

Case Study: Blackpool

Background:

Blackpool is the largest seaside resort anywhere in Europe, attracting round 17 million visitors annually who spend a huge £545 million a year. This tourism provides over 29,000 people with employment.

Why did Blackpool need to rebrand?

- A high percentage of transient population and rough sleepers which cost a lot of money to the local council. It was down to the fact that there was a shortage of housing
- Some of the inner wards are the most deprived in England. Blackpool also had 3rd worst GDP of its region and is the 12th lowest in the UK as a whole.
- Blackpool has the lowest population of economically inactive people with only 72% of people active compared to the national average of 77% (2011)
- The unemployment rate is 9.9% compared to the national average of 7.8% (2011)

How it has rebranded?

The Blackpool Challenge Partnership (BCP) was set up in 1996 to bid for and deliver schemes under the governments Single Regeneration Budget (SRB). This now involved 50 organisation working together on local schemes. Recently the BCP has received £20 million of SRB money which is essential for attracting £74 million from the public and private sector. Projects that have been funded are:

- Improvements to existing accommodation, which is a huge task with over 3000 accommodation establishments and 90,000 beds
- Incentives to attract four and five star hotels
- The creation of 2,000 new jobs other than in tourism
- Pleasure Beach - a new glass covered building is to become the centre of the area. The plan includes a casino and luxury hotel with 800 bedrooms next to the transformed 'South Pier' with a car park for around 4000 cars
- Town Centre - the area will become a new commercial and retail centre with many new shops and buildings, new Civic buildings and a new £100 million conference centre with 'state of the art' facilities. Much of the area will be pedestrianised with large areas of parking and open green space.

Has the rebranding been successful?

- As of 2015 around 77.3% of people are economically active compared to the national average of 77.8%. This shows that the creation of jobs has helped to get people into employment.

