To include an adherence to established design codes and guidance such as the National Design Guide and Building for Life¹². The SPD will also set out specific policies on controlling HMOs, B&B accommodation and other land uses that could detract from the overall regeneration vision.





Artists impression of proposed Chapel Street Improvements

CENTRAL DRIVE

RE-FOCUSSED CENTRAL DRIVE LANDUSE

Changing customer behaviour as a result of an increase in online shopping and a rise in a preference for 'experiences' rather than physical products has resulted in reduced footfall within traditional high streets.

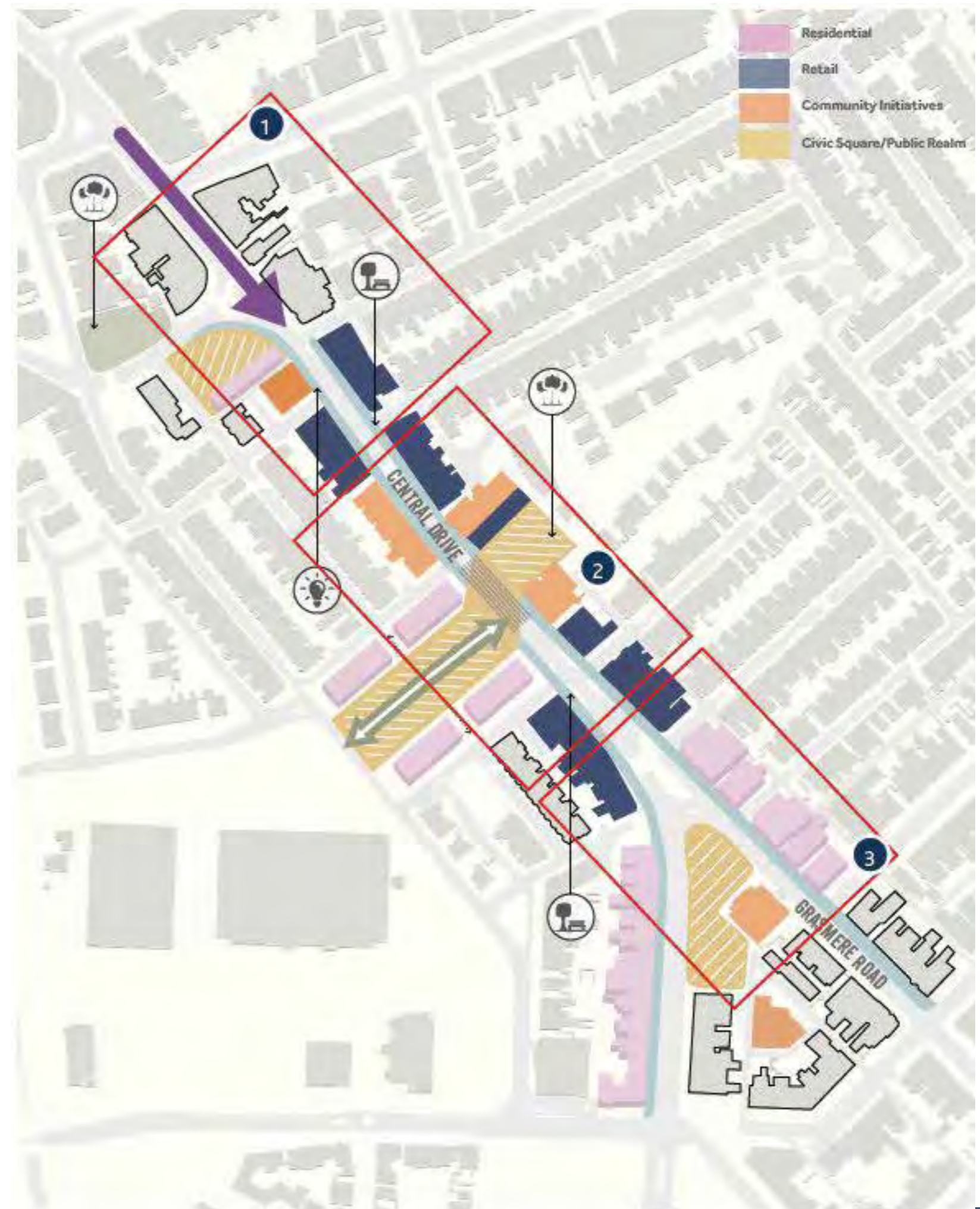
Whilst structural changes in retailing and leisure are impacting the largest occupiers of "bricks and mortar", this shouldn't be seen as the death of the high street. Innovative, transformative and dynamic regeneration initiatives, driven by a collaborative approach will transform the retail in the area.

A key focus of the masterplan was re-envisaging Central Drive and the uses that are on it currently. At present, as highlighted in the previous section, there is a relatively large proportion of closed retail units on Central Drive, this gives the indication that the current retail model of the area is not sustainable and without intervention the Drive will continue to decline.

Our proposals rationalise the amount of retail units on Central Drive and locating them into one core as opposed to having them located sporadically along its length.

We propose the delineation of three distinct zones on Central Drive:

- 1 Retail Core**- The vast majority of retail units will be located to the north of Central Drive where we anticipate an increase in footfall due to future proposed developments at Blackpool Central.
- 2 Community Core**- Located around the newly developed Community Hub at the The former George Hotel, we propose a collection of complimentary units that could house cultural and community facilities such as Café's, pop up galleries and community based incubator enterprise units.
- 3 Return to Residential**- To the South of Central Drive, where it meets the existing residential area of Grasmere Road, we propose existing retail units are rationalised and converted to quality residential.



CENTRAL DRIVE

KEY PROJECT - LIBRARY SQUARE

Library Square will be a gateway from the south to the newly regenerated Central Drive. The square will create a high quality setting for the library and form a key connection in the area's public realm framework.

Embracing the areas heritage and culture has been a key driver of the masterplan proposals. The area around this key intervention houses two primary buildings for which at present the public realm does not celebrate sufficiently.

The proposals include rationalising streets around the area to create a high quality public realm setting that frames the library and also, in combination with a small amount of demolition, opens up access to the Mosque, which at present is hidden away behind existing residential units.

The re-developed space will create a high quality gateway into the Revoe area from the south whilst also forming a key connection on the public realm framework of the area, that was outlined earlier in this section, providing a refuge point between Revoe Park and the Core of Central Drive.

The proposals will include a high quality material and street furniture palette the compliments the historic architecture of the library.

Where possible, trees, planting and grass will be incorporated into the scheme, to increase biodiversity in the area and also focus views of key buildings and routes.

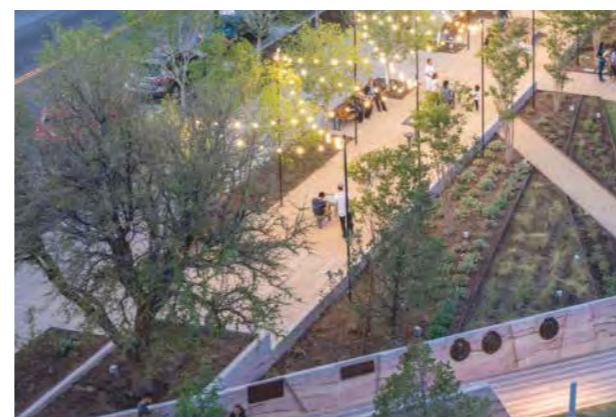
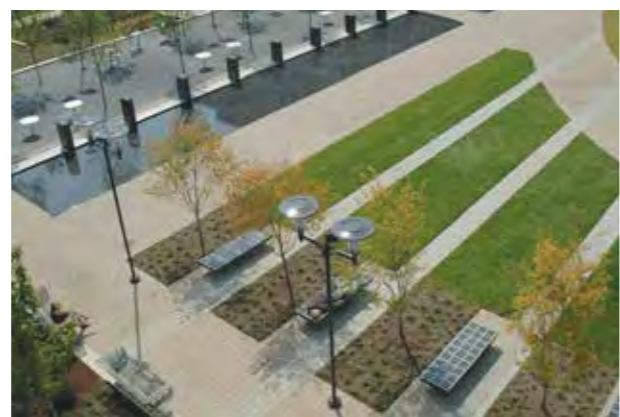


1. Removing road in front of library allows creation of a new area of public realm.
2. Removing building to create a more open public space and improving connection through to the mosque.
3. New public realm creates a gateway into the area from the south
4. Re-organised access to the Mosque from the south





Artists impression of proposed Library Square Improvements



CENTRAL DRIVE

KEY PROJECT -GEORGE SQUARE

The heart of Central Drive - forging links with artists, community groups and local colleges will create a culturally diverse offer distinct from the neighbouring town centre.

As with Revoe Library, discussed previously, the masterplan focusses on retaining and celebrating the existing assets of Revoe wherever possible. The George Hotel has been identified as one of those key assets that offers a historic and grand facade to this area of Central Drive.

Although at present, the George hotel is in a considerable state of disrepair, it is proposed that the building is renovated and developed to form a new community hub at the heart of Central Drive. The unit is big enough to house a variety of events and services, catering for all ages. The unit is well located at the heart of the community and will become a catalyst for the further development of Central Drive.

Surrounding the newly renovated George Hotel, it is proposed that we create a high quality public realm that connects to proposals within the housing stock to the east and further proposals on the western side of Central Drive at Erdington Plaza.

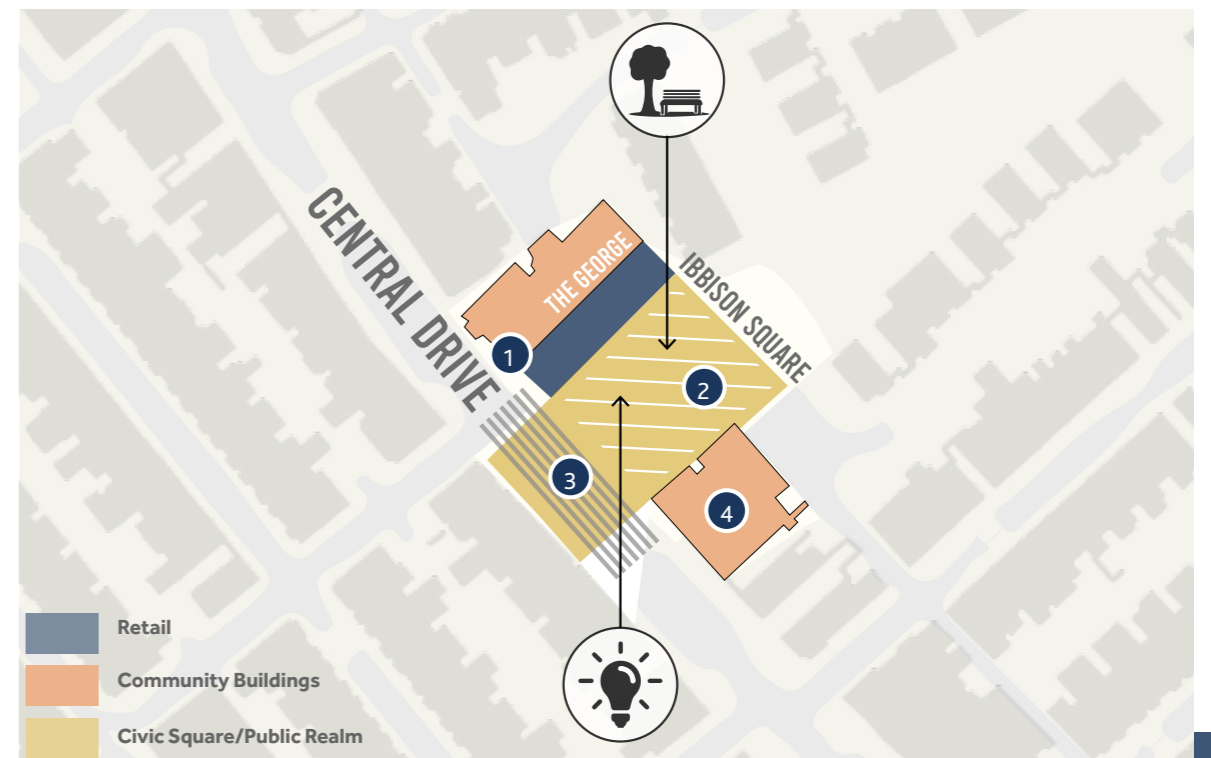
This space will form a key focal point at the heart of Central Drive and forms a further pedestrian node within our Public Realm Framework for the area.

The space will be flexibly designed allowing the

renovated George hotel to develop an extension on it's southern facade that has active frontage on to the square. The space can be used for community markets, events and fairs and the retail units surrounding this area are proposed for complimentary cultural and community uses, such as community cafés, pop up art gallery's and pop up shops for local entrepreneurs.

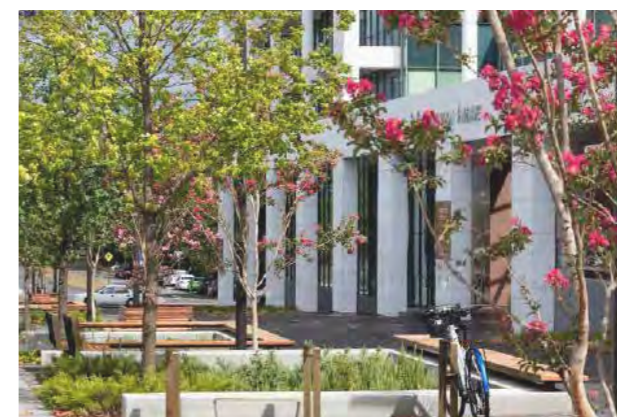
The space will be designed in the same high quality paving and furniture palette that is proposed for the whole area, creating a cohesive branding and vision for Central Drive.

1. Renovated George forms a new community hub on Central Drive. Re-development includes an extension with active frontage onto the square.
2. Improving the public realm by creating a new community square which acts as a central hub to the town centre.
3. Increased pedestrian priority on Central Drive creates a new connection towards further proposed developments.
4. Blank facade on gable end of building can be decorated with relevant street art.





Artists impression of proposed George Square Improvements and Renovation of The George Hotel



CENTRAL DRIVE

KEY PROJECT - ERDINGTON PLAZA

Modern, urban living set within high quality public realm and new retail units. Providing the homes that young people find attractive, encouraging growth of an evening economy and increasing footfall on Central Drive.

The Erdington Plaza sits within the heart of zone 2 of Central Drive; an area identified for the Community Core and with end uses such as pop-up shops, cafés, food outlets, galleries and evening economy related uses that focus on social gatherings. To further enable this vision, and to comply with the design principles of improving access to the community assets and increase the east / west connection, the masterplan proposes creation of a new small public square, retail, residential development and green link.

A development space will be created through the demolition of poor quality housing on Central Drive and Erdington Road. The newly created void will enable a direct physical link between the core of Central Drive and the west of Revoe, including the promenade, Blackpool FC, Foxhall Village and the current Cinema site. On completion of the eastern link to the University this new route will create a full east to west pedestrian friendly green route.

The perimeter of the new space should be developed with new 3 or 4 storey buildings that offer ground floor retail, community use and upper floor, purpose built residential apartments. The footprints of these developments should screen the existing gable ends, exposed from the demolition and allow sufficient space for a central public square and regular pedestrian and cycle movement.

Architecture:

The architecture of the new development needs to respond to the existing built form on Central Drive but also offer internal spaces that are appropriate for modern uses. Scale and materials should all be carefully considered to contribute to the character and streetscape. The inward facing elevations of the ground floor need to have active frontages to ensure natural surveillance and bring life to Central Drive.

Public Realm:

The new square needs to comply with three design principles; 1) Provide a flexible space able to accommodate spill-out activities from the new retail / evening economy / community ground floor units. 2) Enable east to west pedestrian and cyclist movement. 3) Work in harmony with George Square, forming one holistic spaces that become a high profile landmark on Central Drive.

1. Proposed public square directly connected to George Square and the housing area beyond.
2. Proposed development anchored by new, high quality retail and residential offer with active ground floor units.
3. Buildings set in high quality public realm forming part of a wider safe, attractive connection from Central Drive to the Promenade.





Artists impression of proposed Residential and Retail Development at Erdington Plaza



CENTRAL DRIVE

KEY PROJECT - BETHESDA SQUARE

A Mixed use, residential and retail gateway development for the North of Central Drive, clearly visible from proposed developments within Blackpool Town Centre.

This proposed development site is at present a car park and is identified within the local plan as an allocated housing site for up to 13 units.

The proposals seek to rationalise the existing road layout to maximise the potential developable area and to incorporate housing within the scheme. Due to its location we feel that a high quality apartment development would not only satisfy the requirement within the Local Plan, but also offer a better quality aesthetic for this gateway site.

The design of the residential units will provide an active retail or commercial frontage at ground floor that will increase footfall within the area and provide life and activity to the streetscape.

Providing the residential requirement within an apartment block also allows the development of a high quality public realm that is flexible and can be utilised for year round pop up and meanwhile uses that compliment the renewed cultural and creative offer proposed for the core of Central Drive.

These meanwhile and pop up uses can be striking in their design and use and offer a real alternative to the provision within the town centre that will help attract people into the Revoe area.

The existing green space adjacent to the development site will be incorporated within the design for the area and provide an important area of green infrastructure along Central Drive.

The existing play area can be extended, improved and integrated into the public realm. This pocket park is one of only two areas for play within Revoe and should be modernised in collaboration with the adjacent development space.



1. Proposals create gateway into the area from the north.
2. Opportunity "meanwhile or pop up" uses on the square.
3. Existing pockets of underused public realm will be improved within the proposals.
4. New gateway, residential and retail block anchors the public realm development. Units have active ground floor retail units.



Artists impression of the potential meanwhile uses on Bethesda Square, anchored by new Residential & Retail Development



4.6 SOUTHERN QUARTER

DESIGN VISION

The southern quarter of Revoe contains three vital community resources; Revoe Primary School, Revoe Park and Blackpool Football Club.

The masterplan proposal aspires to unite the three established assets and create a holistic campus where the character, movement and land uses are all complimentary and coordinated.

In addition to the three recognised institutions there is also an adjacent vacant development site; phase four of the stalled Foxhall Village development. Completion of the development is in doubt due the Administration of the current developer. This creates an opportunity for the masterplan framework to embrace the site and bring it into the boundary of the Southern Gateway intervention.

Various important influences are driving the vision for of the South Gateway:

- Revoe Learning Academy is not fit for teaching the modern curriculum especially when taking into account the challenges associated with family transience, non-English speaking pupils and the need for extra diligence due to the amount of poverty and poor living conditions in the area.
- Blackpool Football Club has aspirations for development and privately funded growth that would bring life, income and regeneration to the area.

- Revoe Park is the green heart of Revoe and due to its position within the neighbourhood could further establish itself as the most important space in Revoe.
- The need to develop the vacant Foxhall site. The plot in its current state creates negative physical and visual barrier to movement and vistas.

Taking into account these factors the masterplan proposes a holistic zone that focuses on learning, recreation and sports. A new, purpose built school and family centre will be built with its own, private defensible external space. Demolition of existing, poor quality housing and light industrial sites will create space for the football club to expand and fulfil their ambition of creating a new performance and conference development with community all weather sports pitches. The architecturally significant building vacated by the school moving premises can be refurbished into apartments and Revoe Park will become the physical centre of all these developments and become the focal hub.



SOUTHERN QUARTER

OVERARCHING PRINCIPLES

The Southern Quarter needs to operate and appear as one site. This can be achieved by agreeing a bespoke design style that reflects the character and ambition for the area. This style can then be integrated into all future design decisions. If the process is followed properly the quarter will develop its own identity, a specific Sense of Place, locally distinct from other areas of the borough.

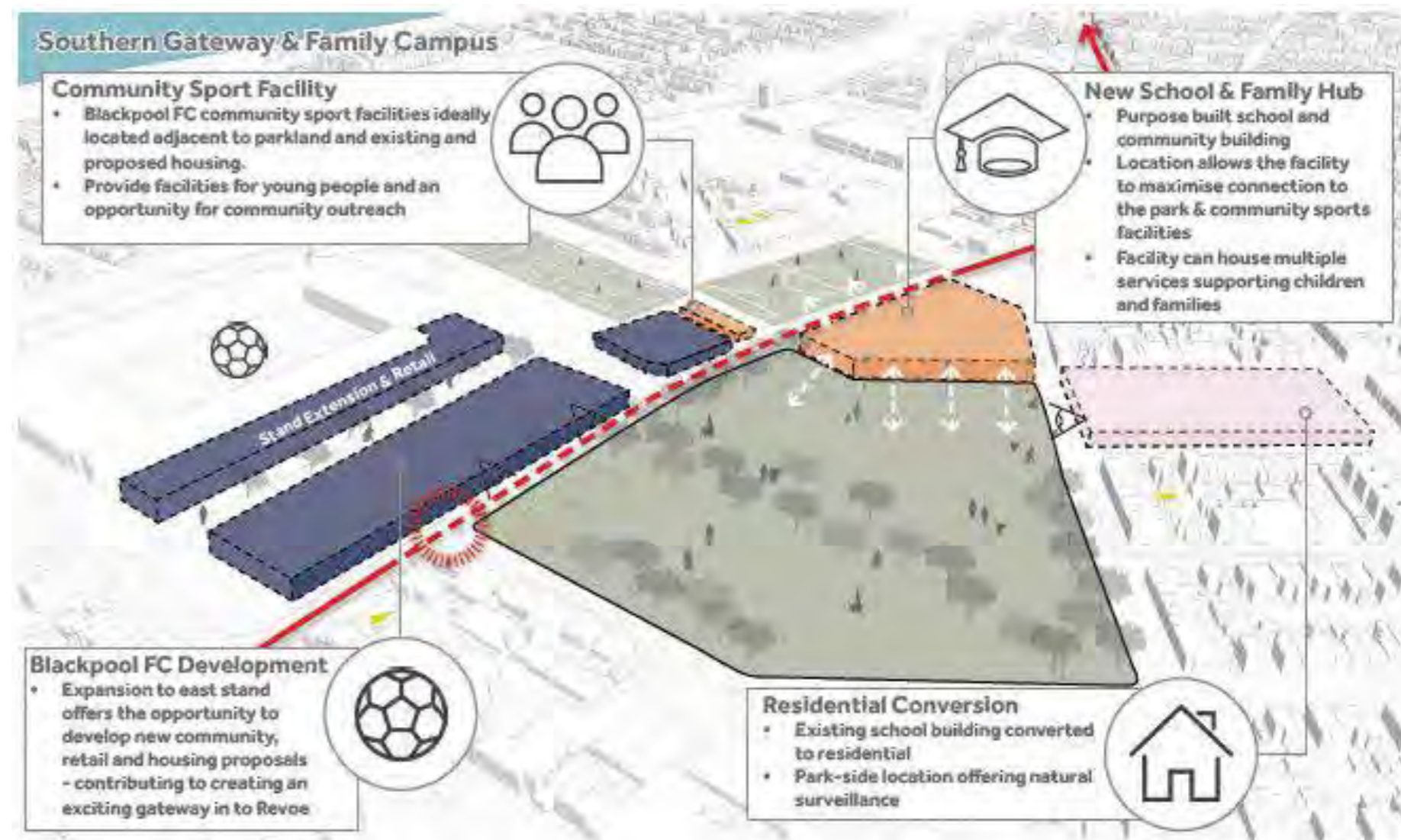
As the zone is located either side of Central Drive the site will become an important gateway into the Revoe area. The marker site will tell visitors that they are about to enter Revoe and that Revoe is regenerating; receiving investment and changing the way it appears and operates. The creation of the new school and community sports facilities either side of the Central Drive as architectural siblings will help reinforce the gateway principle.

Pedestrian and vehicular circulation will be altered to enable the new school site to be fully integrated into Revoe Park. Partial closure of Lune Grove will maximise the development area so that the school can own the adequate amount of private open space without impacting on the performance of Revoe Park as a place for recreation. Traffic calming should be introduced on Central Drive in order to slow traffic and improve the pedestrian connectivity between the Revoe Park, the new school and Blackpool FC's development.

The building vacated by Revoe Learning Academy is an excellent example of early 20th Century civic architecture and can find a new life as an attractive residential development.

The historic elements at the east and west of the site need to be retained in order to retain the character and retain its contribution to the heritage of Revoe.

Although Blackpool Football Club have their own ideas for their expansion there are key principles that need to be incorporated into any separate masterplan which have been considered further within this section.



SOUTHERN QUARTER

KEY PROJECT - SCHOOL & FAMILY CENTRE

The children of Revoe deserve and need a place of education that meets their needs.

Even with proactive and passionate teaching staff, effectiveness is limited without the appropriate infrastructure, equipment and environment. Well designed buildings and pleasant surroundings can lead to better attendance and concentration as well as motivation and self-esteem, both factors which can improve performance. Features known to influence learning include the age of the building, lighting, colour, noise, cleanliness and density of pupils.

Revoe needs a building that is designed specifically for primary education and the 21st century education. A building that reflects the character of the area and works in harmony with the Revoe Park and adjacent development. The external areas need to provide adequate space for play and outdoor learning without the current distraction of members of the public walking through their defensible space.

The new development also provides an opportunity to house a Family Centre, offering support to families and providing a place for general community support.

School Design Brief:

- A new building to meet the needs of the current curriculum and children of Revoe
- A welcoming building that is open to the people of the community
- Complements and adds to the character of Revoe Park
- Sets an example in terms of sustainability and environmental design
- Creates a gateway into Revoe and makes a statement on how Revoe is changing for the better

1. Proposed School and family hub located within the park with direct access to green space.
2. Improving safety around this area with natural surveillance looking in and around Revoe Park.
3. Existing school building converted to residential.
4. Traffic calming measure create safe links to wider proposed facilities.
5. Proposals create gateway into Revoe from the south.
6. Private, school play space with direct connection to Revoe Park.





Artists impression Showing The New School Development and its Improved Connections with Revue Park and The Proposed Blackpool F.C. Development



SOUTHERN QUARTER

KEY PROJECT - RESIDENTIAL REFURB

The current school building is in need of maintenance and modernisation but the architectural envelope, and its history, positively contribute towards the character and heritage of the Revoe neighbourhood.



The school vacating the building will open up an opportunity for private investment to create a high quality residential development. A mixture of new build and refurbishment is required to maximise the potential.



The original two storey buildings fronting onto Grasmere Road, and the single storey building overlooking Revoe Park should be retained and restored.



Examples of former schools locally, converted to residential

The remaining single storey newer development should be demolished and replaced with a higher quality residential building and courtyard.

1. Improved Streetscape to frontage of development
2. Key pedestrian link maintained to Park
3. Historic facade maintained and celebrated
4. Vehicular access to rear of development
5. Views to the park



SOUTHERN QUARTER

KEY PROJECT - BLACKPOOL F.C.

Blackpool F.C. are a key asset in the Revue area and they are a strong partner with aspirations and vision for the stadium and wider area. Their proposed development must be embraced within the masterplan, ensuring it meets holistic aims for the wider masterplan.



Contemporary Community Football Facilities



Exhibition Centre with Active Frontage

The football club's development is outside the scope of this document but any proposals should comply with the principles defined earlier in this masterplan.

- All frontages need to be active, especially along Central Drive. Any new development needs to contribute to the streetscape of Central Drive. This should be in the form of natural surveillance and the spill-out of activity from the evening use of restaurants and bars.
- The fencing to the all-weather pitches needs to be set back as far as possible from the back of Central Drive footpaths. Ideally a buffer strip containing a green pedestrian and cycling route will divide the carriage way and pitches.
- Any new retail or leisure use incorporated into the development needs to be complimentary to the retail offer of Central Drive, not competitive.
- The development needs to be fully permeable with green routes defragmenting the surrounding footpath network and providing links to other areas of Revue.

1. Proposed commercial and event buildings with active frontages to the road, park and pedestrian routes.
2. Traffic calming to improve pedestrian priority between Revue Park and proposed facilities.
3. Key pedestrian routes to integrate the facilities into the existing wider community
4. Improved Connections to Revue Park
5. Proposals create gateway into Revue from the south.



4.7 EASTERN RESIDENTIAL

DESIGN VISION

The masterplan will develop attractive, sustainable neighbourhoods that build upon the existing positives in the area whilst regenerating key areas, mending the historic street patterns broken by insensitive post war planning.

The large proportion of housing within the Revoe area is found to the east of Central Drive. The area is typical of many inner urban areas within the U.K. and intervention is required in order to tackle economic, social and housing issues.

High density terraced housing is the primary form of accommodation in this area and are often overcrowded. However, the housing stock is generally in good condition and terraced houses are part of the area's heritage and are an important entry level onto the housing ladder.

The vision for the area is to re-connect the fragmented estate with its surroundings, building on the positive assets in the area and improve on the negative to create a sustainable neighbourhood that residents can be proud of.

"Improving the attractiveness and sustainability of neighbourhoods lies at the heart of the strategy to improve the quality of life in Revoe for its residents."

Selective clearance will be required to clear some of the poorer housing stock, including insensitive post war planning, such as Ibbison Court that disregard the existing historic street pattern and create awkward areas of design where backs of properties face fronts of properties and natural surveillance principles are not considered.

The wider masterplan considers the housing holistically and focusses on the key areas that need to be improved to create attractive and sustainable neighbourhoods:

- Choice of housing
- Quality local schools
- Access to employment
- Access to local shops and service
- Attractive local parks
- Accessible public transport

The remainder of this section considers the direct improvements to the housing, streets and connections that will help to create a desirable housing environment that will be appropriate to meet the needs of all Revoe's citizens. In particular, the proposals have been carefully considered to retain the area's younger people and families.



EASTERN RESIDENTIAL

STREETS FOR LIFE

While the wider masterplan considers the holistic improvements of the housing offer within Revoe there are also a set of overarching design principles and treatments that can be implemented to the existing housing areas that will build upon the quality of the properties to make attractive, safe, well connected neighbourhoods .

The housing streets to the east of Central Drive, in general terms, can be split into two distinct types as identified opposite. Type 1 is more generous in proportion and the properties, in general, have front gardens and period curtilage details. Street type 2 is smaller in proportion and because of this has less character due to the properties having no front gardens or curtilage details.

The housing in this area already benefits from many elements that would make it a positive place to live.

Central Drive is only a short walk away with access to local shops and strong public transport links, beyond this Revoe Park is within easy walking distance. Poor maintenance and a lack of character within the area is the primary problem holding back the success of the neighbourhood as a vibrant residential location.

This section will predominately consider smaller interventions that can be implemented across the streets to make them more attractive, safer and convivial to community life.



STREET TYPE 1

CHARACTER

- Traditional red brick terraced housing stock with bay windows and front gardens. 3m wide bitmac footpaths with 2-way 8.5m carriageway and on street parking. Bins stored in front gardens.

PROPOSED INTERVENTIONS

- Short Term: Standardisation of front wall, coping and gates. Retention of traditional fascia boards, stone sills and lintel. Drop kerbs at key crossing points. Tree planting at regular centres. Introduction of bin stores or promote bin personalisation. Bespoke street signs, banners and lighting columns.
- Aspirational: Flush kerbs with natural stone shared surface



STREET TYPE 2

CHARACTER

- Insulation rendered traditional brick terraced housing stock without front gardens. 2.5m wide concrete flag footpaths with 2-way 5.2m carriageway and on street parking. Bins stored in rear alley.

PROPOSED INTERVENTIONS

- Short term: houses painted in specific palette selected from "Paint the Town". Regular street trees (build-outs may be necessary), promotion of hanging baskets. Bespoke street signs, banners and lighting columns.
- Aspirational: Flush kerbs with natural stone shared surface. One way system to increase public realm.

EASTERN RESIDENTIAL

STREETS FOR LIFE

Historically the streets in this area would have played a wide variety of roles. They provided access, social space, and play spaces for children who could explore the wider network of neighbourhood streets and spaces as they got older.

The increase in car ownership in the 1960s placed street design firmly in the arena of traffic engineers.

Their brief was to keep traffic moving, reduce casualties and separate residential traffic from through traffic. Traffic engineers adopted the practice of segregation (of pedestrians and vehicles) and standardisation of street design on one main criterion – vehicle flow.

Research has highlighted that in the eyes of many residents, the dominance of vehicles is a barrier to encouraging a strong sense of community, gives few opportunities for children to play and provides little attractive clear opportunities to walk - within the development or beyond.

The neighbourhood, as a result, has become purely residential.

The streets within this area exert an immense influence upon the lifestyles and behaviour of the residents of Revue. Street design also has a direct influence on significant issues such as climate change, public health, social justice, inclusivity and local and district economies.

The aim of the masterplan work in this area is to design inclusive, pedestrian friendly streets rather than spaces for vehicle movement that aim to benefit all the issues mentioned above. The interventions outlined have been designed to consider six main principles to create a quality place:

Distinctive

Street design should respond to local context and create places that are distinctive.

Safe & pleasant

Streets should be designed to be safe and attractive places.

Easy to move around

Streets should be easy to move around for all users and connect well to existing movement networks.

Welcoming

Street layout and detail should encourage positive interaction for all members of the community.

Adaptable

Street networks should be designed to accommodate future adaptation.

Resource efficient

Street design should consider the integration of sustainable drainage and use attractive, durable materials that can be easily maintained.



EASTERN RESIDENTIAL

STREETS FOR LIFE

Shared Surfaces

The re working of the streets in this area will recognise the importance of creating places for people to enjoy, and interact with one another rather than simply providing corridors for the movement of traffic.

A significant amount of interaction within a community takes place in the external environment, and re-design of the streets will encourage this by creating inclusive social spaces where children can play, people can stop to chat, and other appropriate activities can take place safely.

In order for this to occur, it is essential that vehicular traffic does not dominate the street. At present, vehicle parking is on street outside properties, but car ownership within the area is relatively low, so at present parking doesn't act as a barrier to re-developing the streets.

The propensity for people to use a street as a social space will be increased by the careful design and by applying the user hierarchy where pedestrians are considered first.

The masterplan shows potential for shared spaces in most of the residential streets. The

shared surfaces creates a street accessible to both pedestrians and vehicles that is designed to enable pedestrians to move more freely by reducing traffic management features that tend to encourage users of vehicles to assume priority.

Achieving this reduction in dominance will be created by high quality paving treatments, traffic calming measures and also by the minimal use of traffic signs, road markings and other traffic management features where appropriate.

With less, or no traffic management measures giving clear indications of priority, motorists are encouraged to recognise the space as being different, drive more slowly, and respond directly to the behaviour of other users (including other motorists).

- 1 Gateways to neighbourhoods signified by planting
- 2 Parking is still provided on street for residents but is less dominant
- 3 Kerb upstands are kept very low to reduce impact of carriageway
- 4 Tree planting adds character and biodiversity to the streets
- 5 Traffic speeds are reduced by build outs creating a safer pedestrian environment
- 6 Build outs create space for social gathering
- 7 High quality paving material delineates pedestrian priority

Green Streets

At present, the area is devoid of any real biodiversity and the streets although, in many cases, are wide enough have no trees or planting to add to their character.

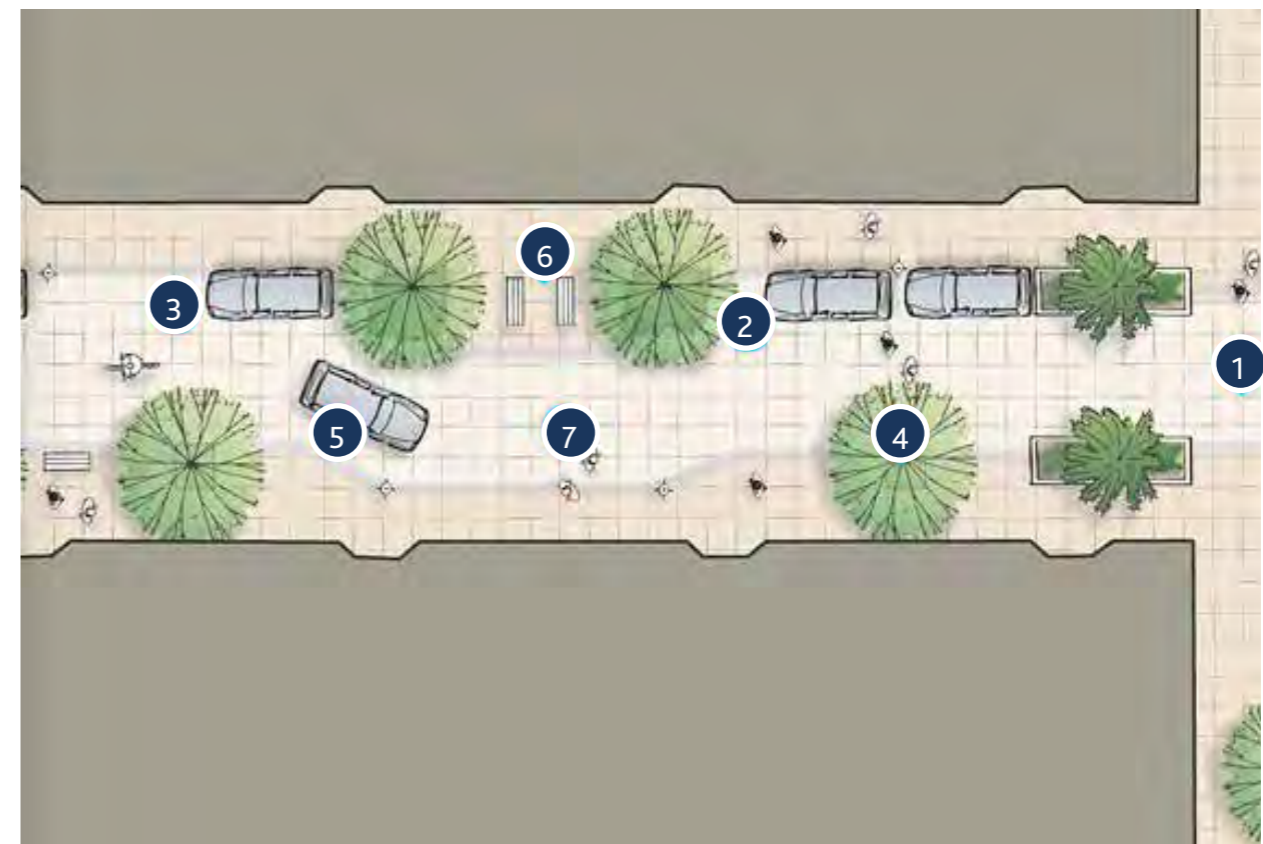
Where possible the street design proposals aim to integrate natural landscape features and foster positive biodiversity.

Planting, particularly street trees, will help to soften the street scene while creating visual interest, improving microclimate and providing valuable habitats for wildlife.

Whilst appropriate driver sightlines will be maintained, vegetation can be used to limit excessive forward visibility to limit traffic speeds.

A green network of streets will provide pedestrian and cycle routes that offer increased connectivity and add a distinctive character area for people to enjoy.

Careful consideration will need to be given to appropriate tree selection, their location and how they are planted. If possible, semi-mature trees should be planted. Slow-growing species with narrow trunks, and canopies above 2 m will be considered.





Artists impression showing The Improved Street Aesthetics to street type 2 within the Eastern Residential Area

EASTERN RESIDENTIAL

STREETS FOR LIFE

Building Frontages

As mentioned previously, the quality of housing stock within Revoe is generally good, but the character of buildings has been eroded over time, especially in the streets that have benefited from the energy cladding scheme.

Simple additions to the buildings can greatly improve the aesthetics of a street. In general, regeneration schemes such as this work best when a consistent, planned approach is applied to the street, but this being said, any scheme should not look to remove residents input or personal design flair for their property.

Simple measures such as uniformed window improvements, painting window sills and surrounds or even painting key properties throughout the length of the street will help to add a distinctive character to the areas. A consistent and holistic approach will act as a renewed brand for the area creating a refreshed, revitalised character.

1. New coloured frontages
2. Promote hanging baskets
3. Bespoke signage and wayfinding
4. New street trees wherever possible
5. New small ornamental shrub planting
6. Personalisation of bins
7. New surfacing
8. Lower kerbs

Back Alleys

The back alleys associated with traditional terraced properties have long been a problem for residents all around the country. At present, the majority of the alley ways in Revoe are gated, yet the reports of crime and antisocial behaviour are still present.

There are several approaches that could be taken to reclaim the alleyways within the area and allow them to contribute to open space, biodiversity or private amenity space:

- [Option 1: Extend back garden to remove alley](#)
- [Option 2: Usable community Spaces](#)
- [Option 3: Plant to create biodiversity network](#)

Many areas where once neglected alleyways have been reclaimed by the local community and have been converted into usable community spaces and biodiversity areas where residents can house allotments, orchards or just simple planting schemes and seating areas to create spaces for increased social interaction.

A combination of the above approaches would be best utilised within Revoe. Where community support is strong, individual regeneration schemes can be piloted.

Constraints to consider:

- Underground Services
- Access
- Ownership





Artists impression Showing The Improved Street Aesthetics to street type 1 within the Eastern Residential Area

EASTERN RESIDENTIAL

KEY PROJECT - LINEAR PARKLAND HOUSING REGENERATION

A new, high quality development of park side family homes that mend the historic street patterns broken by insensitive post war planning & bring the University into Revoe.

A key objective within the masterplan was to improve the east-west connections through the Revoe area. At present, the dense, historic urban grain of the eastern residential area provides a considerable barrier to movement. A further consideration of the masterplan was to consider areas of housing within the study area that are of considerably poor quality and will not be able to meet the aspirations of the area. Ibbison Court is a relatively modern, post war development of single occupancy flats that has been designed to juxtapose the existing urban grain. The development is surrounded by a relatively large area of green space but, because of how the development has been designed, it has created an area of high antisocial behaviour with little natural surveillance.

The proposals shown here for a new family housing development and linear park help to achieve both aims of the masterplan outlined above. The demolition of Ibbison Court allows for the development of a linear park that directly connects Central Drive with Park Road and the University to the north. Lining the park is a high quality housing development that respects the existing urban grain and offers high level of natural surveillance. The linear park links directly to the new George Square development, providing a safe pedestrian route for residents to access local amenities.

The linear park development also offers the opportunity for a large amount of much needed green infrastructure within a traditionally dense urban area, currently devoid of any real biodiversity or amenity space.

Extensive demolition would be necessary to fully achieve the ultimate aims of the masterplan, this is demonstrated on the plan below. The design has been considered to allow the development in stages as necessary, potentially reducing the ultimate amount of demolition if priorities change.



Figure ground plan showing extents of proposed demolition

1. Creating a pedestrian link from the University to Central Drive.
2. Park culminates at new community square on Central drive.
3. Proposed Residential will add natural surveillance looking into the park.
4. Creating connections through the park from north to south and east to west.





Artists impression showing the proposed New Residential Development lining the Linear Park



4.8 WESTERN RESIDENTIAL DESIGN VISION

Residential development, with more long term residents living in Revoe's core, is fundamental to the successful future of the place. This will drive vitality, activity and retail foot-flow, reinforce Revoe's sense of place and enable regeneration.

A key goal of the masterplan is to create attractive housing market propositions which help to raise standards and create a diverse housing offer within the area. The existing residential stock to the east of Central Drive has little scope for creating new market propositions due to the historic grid pattern without large areas of clearance, which would erode the areas historic character.

To the west of Central Drive has a completely different urban grain, dominated by large commercial units which, at present detract from the character of the area and are a barrier to pedestrian movement through the area.

A better choice of homes and tenures will be delivered in this area which will build upon the existing development of Foxhall Village. The new developments will attract a wider range of residents to live in a well - connected and served location.

"The masterplan will create attractive housing market propositions which help to raise standards and create a diverse housing offer within the area."

Homes will be delivered for young and established families, couples, singles, young professionals as well as actively retired and those requiring support.

A mix of houses and low rise apartments will be delivered. An appropriate mix of tenures will be supported including social housing, shared ownership, homes or sale, well managed private rent and affordable rent.

Where appropriate, new homes will also be created out of underutilised buildings.

New homes will be well integrated in to the existing community. All will be well served by the improved range of local amenities on Central Drive and beyond as well as playing an important role in enhancing the connectivity of the area, providing key pedestrian routes with good natural surveillance to the Promenade and Revoe Park and a network of green infrastructure connecting to the wider proposals.



WESTERN RESIDENTIAL

OVERARCHING PRINCIPLES

The western residential area has the opportunity to provide a relatively large amount of affordable family housing on the edge of the town centre.

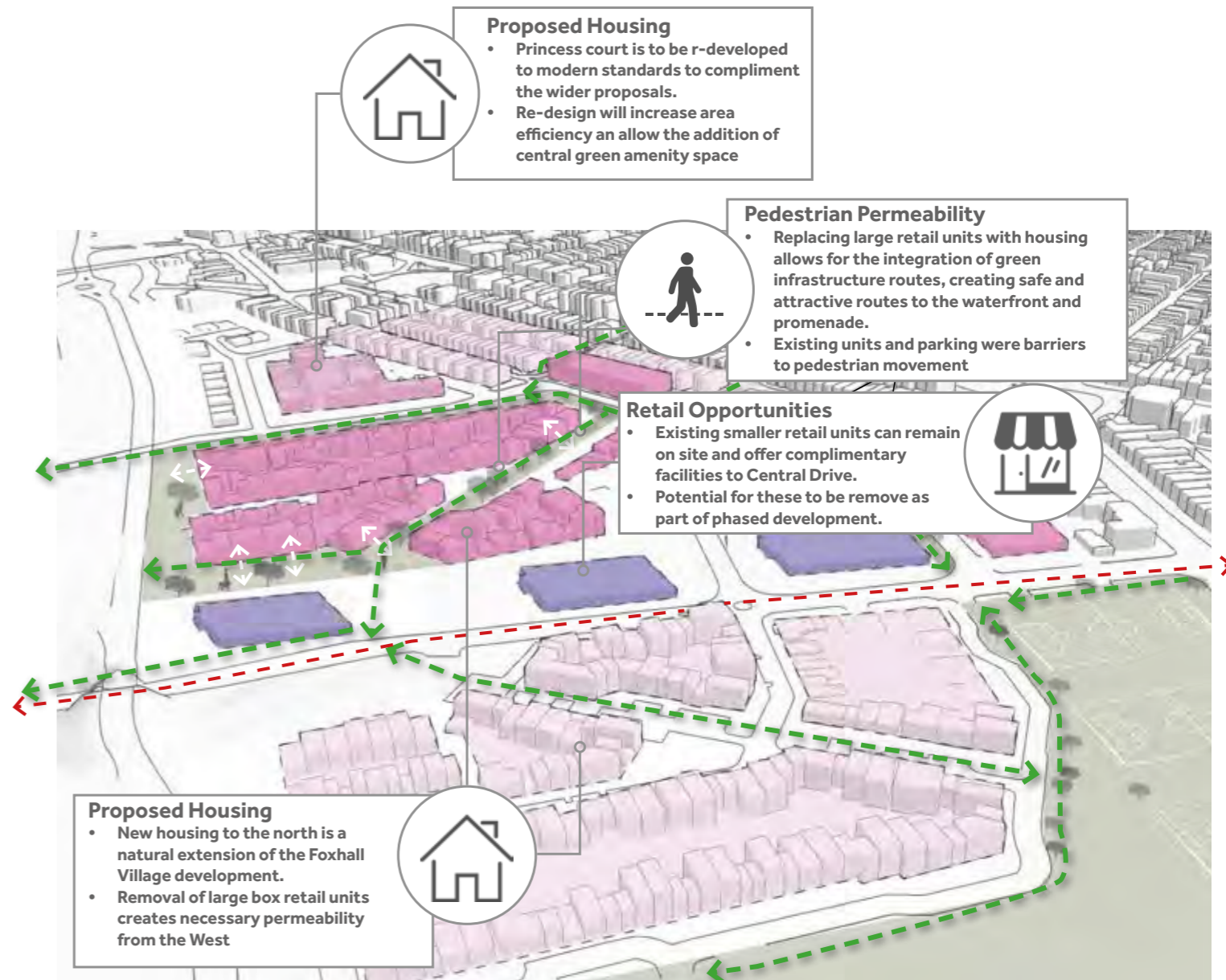
The proposals within this area seek to build upon the success of Foxhall Village and help to de-fragment the development, which at present feels quite distinct from Revoe.

The proposals will be a natural extension to the existing development and will be located on the current cinema and gym site.

These large retail units are the key barrier to movement within the area. The improved east-west connections to the promenade and beyond will not be possible if these large units and their associated areas of parking remain.

The development of housing on the site allows for the continuation of the high quality, safe pedestrian route. The proposed housing development will allow for a network of pedestrian connectivity that helps link the whole of the western area of Revoe with many of the key projects outlined in this document, including Revoe School, Revoe Park and the improvements at Blackpool F.C.

As well as the larger proposed housing development on the cinema and gym site, it is proposed that much of the housing stock that borders the area will also be improved and re-developed. Where possible, housing stock of character and good quality will remain and be improved, but many buildings and developments on the periphery, such as the former social club, Princess Court and some relatively new post war housing along Kent Road will all make way for a continuation of the family housing provided at both Foxhall Village and the proposed cinema and gym development.



WESTERN RESIDENTIAL

A SUSTAINABLE RESIDENTIAL COMMUNITY

Revoe is beginning to embrace the principles of green and blue infrastructure through recently delivered and proposed developments. However, the majority of the area is still constrained by historic urban grain and the associated challenges. The new developments in the Western Residential Area offer a fantastic opportunity to embrace sustainable development much more easily.

Buildings and developments will be designed to put non-car users first in terms of their relationship with streets and amenities. Car parking, servicing and electrical charging points should be located within the building curtilage a key community locations.

The Western Residential Zone should encourage sustainable urban living, influencing everyday aspects of life from the way people move around to how buildings respond to the challenges of climate change and an area's biodiversity.

Within the new developments, the roofscape can play a significant role in helping support the sustainable credentials of Revoe as a whole. Their use can help reinforce the biodiverse links throughout the area and offer a valuable green infrastructure asset in a relatively grey urban area.

The newly proposed residential developments must improve their sustainable credentials to reduce their contribution to the detrimental effects of climate change.

The Western Residential Zone can pioneer approaches to improving urban environments embracing new techniques for energy conservation and carbon management.

The area will promote buildings and environments

that advocate the conservation of energy, the reuse of building materials and which fully integrate sustainable technologies to reduce the level of greenhouse gas emissions.

Technologies which could help to achieve this include solar power, biodegradable construction materials, green insulation, smart appliances, zero-energy building design, water management technologies and smart glass.



05 ADOPTION & DELIVERY

Masterplans are of no value unless they can be delivered. Grand ideas are no more than that if they are not viable or cannot be funded. The masterplan has been developed with this very much in mind.

The development process can be complex. There are a number of issues and stakeholders to balance. This Masterplan can be used as a template for delivery, ensuring that standards are kept high, and that the final development delivers the vision for the area, and is consistent with design policy, principles and aspirations.

Creating better places through masterplanning requires a high degree of collaboration and communication between the client, the community and the local authority. Involving a wide range of stakeholders throughout the process builds commitment to the proposals and increases the developer's chances of creating a successful place.



5.1 DELIVERY STRATEGY

Masterplans are of no value unless they can be delivered. Grand ideas are no more than that if they are not viable or cannot be funded. The masterplan has been developed with this very much in mind.

To take the masterplan proposals forward a delivery strategy has been prepared that includes:

- Programme and phasing;
- Funding and finance;
- Delivery mechanisms;
- Policy interventions; and
- Nest steps and actions

Programme and Phasing

The development strategy / phasing approach that underpins the masterplan is founded upon four key principles. These are:

- Establish early momentum – visible development activity on site, to retain community support / enthusiasm and realise the benefit of the commercial / residential development sectors existing development ambitions.
- Maximise funding from existing partners such as RevoeLution and Homes England to support the delivery of key early win public realm and streetscape proposals.
- Prioritise early development opportunities

on public land or third-party land in association with key partners.

- Maximise the development potential from the Blackpool Central development and investment in Blackpool Football Club.
- Support the development of sites / schemes that conform with the overall masterplan Vision and Objectives.

The proposals shown in Chapter 4 range from relatively minor projects such as tree planting and building maintenance to more significant infrastructure changes such as creating a physical link with the University. The timeline for completion of these proposals is roughly 25 years and not all projects are mutually exclusive. Certain projects provide improvements to Revoe in their own right, while other projects are part of a critical phasing plan, and need all phases in order to meet the objectives.

The phasing plan will be fluid and able to adapt to changing priorities, available funding and changes to the baseline.



DELIVERY STRATEGY

	CENTRAL DRIVE	EASTERN RESIDENTIAL	WESTERN RESIDENTIAL	SOUTHERN RESIDENTIAL
SHORT TERM	CENTRAL DRIVE CORE (3.2)	STREET-SCAPE	STREET-SCAPE	STREET-SCAPE
1-2 YEARS	Community and LA purchase of units within the core area to refurb and create community uses and improved street-scape	Street trees and community initiatives for environmental improvements. Work adjacent to Central Drive to be prioritised	Street trees and community initiatives for environmental improvements. Work adjacent to Central Drive to be prioritised	Council to work with BFC to ensure any development of their ambitions are in accordance with the master-plan principles.
MEDIUM TERM	CENTRAL DRIVE EDGE (3.4)	IBBISON PARK	CINEMA/ KENT RD/ PRINCESS COURT	SCHOOL & FAMILY CENTRE
2-5 YEARS	Implementation of SPD to enforce transformation of privately owned retail units outside the core area. Assuming the Central Drive Core is completed effectively and Chariots of the Gods is progressing property should be more in demand. Improved street-scape; tree planting, signage, building frontages, shutters, lighting.	Purchase and demolition of sheltered housing and end terraces, new builds and linear park. Resident to be relocated into new properties create as a part of Western Residential Medium Term projects.	Procurement and demolition of the Cinema, Bannatynes Gym and Princess Court Accommodation. New build residential developments in accordance with current needs.	Purchase and demolition of land and private housing and new build of new Primary School, nursery and Family Centre. Resident to be relocated into new properties create as a part of Western Residential Medium Term projects.
	BETHESDA SQAURE (3.8)	GEORGE SQUARE		
	Changes to road alignment, creation of a new public realm plaza and mixed use development with ground floor retail, evening economy and purpose built apartments.	Purchase, refurb and extension of The George, demolition of community centre, public realm improvements and new plaza.		
LONG TERM	LIBRARY AND MOSQUE	UNIVERSITY CONNECTION	ERDINGTON SQUARE	REVOE SCHOOL
5-20 YEARS	The "icing on the cake" for Central Drive. Creating a southern gateway from Grasmere Road and bookending the Bethesda development.	Purchase and demolition of identified residential properties, new builds and extension of the linear park to create a physical link with the university.	Demolition of Central Drive properties, new mixed use development and physical link from Central Drive to the Cinema site and Southern Campus	Refurbishment of existing Primary School to new residential apartments.
			RIGBY ROAD	
5-20 YEARS			Procurement and demolition of the Rigby Road leisure properties and new build residential developments in accordance with current needs.	

DELIVERY STRATEGY

Funding and Finance

We have undertaken a review of potential funding sources to help support the delivery of the masterplan proposals.

RevoeLution

RevoeLution is part of Big Local, which is administered by Local Trust, and works with over £200m in funding from the Big Lottery Fund and a range of partners to provide expert advice and support for local residents.

Launched in 2010, Big Local aims to support 150 deprived small urban and rural communities to come together to transform their neighbourhoods and improve the quality of life of their residents.

The four programme outcomes for Big Local are:

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

RevoeLution, Blackpool's Big Local project, is funnelling £1million over a decade into projects to ensure residents of Revoe can identify their local needs and have a say in implementing projects to make a lasting positive difference to their community.

Public Work Loan Board (PWLB) Borrowing

The PWLB lending facility, operated by the UK Debt Management Office, provides loans to local authorities, and other specified bodies, from the National Loans Fund. This borrowing is specifically for capital projects, and is attuned to those that are income generating in particular.

Key points:

- "Local authorities are free to borrow as long as the finance director is satisfied that they are acting in line with statute and can afford to repay the loan"
- Minor local authorities (e.g. town and parish councils) may borrow from PWLB, providing approval from the Ministry of Housing, Communities, and Local Government (MHCLG)
- May be considered to facilitate delivery, assuming Councils can meet the costs of prudent borrowing.
- Recent announcement that there is a possibility PWLB will not be supporting commercial property investment by Local Authorities (non-domestic dwellings)

This is not confirmed as of yet, simply an announcement. However, if this were to go ahead then there are plans to cut interest rates further after this ban, however, meaning it will be cheaper to borrow on investments into housing development section of the masterplan.

Usual practice is for repayment of the principal loan at the end of the term, with interest payments every 6 months.

It is advisable that a sinking fund is established where a proportion of the total amount borrowed is reserved annually for the repayment of the capital sum borrowed at the end of the term.

The financial position of the Council would need to be considered across the 50-year period with care, although this route would allow it to finance the development. From this there would be several delivery options including loans to Blackpool Housing Company, or a registered provider.

INTERVENTION AREA	PROJECT CODE	TITLE	DESCRIPTION	QUANTITY										PHASE	SHORT/MEDIUM/ LONG	COST (£)		DELIVERY ROUTE		
				HOUSING			NON-HOUSING					PUBLIC REALM				UNIT COST (£)	TOTAL COST (£)			
				DEMOLITION (UNIT NO.s)	REFURBISHMENT (UNIT NO.s)	NEW BUILD HOUSES (UNIT NO.s)	NEW BUILD APIS (UNIT NO.s)	AREA (Ha)	DEMOLITION (UNIT NO.s)	REFURBISHMENT (UNIT NO.s)	MIXED USE BLOCK (Sq.m)	COMMUNITY/SPORTS (Sq.m)	SCHOOL (Sq.m)	AREA (Sq.m)	LENGTH (M)					
CENTRAL DRIVE	1A	Central Drive Core	<ul style="list-style-type: none"> Ground floor retail refurbishment 2nd/3rd floor refurbishments for residential use Public realm improvements 	50										3251	1	S	<ul style="list-style-type: none"> Ground floor shop front improvements: £15,000 per unit Upper façade improvements: £15,000 per unit Upper floor residential conversions/ refurbishment: £50,000 per unit Total unit cost: £80,000 	£4,000,000	<ul style="list-style-type: none"> Direct delivery by Blackpool Council via grant scheme with % contribution from property owners with funding from Town Fund/ Extended Quality Street Fund/ Prudential borrowing 	
			<ul style="list-style-type: none"> Public realm improvements (high quality): £500 per m2 	£1,625,500	<ul style="list-style-type: none"> Direct delivery by Blackpool Council funded from Town Fund/ Prudential borrowing 															
	1B	Central Drive Edge	<ul style="list-style-type: none"> Ground floor retail 2nd/3rd floor refurbishments for residential use Public realm improvements 	48											2	S	<ul style="list-style-type: none"> Ground floor shop front improvements: £15,000 per unit Upper façade improvements: £15,000 per unit Upper floor residential conversions/ refurbishment: £50,000 per unit Total unit cost: £80,000 	£3,840,000	<ul style="list-style-type: none"> Direct delivery by Blackpool Council via grant scheme with % contribution from property owners with funding from Town Fund/ Extended Quality Street Fund/ Prudential borrowing 	
			<ul style="list-style-type: none"> Public realm improvements (medium quality): £400 per m2 	£3,200,000	<ul style="list-style-type: none"> Direct delivery by Blackpool Council funded from Town Fund/Prudential borrowing 															
	1C	Bethesda	<ul style="list-style-type: none"> New mixed use development to include 13 residential units and public realm improvements 				13				2400					3	M	<ul style="list-style-type: none"> New residential - gap funding requirement subject to detailed project scheme and viability appraisal. 	TBC	<ul style="list-style-type: none"> To be delivered by developer partner with gap funding from Homes England/Prudential borrowing
			<ul style="list-style-type: none"> Public realm improvements: £500 per m2 	£925,000	<ul style="list-style-type: none"> Direct delivery by Blackpool Council funded from Town Fund/Prudential borrowing 															
1D	Library & Mosque	<ul style="list-style-type: none"> New public realm scheme 	4										1700	4	M	<ul style="list-style-type: none"> Public realm improvements: £400 per m3 	£680,000	<ul style="list-style-type: none"> Direct delivery by Blackpool Council funded from Town Fund/Prudential borrowing 		
EASTERN RESIDENTIAL	2A	Street-scape	<ul style="list-style-type: none"> Tree planting, House painting, boundary fence, gates 												2073	1	M	<ul style="list-style-type: none"> House painting: £500 per frontage (approx 375 properties) 	£187,500	<ul style="list-style-type: none"> Direct delivery by Blackpool Council funded from Property Owners/ Prudential borrowing/Urban Tree Fund
			<ul style="list-style-type: none"> 400 no. Urban Street Trees (GBR System) : £500 per tree 	£200,000																
			<ul style="list-style-type: none"> New/replacement alley gates: £2,000 per gate x 10 	£20,000																
			<ul style="list-style-type: none"> Boundary improvements to rear walls/ fence: TBC 	TBC																
	2B	George Square	<ul style="list-style-type: none"> Refurbishment of George Public House for new community centre 						1	1	700					1	M	<ul style="list-style-type: none"> Refurbishment of George PH (approx 700 sq.m) : £1,000 per sq.m 	£700,000	<ul style="list-style-type: none"> Direct delivery by Blackpool Council funded from Prudential borrowing/ Revoe existing funds etc
			<ul style="list-style-type: none"> New build community extension: £1,500 per sq.m 	£300,000																
			<ul style="list-style-type: none"> Public realm improvements: £500 per m2 	£625,000																
	2C	Ibbison Park	<ul style="list-style-type: none"> Demolition, new build residential and new parkland 	60												2	M	<ul style="list-style-type: none"> Acquisition costs (including relocation allowance): £75,000 per unit 	£4,500,000	<ul style="list-style-type: none"> Direct delivery by Blackpool Council and developer partners with funding from Homes England/Prudential borrowing/private sector
			<ul style="list-style-type: none"> Demolition costs: £8,000 per unit 	£480,000																
			<ul style="list-style-type: none"> New residential - gap funding requirement subject to detailed project scheme and viability appraisal. 	Tbc																
			<ul style="list-style-type: none"> New park land: £200 per m2 	£1,400,000																
	2D	University Connection	<ul style="list-style-type: none"> Demolition, new build residential and new parkland 	95												3*	L	<ul style="list-style-type: none"> Acquisition costs (including relocation allowance): £75,000 per unit 	£7,125,000	<ul style="list-style-type: none"> Direct delivery by Blackpool Council and developer partners with funding from Homes England/Prudential borrowing/private sector
<ul style="list-style-type: none"> Demolition costs: £8,000 per unit 			£760,000																	
<ul style="list-style-type: none"> New residential - gap funding requirement subject to detailed project scheme and viability appraisal. 			Tbc																	
<ul style="list-style-type: none"> New park land: £200 per m2 			£520,000																	
													2600							

DELIVERY STRATEGY

Partnership Delivery/Funding

The Council could adopt a more traditional approach by assembling land in tandem with existing asset owners, such as the registered providers. This partnership approach to delivering the scheme, could involve the sale of development land to private developers and registered providers, who would deliver housing for sale or shared ownership. The developer partners would progress through planning, site acquisition and construction on their own account as regulated by a development agreement, to deliver on the offer detailed in the Masterplan.

This would be privately financed by the investors and, in the case of affordable housing, supplemented by affordable housing grant from Homes England.

The Homes England Shared Ownership and Affordable Homes Programme was initially set to run between 2016 and 2021, and involved the government making available £4.7bn of capital grant to deliver starts on site for at least:

- 135,000 homes for Help to Buy: Shared ownership
- 10,000 homes for Rent to Buy
- 8,000 homes for supported and older people's rental accommodation

The latest Budget unveiled an extension of c.£12.2bn in additional grant money for a 5-year settlement for the programme, running from April 2021.

The aim of the programme is to raise the bar for quality in house building, aligning with the vision set out in Revoe's regeneration.

Pension Fund Borrowing

Alternatively, the project could be financed through a forward-funded income strip model with a pension fund whereby, in exchange for security based on income streams the Pension Fund covers capital costs of the development, drawn down as capital costs arise. Depending on the specific deal negotiated with the Pension Fund, the Council would likely receive back costs to planning as a form of return on equity, as well as the residual land value from the development. Pension Fund deals would be available to cover the full extent of capital costs of the development.

Small Sites Fund

In September 2018 the Government launched the £630 million Small Sites Fund, which provides grant funding to speed up getting the right infrastructure in place to support home building on stalled small sites to provide the homes their communities need. The fund was introduced to overcome issues such as land contamination, infrastructure requirements, and complex land ownership. For public landowners or local authorities that are struggling to get building on land in their area, the £630 million Small Sites Fund will provide grant funding to speed up getting the right infrastructure in place to support home building on stalled small sites to provide the homes their communities need.

Town Deal Funding (Towns Fund)

Blackpool has been selected to receive a share of a £3.6bn pot which has been made available to 100 towns that have "proud industrial and economic heritage but have not always benefited from economic growth in the same way as more prosperous areas." Blackpool has been named among the first five towns in Lancashire to benefit. The other Lancashire towns to get funding are Preston, Leyland, Nelson and Darwen. The Town Deal aims to help improve connectivity, provide

vital social and cultural infrastructure and boost growth – with communities having a say on how the money is spent. The Town Deal will receive up to £25m worth of investment per place from the Towns Fund to be spent on redeveloping vacant buildings and land, driving private sector investment by supporting small businesses and ensuring young people have the skills they need to get good jobs, and enhancing connectivity through improved transport links and increased access to high-speed broadband.

It involves a two-stage process:

- Stage 1: providing capacity support to places to put the structures and vision in place in order to move to the next stage of agreeing a deal (between £162,000-£173,000)
- Stage 2: places to use their locally-owned Town Investment Plan to put together a business case to apply for funding for interventions (guidance for this is released in time) – can pitch as much as £25m to be spent on redeveloping vacant buildings and land.

The objective of the Fund is to drive the economic regeneration of towns to deliver long term economic and productivity growth through:

- Urban regeneration, planning and land use: ensuring towns are thriving places for people to live and work, including by: increasing density in town centres; strengthening local economic assets including local cultural assets; site acquisition, remediation, preparation, regeneration; and making full use of planning tools to bring strategic direction and change.
- Skills and enterprise infrastructure: driving private sector investment and ensuring towns have the space to support skills and small business development.
- Connectivity: developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity.

DELIVERY STRATEGY

The proposed Revoe masterplan provides on all three elements and would likely be a good candidate to receive a portion of the Towns Fund and is especially relevant to elements such as landscaping and improvements to the public realm.

Quality Corridors Property Improvement Fund

The aim of the £1 million scheme, funded by Blackpool Council and the Lancashire Enterprise Partnership (LEP), is to help make the town centre more attractive to shoppers, residents and investors, part of a bigger programme of works to make Blackpool better.

Grants are available for up to 95% of the total cost of the works, which may include structural work, brick work, stonework, roofing, guttering, rendering and doors.

At present, the eligible streets are Deansgate, Edward Street, Topping Street, Talbot Road (between the Promenade and Dickson Road) and Church Street (between Cookson Street and St John's Square). However, there could be a future opportunity to extend the programme to include streets located outside of Blackpool's defined town centre, including Revoe's Central Drive.

Lancashire Enterprise Partnership Growth Deal

The Growth Deal is £320 million of government funding being delivered by the Lancashire Enterprise Partnership to support economic growth in the area. The Growth Deal is helping to generate up to 11,000 new jobs, create 3,900 new homes and attract £1.2 billion of additional public and private investment for Lancashire. The Lancashire Growth Deal is focussed on four themes:

- Releasing Growth Potential
- Renewal of Blackpool
- Growing the local Skills and Business Base
- Innovation and Manufacturing Excellence.

Blackpool Council secured a £6.6m grant from the Lancashire Enterprise Partnership's Growth Deal and a further £740,000 is being contributed by the council to give some of Blackpool's key roads a facelift to make streets more welcoming and shops more vibrant.

Lancashire Enterprise Partnership Growing Places Fund (GPF)

The £20m Growing Places Fund (GPF) is supporting infrastructure, commercial, industrial, retail, leisure and housing development across Lancashire, particularly in areas which face specific economic challenges.

To date, the GPF has successfully invested in eleven commercial opportunities in some of Lancashire's most deprived areas and has helped to generate over 2,000 new jobs, approximately 1,125,000 sq. ft. of industrial, commercial, retail and leisure floor space and over 600 housing units.

The LEP is keen to hear from developers who are looking to bring forward schemes who may be able to use this funding to unlock their development.

The Arts Council England

Grants for the Arts is an open access funding programme for individuals, art organisations and other people who use the arts in their work. The Arts Council offer awards from £1,000 to £100,000 to support a wide variety of arts-related activities, from dance to visual arts, literature to theatre, music to combined arts.

Urban Tree Challenge Fund

The Forestry Commission has recently opened round two of the Urban Tree Challenge Fund, which is for community and volunteer groups, town councils and individuals to apply for a share of the £10million pot to increase tree numbers in urban areas through small scale planting projects.

Launched in May 2019, the Urban Tree Challenge Fund aims to support the planting of more than 130,000 trees across England's towns and cities. The grant will be delivered as a challenge fund, and therefore requires 50% match funding from those who apply, through either money or labour.

DELIVERY STRATEGY

Northern Cultural Regeneration Fund

The Northern Cultural Regeneration Fund will provide blended loan and grant investments of up to £150,000 to creative and culture businesses who deliver social impact to disadvantaged communities and are operating in the 11 northern Local Enterprise Partnership (LEP) areas.

The fund is a partnership between delivery lead Key Fund, the Social Investment Business and Creative United.

The Fund provides access to investments of up to £150,000 where up to a third may be provided as a grant.

National Lottery Heritage Fund

The fund distributes National Lottery grants from £3,000 to £5million and over, funding projects that sustain and transform the UK's heritage. Heritage projects could include conserving and repairing historic building, monuments and the historic environment, as well as conserving museums, libraries and archives.

Money for Heritage Enterprise projects can be used:

- To buy a heritage asset in need of investment
- For essential conservation work, such as structural repairs to a historic building
- To repair and adapt empty and derelict buildings and sites so that they are financially viable and commercially viable if appropriate
- Fit-out of a building to a basic level
- Urgent repairs to prevent deterioration of the asset while you complete detailed planning work
- New temporary structures designed to be used for relevant project development, to support meanwhile uses during the project development phase.



5.2 PARTNERSHIP WORKING

The Masterplan will need to be delivered by a partnership of the public and private sectors and the local community. It is proposed that a Project Steering Group is established with Blackpool Council as the lead alongside other key organisations that operate within the community to include:

Blackpool Council

The lead organisation in the delivery of the Masterplan proposals is Blackpool Council who will act as the accountable body in terms of strategy and where appropriate direct project delivery;

- Engagement with the community and stakeholders.
- Land and property acquisition either through negotiation or via use of its compulsory purchase powers.
- Funding bids and applications.
- Establishing the policy basis for the delivery of the Masterplan through the Blackpool Local Plan and associated Supplementary Planning Guidance.

It is proposed that an existing officer or new officer is appointed to provide the day to day lead on the ongoing delivery of the Masterplan and to provide lead the Project Steering Group.

The Project Steering Group will need to establish clear reporting and operating protocols agreed through a set of Standing Orders.

RevoeLution

RevoeLution working closely with Blackpool Council and other key partners has a key role to play in delivering the Masterplan proposal through community leadership and engagement as well as direct funding of some of the masterplan proposals from its secured Big Local lottery funding.

My Blackpool Home and Blackpool Coastal Housing

Both Blackpool Community Housing and Blackpool Coastal Housing have a major role to play in the delivery of the Masterplan proposals through the initial support of the vision and strategy that includes the acquisition and redevelopment of Blackpool Coastal Housing stock; and direct funding and advice to help deliver both the new homes and refurbished homes identified within the Masterplan.

Blackpool Football Club

Blackpool Football Club is a key partner and use within the Revoe area and already provides substantial funding and support to the local community through its support for RevoeLution and other community outreach programmes. Furthermore, its development proposals for the Bloomfield Road site and wider area have an important role to play in the regeneration of the southern part of the Revoe area and to act as a catalyst for further investment.

Revoe Learning Academy

The local primary school the Revoe Learning Academy is located within the heart of the Revoe community and plays an important role in both the education and well-being of local children but also of the whole community through its adult education and other community programmes. The school its staff and children has played an important role in the development of the Masterplan proposals to date and will continue to provide support and insight into the delivery of the Masterplan as it progresses.

5.3 LAND ASSEMBLY & ACQUISITION

The successful delivery of the Masterplan development proposals will require the acquisition and assembly of the land and property by the public sector and its partners if the Masterplan is to be delivered. These include land and property within the key masterplan intervention zones as follows:

Central Drive

- Central Drive: demolition and redevelopment of 4no. residential units

Eastern Residential

- George Square: demolition of existing community building
- Ibbison Park: demolition and redevelopment of 60no. residential units
- University Connection: demolition and redevelopment of 95no. residential units

Western Residential

- Princess Court: demolition and redevelopment of 45no. residential units
- Kent Road: demolition and redevelopment of 10no. residential units
- Erdington Square: demolition and redevelopment of 50no. residential units
- Odeon Cinema Site: demolition and redevelopment of the existing cinema / and gymnasium
- McDonalds Site: demolition of the existing McDonalds, Frankie and Bennies and former Swift Hound public house

Southern Campus

- Central Drive/Henry Street/demolition and redevelopment of 28no. residential units

The approach to land assembly can be undertaken in two principle ways; either through the voluntary acquisition of land and property via negotiation or through the use of the local council CPO powers to acquire land.

In the case of voluntary acquisition the process can be lengthy and uncertain with some owners refusing to sell and others holding out for a price way above market value.

Land assembly and acquisition by CPO is also a time consuming and lengthy process that requires a strong justification for acquisition on economic and environmental grounds to deliver the Masterplan Strategy.

In terms of timing of a CPO, it is clearly beneficial that any negotiations on land acquisition are made within the context of a CPO process, i.e. this helps to “focus” minds and ensures that time is not lost when negotiations breakdown and a CPO process has to be started. However, for the process to be successful it is essential that a compelling case justifying acquisition as in the public interest can be advanced. Thus, it will clearly be important for the scheme to be consistent with local planning policy.

The preferred method of land assembly is to continue with the acquisition of land and property via negotiation supported by the use of Blackpool Council’s Compulsory Purchase Order powers.

5.4 POLICY INTERVENTION

In order to deliver the Masterplan vision and proposals, it will be important to embed the proposals within the statutory planning framework. This will ensure that applications that come forward in the Revoe Masterplan area are determined in relation to the agreed Masterplan objectives and vision. In addition, the provision in policy of the Masterplan proposals will encourage developers to bring forward appropriate developments by providing them with greater certainty of their appropriateness.

The Revoe Masterplan Vision and Strategy document once adopted by the Blackpool Council area will provide the starting point for informing development and investment decisions in the area but will have little weight in terms of planning policy or development management decisions. It is therefore important that the overall objectives and strategy are reflected in the emerging Part Two Blackpool Local Plan.

To provide further policy detail and weight in development management decisions it is recommended that a Supplementary Planning Document (SPD) is prepared for the Revoe Masterplan area to provide the policy basis alongside development and design guidance to the proposals of the Revoe Masterplan Strategy.

5.5 DELIVERY/PROCUREMENT ROUTES FOR DEVELOPMENT

On the assumption that the Council acquire/control all the land and property within the key masterplan intervention areas a number of delivery/procurement routes are available as follows:

Self-Manage / Direct Delivery

The Council seeks its own planning permission and acts in a developer capacity. The Council would control all aspects and retain all proceeds. On completion of the development the Council could elect to dispose of the whole, or part or alternatively retain the units as rental properties to bolster Council revenue income streams.

Procure Developer Partner

The Council would formally appoint a developer partner and enter into a contract with the partner to construct the development. The developer partner would seek planning permission, appoint contractor and complete development. Council would share in the proceeds and could seek other outputs from the partner as part of the procurement process.

Council appoints a contractor to build part and disposes part

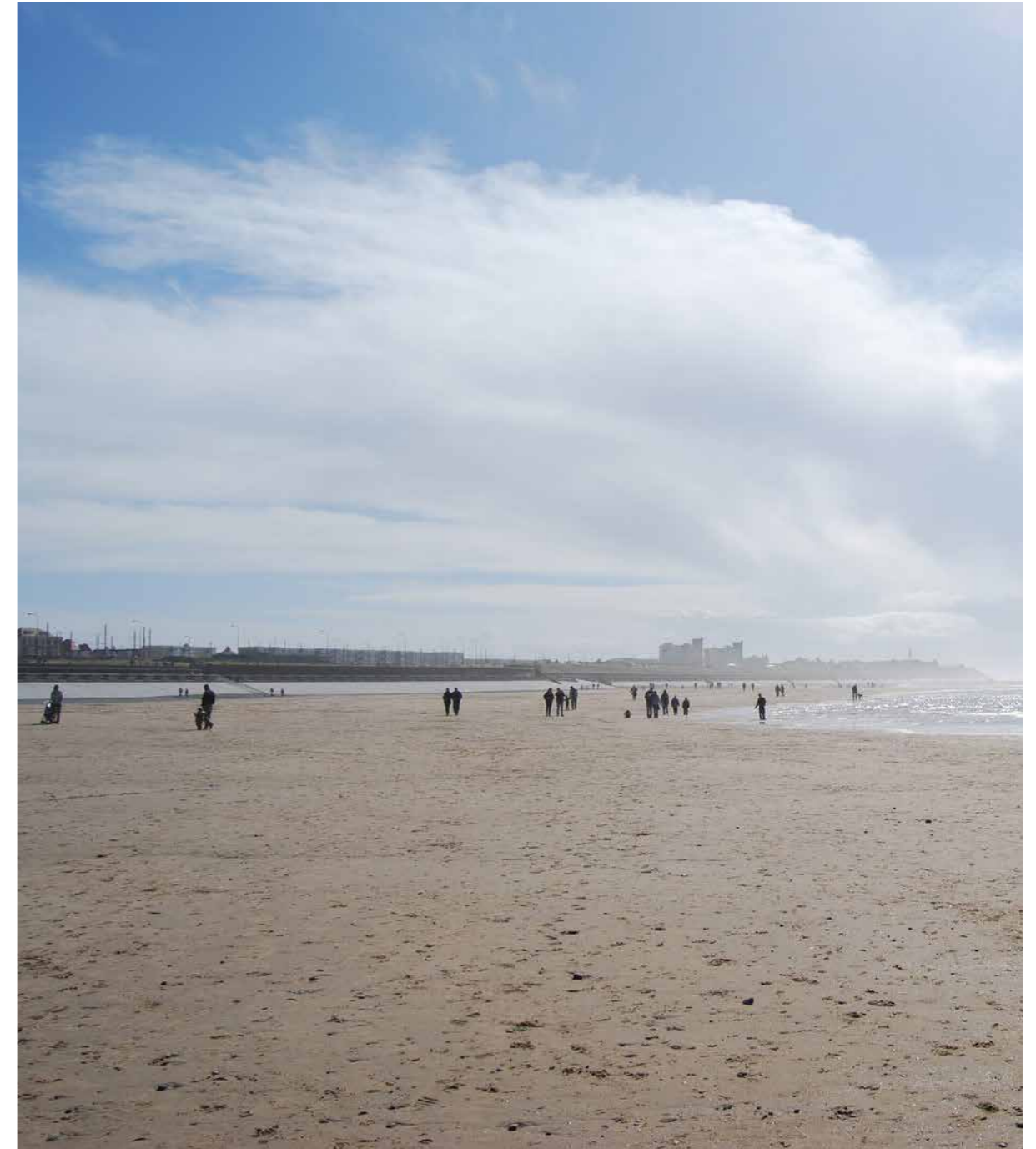
In this option the Council would most likely dispose of the residential development sites on a straightforward land sale. Conditions would relate to completion milestones though in essence the Council foregoes control of the residential land but retains the capital disposal receipt. The community uses would be contractor built.

Council disposes of the whole site

In this option the Council would dispose of all the development sites either on a site by site or packaged sites basis. However, given the differing types of property proposed this could be a complicated process with a multitude of parties to deal and negotiate sales with. It would also mean the Council relinquishing all control of the development. Given the Council will have been through a CPO process to acquire some of the land it is also unlikely to be profitable, with the land receipts essentially equalising with the money spent on acquisition.

Preferred Delivery Routes

Based on the menu of delivery routes available the preferred delivery route for each of the Masterplan development projects is set out in the table on the following pages.



DELIVERY/PROCUREMENT ROUTES FOR DEVELOPMENT

INTERVENTION AREA	PROJECT	DESCRIPTION	PHASE	DELIVERY LEAD	DELIVERY ROUTE
CENTRAL DRIVE	Central Drive Core	<ul style="list-style-type: none"> Ground floor retail refurbishment 2nd/3rd floor refurbishments for residential use Public realm improvements 	1	Blackpool Council/ My Blackpol Home	Direct delivery through property acquisition and refurbishment and through grants to landlords
	Central Drive Edge	<ul style="list-style-type: none"> Ground floor retail 2nd/3rd floor refurbishments for residential use Public realm improvements 	2	Blackpool Council/ My Blackpol Home	Direct delivery through property acquisition and refurbishment and through grants to landlords
	Bethesda	<ul style="list-style-type: none"> New mixed use development to include 13 residential units and public realm improvements 	3	Blackpool Council/ Developer Partner	Procure developer partner to deliver development via a sale and development agreement
	Library & Mosque	<ul style="list-style-type: none"> New public realm scheme 	4	Blackpool Council	Direct delivery through property acquisition and refurbishment and through grants to landlords
	Street-scape	<ul style="list-style-type: none"> Tree planting, house painting, boundary fences, gates 	1	Blackpool Council	Direct delivery through property acquisition and refurbishment and through grants to landlords
EASTERN RESIDENTIAL	George Square	<ul style="list-style-type: none"> Refurbishment of George Public House for new community centre Public realm improvements 	1	Blackpool Council / Developer Partner	Direct delivery through detailed scheme/public realm design and appointment of contractor
	Ibbison Park	<ul style="list-style-type: none"> Demolition, new build residential and new parkland 	2	Blackpool Council	Direct delivery through detailed scheme/public realm design and appointment of contractor
	University Connection	<ul style="list-style-type: none"> Demolition, new build residential and new parkland Breakthrough to Park Road 	3*	Blackpool Council/ Developer Partner	Procure developer partner to deliver development via a sale and development agreement
	Princess Court	<ul style="list-style-type: none"> Demolition of sheltered housing and new build residential 	1	Blackpool Council/ Developer Partner	Direct delivery through detailed public realm design and appointment of contractor

DELIVERY/PROCUREMENT ROUTES FOR DEVELOPMENT

INTERVENTION AREA	PROJECT	DESCRIPTION	PHASE	DELIVERY LEAD	DELIVERY ROUTE
WESTERN RESIDENTIAL	Kent Road	<ul style="list-style-type: none"> Demolition of sheltered housing and new build residential 	1	Blackpool Council/ Developer Partner	Procure developer partner to deliver development via a sale and development agreement
	Erdington Square	<ul style="list-style-type: none"> Acquisition, demolition and new build for mixed used development and public realm 	2	Blackpool Council	Direct delivery through detailed scheme/public realm design and appointment of contractor
	Cinema Site	<ul style="list-style-type: none"> Acquisition, demolition and new build for residential 	3	Blackpool Council/ Developer Partner	Procure developer partner to deliver development via a sale and development agreement
	McDonald's Site	<ul style="list-style-type: none"> Acquisition, demolition and new build for residential 	4*	Blackpool Council	Direct delivery through detailed public realm design and appointment of contractor
	Street-scape	<ul style="list-style-type: none"> Street-scape improvements to include tree planting, house painting, boundary fences, gates 	1	Blackpool Council	Direct delivery through detailed public realm design and appointment of contractor
SOUTHERN CAMPUS	School and Family Centre	<ul style="list-style-type: none"> New 1 form entry primary school and family centre 	1	Blackpool Council as Education Authority	Direct delivery via design and build contract
	Apartment Refurbishment	<ul style="list-style-type: none"> Refurbishment of existing school to residential apartments 	2*	Blackpool Council/ My Blackpool Home	Direct delivery through property acquisition and refurbishment
	Blackpool Football Club	<ul style="list-style-type: none"> Private Development 	1	Blackpool Football Club	Direct development

5.6 NEXT STEPS & ACTIONS

It is important that the momentum and good will generated during the masterplan process continues with the endorsement of the masterplan by the Council and key stakeholders as the basis for its delivery. The community of Revoe have experienced a number of consultations aimed at improving the area and there is a risk that any current support will be lost if the project fails to progress past the masterplan.

Delivery should be in accordance with the Phasing Plan, and the short term projects need immediate consideration. Available funding or community initiatives should be directed to the 4 projects initial projects to kick start the process.

Note that all the designs of the projects shown within the document are for illustration purposes only. Any project that moving forward for delivery must follow the identified principles but the layout and arrangement may differ. All projects should follow the traditional design route of RIBA Stage 1-6. As long as the phasing and principles set out in this masterplan are followed then the objectives and vision will be achieved.

Following the endorsement of the masterplan the early next step actions include:

Short Term

- Identify available funding
- Identify community groups
- Create a community initiative and partnership with local stakeholders
- Preparation of design guide for simple streets and shopfronts improvements.
- Create a "sample scheme" to gain interest and momentum
- Create Business Case for major projects
- Preparation of detailed public realm and streetscape designs briefs, associated cost estimates and programmes.
- Preparation of land and property acquisition strategy to include title search

Medium and Long term

- Preparation of detailed development programme and decant strategy for residents and pupils.
- Preparation of detailed public realm and streetscape designs and associated costings to include utilities and traffic/parking regulations surveys
- Preparation of detailed funding strategy for specific projects to include outline funding bids for new primary school
- Preparation of Supplementary Planning Document for the Revoe masterplan area
- Preparation of shop front design guide
- Preparation of site development briefs

