

146-148 Promenade, Blackpool
6no Serviced Holiday Apartments



CARTERS

BUILDING CONSULTANCY

DESIGN AND ACCESS STATEMENT
INCLUDING HERITAGE, VIABILITY
AND MANAGEMENT PLAN

• Architecture • Building Surveying • Project Management



Contents

1. Introduction	3
2. Relevant planning history.....	4
3. Site analysis	5
3.1. Site location.....	5
3.3. Site constraints	6
4. The proposals.....	7
4.1. Impact upon residential amenity and economy.....	13
4.2. Access	13
5. Social.....	14
6. Statement of Heritage Significance.....	14
6.1. Outline Description & Historical Background	15
6.2. Heritage Values.....	15
6.2.1. Evidential Value	16
6.2.2. Historical Value	16
6.2.3. Communal Value.....	17
6.2.4. Aesthetic Value	17
7. Viability.....	18
7.1. Commercial conversion: 5 unit viability.....	21
7.2. Commercial conversion: 5 unit and 6 unit viability.....	22
7.3. Development	Error! Bookmark not defined.
7.4. Development prices	22
7.5. Sold comparables - 1 bedroom apartments	23
7.6. Sold comparables - 2 bedroom apartments	23
8. Serviced Accommodation Management Plan.....	24
9. Conclusion.....	26

Documents to be considered for this application:

Carters Building Consultancy - Design and Access Statement - April 2021

Carters Architectural Drawings:

EX EL-0001 - Existing Elevations Rev D
EX GA-0001 - Existing Floor Plans Rev D
EX GA-0002 - Roof Plan and Section Rev D

IF GA-0001 - Internal Area Plans Rev D
PR EL-0001 - Proposed Elevations Rev D
PR FR-0001 - Fire Plans Rev D
PR GA-0001 - Proposed Ground Floor Plan Rev D
PR GA-0002 - Proposed First Floor Plan Rev D
PR GA-0003 - Proposed Second Floor Plan Rev D
PR GA-0004 - Proposed Roof Plan Rev D
PR GA-0005 - Proposed Section Rev D
PR GA-0006 - REV D

Location Plan

1. Introduction

This Design and Access Statement has been prepared by Carters Building Consultancy in support of the full planning application for the change of use to the upper floors to accommodate 6no self-contained apartments at 146-148 Promenade, Blackpool (shown in Figure 1.)

Harry Carter, the supervisory author of this statement, is a Chartered Building Surveyor and professional member of the Royal Institution of Chartered Surveyors (MRICS) who holds a First Class Building Surveying degree with Honours. Harry is a skilled building surveyor and project manager whose experience is wide-ranging and includes new school buildings, warehouses, high-spec residential new builds and historic refurbishments. The information contained within this has

been researched and co-authored by Remi-Jaye Binks who is an assistant building surveyor. Remi holds an MSc in Building Conservation and Adaptation and a BSc (Hons) in Building Surveying and has been involved with a number of historic refurbishments.

The site lies within one of six conservation areas that have been established within Blackpool. This particular conservation area being named 'Town Centre Conservation Area'. In light of this, section # of this document explores the heritage values of that are associated with this site examines whether the changes that are being proposed pose a harm to such values. Carters have identified the sites opportunities and limitations and with this in mind have designed the development with the aim of maximise internally space, whilst ensuring that any external work is kept to a minimum to avoid causing an impact upon visual amenity.

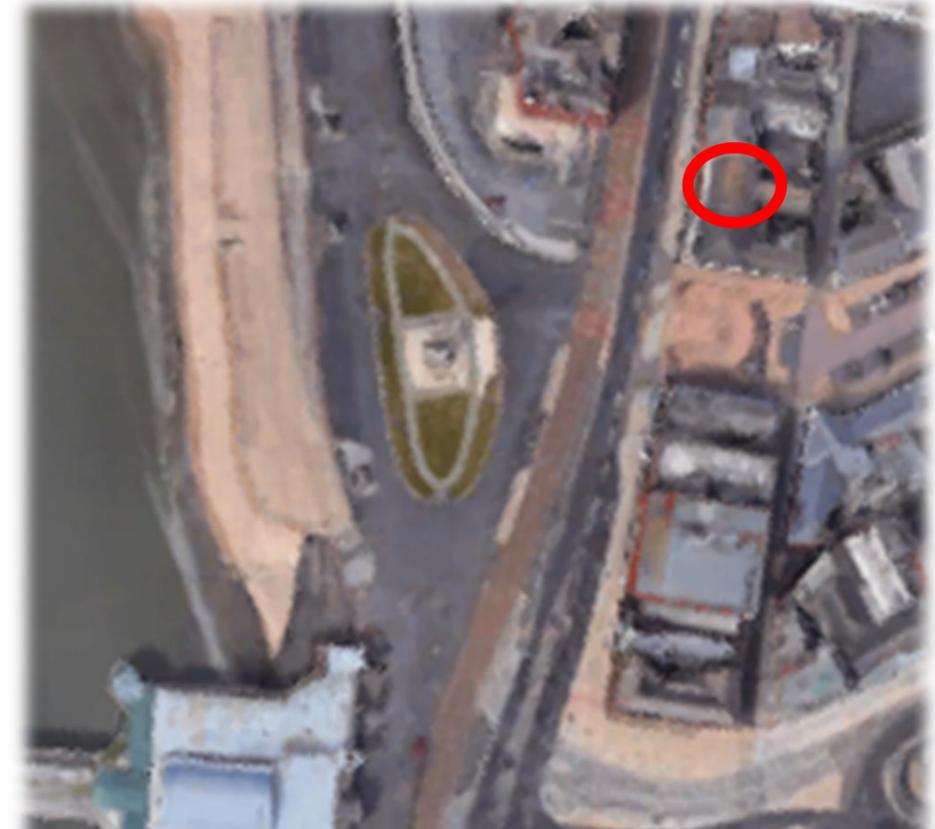


Figure 1. Site location using Google Maps

2. Relevant planning history



Reference:	Description:	Date:	Decision:
20/0110	Change of use of first and second floors to 5no serviced holiday apartments	14 Feb 2020	Permitted
19/0005	Use of first and second floor of premises as 3 permanent self-contained flats	31 Dec 2018	Refused
09/0065	Re-building of frontage at first and second floor levels of premises	19 Jan 2009	Permitted
93/0322	Installation of roller shutter and use of part premises as hot food takeaway	15 April 1993	Refused

Above is a table showing the planning history associated with 146-148 Promenade, Blackpool. The last planning application to be submitted was the change of use to the upper floors of the building to accommodate 5no serviced holiday apartments. This application was permitted; however after careful consideration, we feel that adding an additional apartment to the development would be a better option. The total number of apartments we are now proposing is 6no. The reason for the change is originally, with 5no holiday apartments, the proposals did not comply with the New Homes from Old Places design guidance and had a number of rooms that were not compliant, this along with the fact that 6no apartments is now a more viable option given the current circumstances which will be explained later within this document.

3. Site analysis

3.1. Site location

The site is in the North West region of England is defined as being within Blackpool Town Centre. The main access to the building is from Promenade (A584). Entrance to the rear of the building can be accessed via The Strand. The site is situated conveniently close to local bus and tram routes, with the nearest railway station being located 0.3 miles away at Blackpool North. In addition to this, the site is ideally placed for local amenities including shops, restaurants, bars etc.

The following destinations are nearby:

- Layton 1.4 miles
- Poulton 4.1 miles
- Lytham 5.6 miles
- St Annes 5.8 miles
- Ansdell & Fairhaven 6.8 miles
- Fleetwood 6.9 miles
- Kirkham & Wesham 10.1 miles
- Garstang 15.9 miles
- Preston 18.4 miles

To the North of the site are the row of terraced properties that used to be known as 'Alberts Terrace'. 146-148 Promenade sits within this particular row of terraced properties. A former nightclub occupies the end of the row to the North and many of the other properties are used as mixed development. Typically, the ground floor is used for commercial purposes with the upper floors being used for accommodation.

A row of commercial properties comprising of fast-food takeaways, bars and shops are to the East of the site and face on to Queen Street, Blackpool. 146-148 Promenade is separated from these commercial properties by The Strand which is the access road used to access to rear of these buildings. To the South of the Site, attached to 146-148 Promenade is the Soul Suite bar. There is a pedestrianised area referred to as Queens Square, which divides the former 'Alberts Terrace' with another row of terraced properties located South. To the West, sits the famous Metropole Hotel which is a locally listed building. The hotel separates the sea from 146-148 Promenade.

3.2. The site

The building sits within the Town Centre of Blackpool, Lancashire and occupies approximately 310sqm. The building is a terraced property and is currently used for commercial purposes on the ground floor with the first and second floor being vacant.

The building can be accessed via a single door to the right of the commercial premises which is located on the Promenade (A584), this provides access to the upper floors only with separate double sliding doors being the primary access point for ground floor commercial premises. Another point of access to the upper floors is to the rear of the building, which backs on to The Strand.

The building is three storeys in height to the main western frontage and two storeys towards the rear (east). Evidence from surviving buildings and early photographs demonstrates that the standard form for larger seafront house and structures, especially located on a main street such as the Promenade, were typically three-storey with two or three storeyed polygonal bay window.

3.3. Site constraints

In order to utilise the space and maximise the quality of each apartment it was important for us to make sure we identified each potential constraint in order to be able to work with them to arrive at a feasible solution. The following site constraints are what we have identified relating to 146-148 Promenade:

- Access for deliveries
- Building is within a conservation area

4. The proposals

As mentioned earlier within this document, there has been planning permission previously granted in 2020 for 5no serviced holiday apartments. The only change for the latest planning application is that we would like to change the proposals from 5no serviced apartments to 6no.

We have looked into the provision of 6no serviced holiday apartments and are able to demonstrate that the scheme would comply with policy CS13 housing mix. Policy CS13: Affordable Housing states that 'all market and specialist housing developments including conversions creating a net increase of three dwellings or more will be required to make a contribution to increase Blackpool's supply of affordable housing, providing a mix of 2, 3, and 4 bed family housing of similar size and quality to open market housing'. As shown below in the apartment breakdown list, we have satisfied the requirements of this policy by providing a choice in terms of size and type of apartment, which will be able to accommodate mixed income communities.

This future proofs the development for potentially being able to sell each aparthotel as an apartment on the open market. However we must stress to the planning department this application is for 6 serviced holiday apartments, all of which will be rented out to vacationers and those on business trips for short periods only. Not 6 market residential apartments rented out to individuals or families for long periods of time. Converting the apartments into market housing apartment is not our client's intention and will be used as a serviced apartment development only.

It has been noted from the policy that currently Blackpool's inner areas are characterised by an oversupply of small, poor quality flat accommodation, which is affordable but it is not at all desirable. We feel that by delivering this development, we can achieve our aim of providing high quality accommodation, which can not only accommodate a good housing mix by providing a range of 1 and 2 bedroom apartments but also apartments that can cater for 2, 3 and 4 people per unit. We believe that offering this range will allow us to comply with policy and is very desirable. In addition to this we have also considered the quality of the apartments and providing a bespoke design whilst using sustainable materials that will be sourced locally where possible.

Through careful planning we have worked with the space available to try to meet the standard individual room sizes and overall apartment sizes. With the exception of apartment 1 being 1m2 under the overall apartment size and one bedroom in apartment 4 being 1m2 under the minimum room size standard. With this in mind, we do believe this development provides a good housing mix and enhances the scheme as a whole. Below is a breakdown of the size of each apartment and how this links in with local policies;

Table 1: Apartment and Room areas table using current proposed plans:

	Living area	Bed 1	Bed 2	Overall apartment size	Meet minimum room size requirements	Meet minimum overall apartment size requirements
Apartment 1 1 bed 2 person	26m2	12m2	N/A	54m2	✓	1m2 under minimum
Apartment 2 1 bed 2 person	34m2	14m2	N/A	66m2	✓	✓
Apartment 3 2 bed 3 person	28m2	12m2	12m2	80m2	✓	✓
Apartment 4 2 bed 4 person	29m2	11m2	27m2	91m2	Bed 1 is 1m2 under minimum	✓
Apartment 5 2 bed 4 person	28m2	14m2	20m2	92m2	✓	✓
Apartment 6 2 bed 3 person	27m2	12m2	10m2	67m2	✓	✓

Total GIFA: 663m2

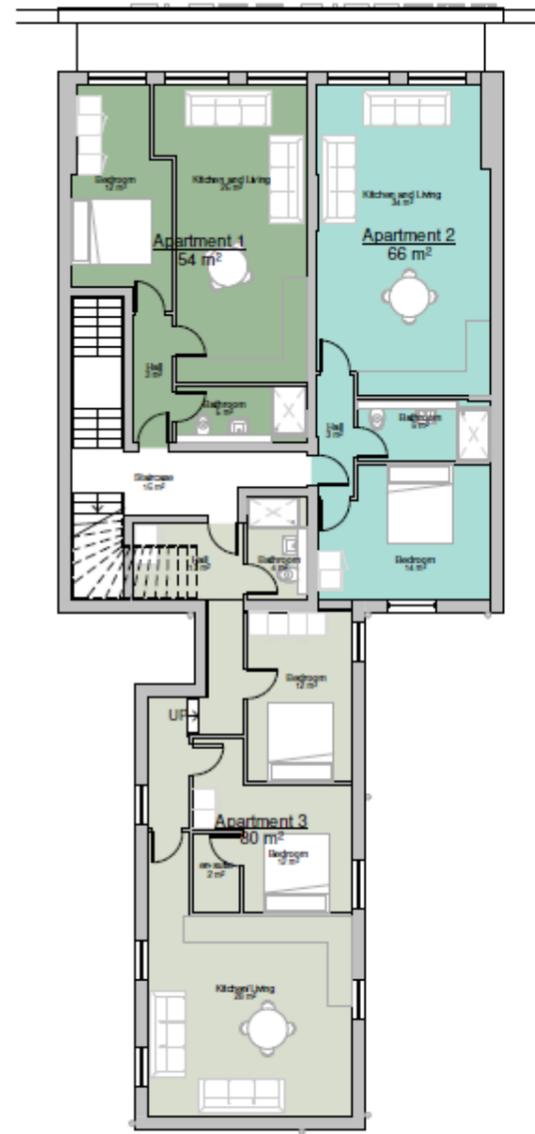
GF: 213 m2

FF: 200 m2

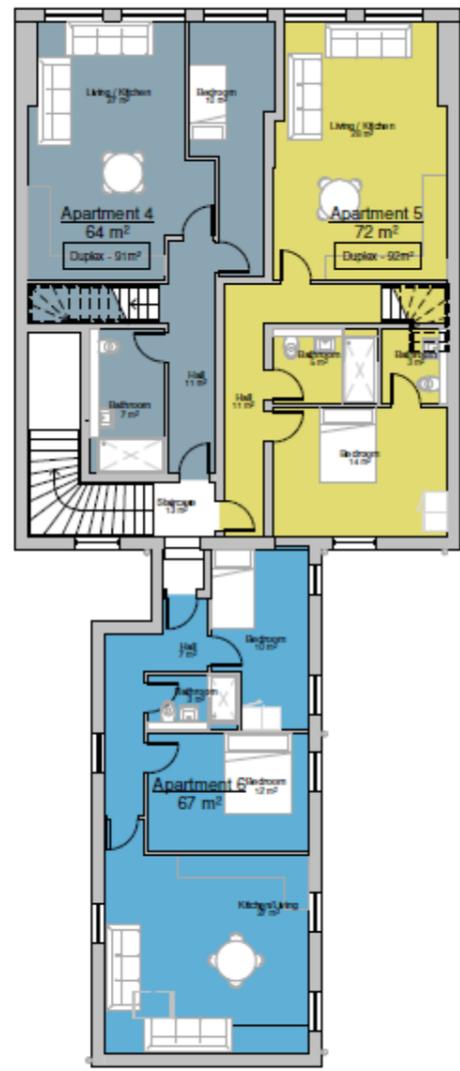
SF: 203 m2

TF: 47 m2

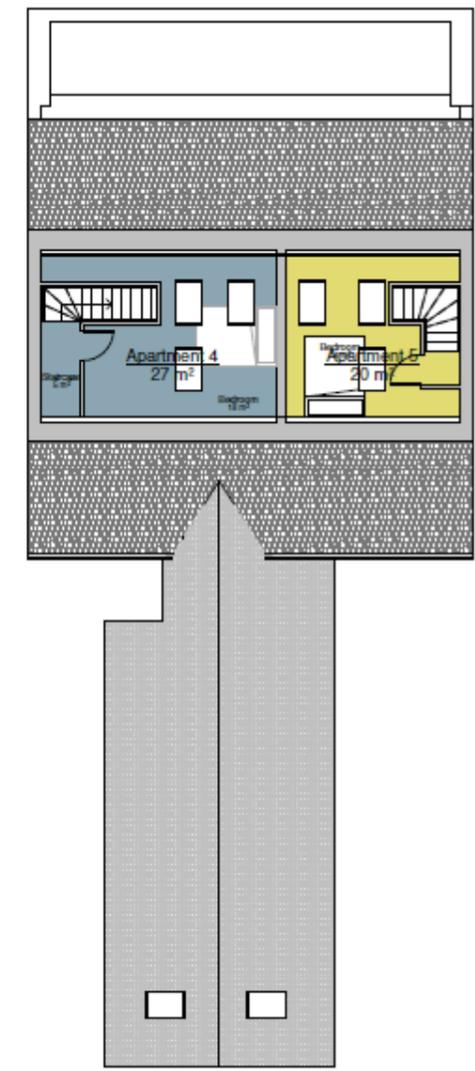
Figure 2: Most recent proposed floor plan with 6no apartments



2 First Floor - Internal Area
1:100



3 Second Floor - Internal Area
1:100



4 Third Floor - Internal Area
1:100

Table 2: Apartment and Room areas table using plans which have been approved application no: 20/0110

	Living area	Bed 1	Bed 2	Overall apartment size	Meet minimum room size requirements	Meet minimum overall apartment size requirements
Apartment 1 2 bed 3 person	27	20	8	77	✓	✓
Apartment 2 1 bed 2 person	34	12	N/A	55	✓	✓
Apartment 3 2 bed 4 person duplex	32	17	17	91	✓	✓
Apartment 4 2 bed 4 person	22	15	13	67	7m2 under the minimum living/ dining	10m2 under minimum
Apartment 5 2 bed 3 person	28	12	8	65	✓	2m2 under minimum

Total GIFA: 568 m2

GF: 213 m2

FF: 179 m2

SF: 176 m2

TF: N/A

Figure 3: Initial planning drawings from which have been approved application no: 20/0110



Proposed First
Floor Plan
1:100

Proposed Second
Floor Plan
1:100

As you can see comparing the two table we have been able to improve the number of units and also improve compliance with the new homes for old spaces and technical and national room sizes. The approved layouts were evidently not fully complaint with the design guidance. On balance we believe what we have shown has improved the general layout of each service apartment and most importantly improved the open plan living areas which were very small on the approved layouts which is most important for a service apartment. Yes there has been a small compromise in room areas, however we believe on balance bearing in mind the unprecedented time of the COVID pandemic, additional premiums for development finance, increase in materials and labour costs and proof that we can meet all the required room sizes but compromise on the overall apartment sizes (circulation space) will outweigh the severity of the one apartment being slightly smaller than required and one room being 1m2 below the minimum standard..

We have taken note from the initial planning application that the council believe the accommodation to be unsuitable for permanent occupation because the development lacks any outdoor space or storage space and because the location would be likely to generate disturbance from noise and activity that would have an unacceptable impact on permanent residential amenity.

We have taken this into consideration to ensure that we have been able to comply with Policies CS7 of the Blackpool Local Plan Part 1: Core Strategy 2012-2027 and Policies BH3 and HN5 of the Blackpool Local Plan 2001-2016, the Holiday Accommodation Supplementary Planning Document and the Council's New Homes from Old Places Supplementary Planning Document.

4.1. Impact upon residential amenity and economy

As a majority of the works are to take place internally, the impact to residential amenity would be minimal. The end results of such proposals will see an old significantly dilapidated building being put in to active use, fully compliant with building regulations to all floors as oppose to simply the ground floor and the uppers floors being left to rot as shown in many properties in Blackpool.

The proposals will have a positive impact upon residential amenity and the economy. Residents of the apartments will more than like use public transport in the area, shop in the local supermarkets and convenience stores, and make use of other nearby amenities including bars and restaurants. The area of which this property sits is a key location for holiday makers and being within such close proximity walking wise to the beach make it an ideal position. The above points and along with the fact that the development will require many construction professionals and contractors to make the proposals a reality, will most definitely have a positive effect upon the economy. Another point to raise is that such proposals could potentially increase market prices within the immediate area.

4.2. Access

As shown on figure 2, the red arrows indicate how to directly access the property to the front and rear whilst the green arrows show the flow of traffic surrounding the site, whilst has been considered when taking into account deliveries for the proposed works. The building can be accessed via a single door to the right of the commercial premises which is located on the Promenade (A584), this provides access to the upper floors only with separate double doors being the primary access point for ground floor commercial premises. Another point of access to the upper floors is to the rear of the building, which backs on to The Strand. Vehicular access to the rear operates using a one way system from Queen Street, leading onto The Strand which leads to Abingdon Street.

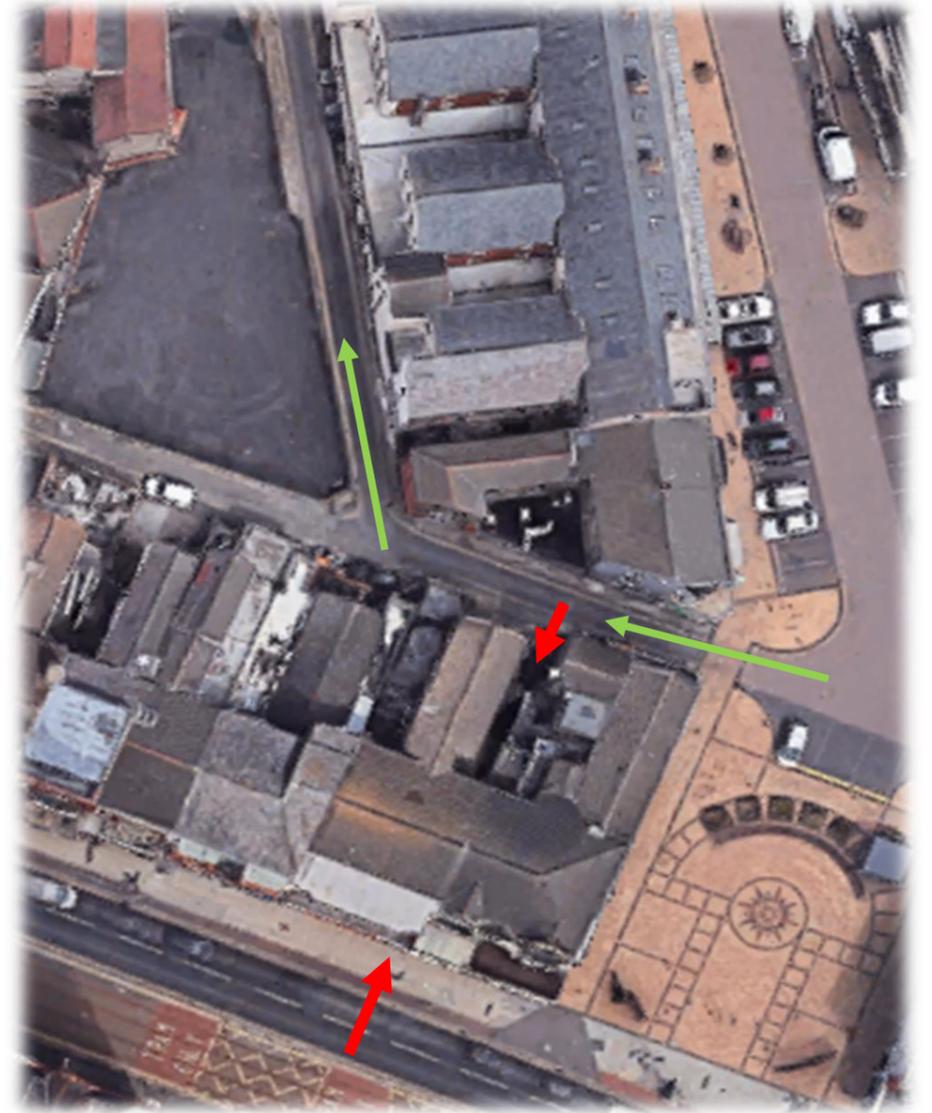


Figure 4. Image showing access to building

5. Social

The social context of this site is best described as mixed used properties located on Promenade. In terms of social aspects surrounding this development, we believe that this development will create many positive impacts to the neighbours including:

- Deterrent for trespassers that may venture into the surrounding properties
- Ensure that the building is in active use
- Attract guests to stay within Blackpool Town Centre
- Raising the standard of accommodation within the area
- Improve the market value within the area

6. Statement of Heritage Significance

The following appraisal adheres to guidance published by Historic England (2008)ⁱ and relates specifically to the requirement contained in paragraph 189 of the National Planning Policy Framework (2019), given in extract below:

“In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary.”

The appraisal begins by identifying and assessing any heritage values that might be attributed to the site before evaluating these values and expressing them concisely within a ‘Statement of Significance’. The essential purpose of this Statement is to set priorities for conservation of significance and enable an objective assessment on the likely impact of future development proposals and avoidance of harm.

6.1. Outline Description & Historical Background

The building sits within the Town Centre of Blackpool, Lancashire and occupies approximately 310sqm. The building is a terraced property and is currently used for commercial purposes on the ground floor with the first and second floor being vacant.

The building is three storeys in height to the main western frontage and two storeys towards the rear (east). Evidence from surviving buildings and early photographs demonstrates that the standard form for larger seafront house and structures, especially located on a main street such as the Promenade, were typically three-storey with two or three storeyed polygonal bay window.

Historically the row of properties in which this property is a part of was referred to as 'Alberts Terrace' and through physical analysis of the building, desktop research and the use of historic maps and archival photographs it is clear that 146-148 Promenade is the product of phased development with many changes being made both internally and externally.

According to (English Heritage, 2014, p32) "Albert Terrace, on the seafront on either side of Queen Square opposite the Metropole, was built in the 1840s and has three storeys with some two storeyed bay windows. One of its original houses is recognisable, through it has lost its ground floor to a modern shopfront." Change of use to the building over the years has meant adaptations and alterations have been required to accommodate. The building no longer possesses the traditional Victorian seaside architectural style that it once did. The range of material found through research has been surprisingly narrow.

6.2. Heritage Values

The heritage values explored below are distilled under the following headings: evidential value; historic value; communal value; aesthetic value. Recent guidelines published by Historic England use slightly different phrases relating to 'interests' rather than heritage values, namely; archaeological interest, architectural/artistic interest and historic interest. However, the phrases are interchangeable and the resultant statement of heritage significance will identify interests when identifying particularly significances of the site.

6.2.1. Evidential Value

Historic England (2008) suggests that “Evidential value derives from the potential of a place to yield evidence about past human activity”. Evidential heritage value, which relates most specifically to archaeological interest, is generally of most significance where built fabric (or some other human activity such as landscaping) possesses particular age, rarity or a special quality that identifies it as of notable importance.

At 146-148 Promenade, the only notable evidential heritage value relates to the row of terrace properties that were formerly referred to as Alberts Terrace. Although many of the buildings have been remodelled and altered, there is one building that still remains and appears to possess certain features that are significant and relate to the Victorian architectural style. Although the building that still possesses such features is, it is difficult to determine to what extent the building retains C19th fabric due to previous alteration works. Evidential value is often found in the plan form of buildings, particularly where the layout of a building helps depict historic use. Owing to the alterations associated with the various schemes of conversion at the site, plan form is not considered a particularly notable contributor to significance in this instance.

6.2.2. Historical Value

Historic England (2008) suggests that - “Historical value derives from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be illustrative or associative”. The site holds notable illustrative and associative historical heritage value originating from various periods throughout its history. The extent to which the building and site have been altered, however, does limit the potential for historical value since it is difficult to associate what now remains with a particular era from the past.

In terms of illustrative value, the building vaguely portrays the grand properties that were owned by upper class citizens during the C19th, with subsequent alterations and remodelling to the building and the site throughout the C20th likewise illustrating the personal wealth of those who used to occupy such properties in such grand. The significance associated with illustrative value is low given the extent and nature of past change.

In an associative sense, the building has connections with the seaside holiday period, when tourists used to travel 12 hours by horse drawn carriage to arrive in Blackpool to bathe in the seawater for health reasons. It is difficult to determine where the greatest associative value lies but it is clear that progressive development of the site throughout its history makes associative connections with any individual or event difficult to envisage.

6.2.3. Communal Value

Historic England (2008) suggests that: “Communal value derives from the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory”.

Linked closely to notions of historic value and interest, the communal heritage value of the building once again links back to seaside holidays. Although this building has stood the test of time, it is not deemed to be of high communal value as say a building such as the Winter Gardens would and with this being said it is not deemed to be a significant contributor towards the overall significance.

6.2.4. Aesthetic Value

Historic England (2008) suggests that: “Aesthetic value derives from the ways in which people draw sensory and intellectual stimulation from a place”.

Aesthetic heritage values ties in directly with notions of architectural and artistic value and are principally related to the visual appreciation of heritage. This may be an appreciation that relates to an attractive visual appeal or a visual interest, which promotes ‘intellectual stimulation’.

Both the interior and exterior of this building has been altered over the years and there are very few/ if any period features that still remain. The aesthetic heritage value of the interior is therefore very limited. To the wider area, little has been done to enhance or promote the history of the row of terraced properties which make up the former ‘Alberts Terrace’ row. As previously mentioned, there is one property that still appears to some degree to possess the Victorian seaside style architecture, but the visual appeal of 146-148 Promenade and the other properties within the row is only partially related to heritage interest.

7. Viability

As previously mentioned, there has been an issue with being able to make the original 5no apartment development viable. There are a number of reasons which have simply been out of the control of the client and ourselves which are explained further below:

Delay in commencement due to COVID

Our client purchased the property in July 2019 and with nationwide government lockdowns we were unable to commence with the build as soon as we originally envisaged prior to COVID (March 2020) and was not in fact able to commence any building works until December 2020. As a result of this an additional cost has been incurred to the bridging loan as the client has now exceeded the term of the loan to value of circa £17.5k.

Increase in build cost due to price fluctuation

Brexit is still causing market unpredictability and issues with materials not being readily available and border prices continue to increase which is having a detrimental impact on the cost of exported materials. There has been an increase in build cost due to price fluctuation. Timber alone post COVID has risen by 23.7%, which has increased the build costs as a completely unforeseen cost. 23.7% of the original build cost equates to £61,000.

Overrun of build programme

The original build programme has overrun by nearly 4 months which has caused a loss of earnings of circa £15.2k due to not achieving rent from the commercial premises and not being able to rent out the serviced accommodation units. The various factors in the delay on the build programme include an increased lead time of materials (roof tiles are currently 16 weeks). Reduced availability of labour and subcontractors and Government national lockdowns has delayed and increased the build programme significantly.

Project management costs

The client has incurred additional project management fees due to time constraints, which equates to £3,265.

Summary

Delays due to COVID that are completely beyond our control and completely unforeseen prior to commencing the project have had a detrimental financial implication on the project of circa £96,965. This now means the project only becomes financial viable with 6no serviced apartments and not 5no.

Due to the building now been fully stripped out we are at a pivotal point where we can assist with the client to make the required profits for a development of this size and not be at a loss once the development is completed due to reasons above. The latest proposals we have been able to make room sizes bigger to ensure they all conform to this guidance and DCLG National Technical Housing Standards.

We have been able to do this due to the amount of space the roof void has. Strip out works has already commenced on site and once the ceilings on the second floor had been removed it was evident a large space within the roof void could be used for additional room accommodation.

When trying to align our figures with industry, developer's margins are typically marked between 25% - 30%.

Predicted returns for each scheme are below:

5 apartment scheme: 3.98%

6 apartment scheme: 13.20%

Initially, the development was due to completed in May 2021, but is now anticipated to complete on 25th June 2021. In the meantime, the client is having to cover these costs which were not initially budgeted for within the original development financial viability appraisal.

7.1. Development

The contractor delivered their tender at £207,000 for 4no units and £258,750 for 5no units. Taking this into account and adding the £61,000 for the build cost price fluctuation equates to £334,950. Using the price of £51,750 per unit, adding an additional apartment to create 6no in total equates to £386,700 for the development fee. This is excluding professional fees, stamp duty, finance costs, surveys, planning and agency fees.

The professional fees for this development were priced at £21,375 for 5no units and since the additional apartment has been added the fee now stands at £25,000 for 6no apartments.

We are currently on site with this development and are aiming to complete the works by 25th June 2021. We politely request that the planning department helps out an active developer in the area bearing in mind the unprecedented times we have all encountered over the last 12 months.

7.2. Commercial conversion: 5 unit viability

<u>5 UNITS (INITIAL PLAN)</u>	
GDV	£665,000
PURCHASE	£206,500
DEVELOPMENT	£258,750
RICS PM	£21,735
STAMP DUTY	£1,130
FINANCE COST	£34,353
BUILD SURVEY	£780
PLANNING	£5,000
AGENCY FEES 2%	£13,300
RENT RECEIVED	£15,200
TOTAL COST	£5341,548
TOTAL PROFIT	£138,652
RETURN	20.84%
WAS VIABLE	

<u>5 UNITS (WITH ADDITIONAL COSTS)</u>	
GDV	£665,000
PURCHASE	£206,500
DEVELOPMENT	£334,950
RICS PM	£25,000
STAMP DUTY	£1,130
FINANCE COST	£51,853
BUILD SURVEY	£780
PLANNING	£5,000
AGENCY FEES 2%	£13,300
LOSS OF RENT	£15,200
TOTAL COST	£623,313
TOTAL PROFIT	£26,487
RETURN	3.98%
NO LONGER VIABLE	

7.3. Commercial conversion: 5 unit and 6 unit viability

<u>5 UNITS</u>	
GDV	£665,000
PURCHASE	£206,500
DEVELOPMENT	£334,950
RICS PM	£25,000
STAMP DUTY	£1,130
FINANCE COST	£51,853
BUILD SURVEY	£780
PLANNING	£5,000
AGENCY FEES 2%	£13,300
LOSS OF RENT	£15,200
TOTAL COST	£623,313
TOTAL PROFIT	£26,487
RETURN	3.98%
NO LONGER VIABLE	

<u>6 UNITS</u>	
GDV	£780,000
PURCHASE	£206,500
DEVELOPMENT	£386,700
RICS PM	£25,000
STAMP DUTY	£1,130
FINANCE COST	£51,853
BUILD SURVEY	£780
PLANNING	£5,000
AGENCY FEES 2%	£15,100
RENT	£15,200
TOTAL COST	£692,063
TOTAL PROFIT	£103,137
RETURN	13.20%
MOST VIABLE OPTION	

As shown above, 5 units simply is not a viable option anymore and although the client would not be making the expected return between of 25-30%, 6 units is clearly the most feasible option for this development given the circumstances and we ask that the local planning authority take the above into consideration when reviewing the revised planning submission.

7.4. Sold comparables - 1 bedroom apartments

Date	Sold price	Type	Address
Sept 2020	£70,000	1 bed	38 Bryan Road, Blackpool, FY3 9BE
Sept 2020	£79,000	1 bed	44 Holroyd Court, Queens Promenade, Blackpool, FY2 9JH
Jan 2021	£77,000	1 bed	Eskdale Court, Anchorsholme Lane East, Cleveleys, FY5 3QL
Average price:	£73,333		

7.5. Sold comparables - 2 bedroom apartments

Date	Sold price	Type	Address
Oct 2019	£110,000	2 bed	86 Lytham Road, Blackpool, FY1 6DZ
Feb 2019	£111,500	2 bed	Apt 32, Admiral Heights, 164 Queens Promenade, Blackpool, FY2 9GJ
Oct 2018	£110,000	2 bed	Apt 14, Admiral Heights, 164 Queens Promenade, Blackpool, FY2 9GJ
Average price:	£110,500		

8. Serviced Accommodation Management Plan

Blackpool Serviced Apartments, will be the management company looking after this development. They currently manage 51 apartments from the centre of Blackpool over to St Anne's.

The team manage the diary centrally using a channel manger, Booking Automation. Booking Automation markets the apartments across the leading online travel agents including Booking.com Air BnB and Expedia.

The current team structure is as follows:

- Peter Bowden, Operations Director; Peter is the Operations Director of Blackpool Service Apartments, Peter manages the operations teams and the cleaners. Peter has been working in Serviced Accommodation for the past 3 years and was the owner of Blackpool's busiest nightclub for 10 years. Peter manages the emergency call outs along with two members of his team.
- Alan Reilly, Accountants Director; Alan is the accountant for Blackpool Serviced Apartments, Alan is a chartered accountant and an ex Ernest and Young employee.
- Victoria Green, Operations Manager; Victoria manages all the on-ground operations, Victoria will report any maintenance issues, purchase furniture and stock for the apartments and carries out regular inventories to ensure the apartments are kept to at the highest condition. Victoria works alongside Peter and Katie managing the out of hours communications.
- Katie Millar, Team Administrator; Katie is the teams admin, she manages all guests enquires, organising the bookings, taking payments from guests and works with Peter and Victoria on the out of hours guest communications. Under Peter's guidance, Katie is also responsible for arranging for the properties to be set live on the booking portals when they are ready to be marketed.

Cleaning Team:

There is a team of 8 cleaning staff who work across 7 days under the management of Peter.

Laundry:

All linen is rented and supplied by North West Linen, Peter manages the stock directly with North West Linen to ensure stock is always available for changeovers.

Social Sales Marketing Team:

The team use an external marketing team who are based in Essex. The team use demographic targeting through Facebook algorithms to market the serviced apartments to the correct audience. Once complete, the apartments are going to be fitted with a data collection service which the guests will need to supply their email addresses in order to use the free Wi-Fi service offered in all our apartments. The marketing team will then be able to use this data for targeted marketing.

Check-out/Check-in process:

All the apartments are fitted with Yale Digital Locks; the digital locks are linked with an online app called Vera which Peter, Katie and Victoria are all users on.

Prior to a guest staying a member of the team will give the main guest a courtesy call and from this call they will ask the guest to provide a memorable four-digit code to the staff member.

Using the Vera software, the staff can set this as the code for the guest's specific apartment. The app allows to you put in a check-in date and time and a check-out date and time. This is extra security to the apartments meaning no one can access outside of their paid for dates and the code will expire at 10am on the day of check-out.

The system also reduces the number of out of hours call outs as the code is set to a guest's own memorable date eliminating the risk of a guest forgetting their access codes and not being able to gain access.

9. Conclusion

In summary of the above. It is clear that such proposals do not appear to harm the significance of this buildings heritage or that of the immediate area due to many changes already being made over the years. Most alterations will be taking place internally to the upper floors and once completed, will be putting the building into active use. As serviced apartments, we will be providing luxury accommodation, which in turn will attract tourism and will contribute to the economy of the town.

The building is not listed nor is it locally listed but it does lie within 1 of the 6 conservation areas that have been established within the town. We have sensitively designed the apartments to accommodate this. External works have been kept to a minimum and replacement of windows for example are to be replaced like to like to avoid any drastic changes to the aesthetic appearance of the building.

Blackpool Heritage Characterisation Studies have identified the row of terraced properties to the East of the Metropole (Nos 114-190) as being of **neutral value**. Overall we feel that this development will be a positive and in terms of the NPPF and that it will have cause minimal/ if any harm to historical significance of the building or area given that many changes have already been made within the area.

As previously mentioned earlier within the report, previous planning permission for change of use for the uppers floor was granted for 5no serviced apartments in February 2020. With the impact of COVID-19, uncertainty within the market due to Brexit which in turn is having a knock on effect on the availability of materials, boarder prices increasing etc is making 6no apartments a more viable option,

We have redesigned the apartments to ensure that high quality accommodation is at the forefront of the development. We are able to demonstrate this by having apartments 1, 2, 4 and 5 providing views onto the Promenade. Such apartments will be deemed as 'sought after' particularly from a tourist's perspective. This is due to the prime location of the site and with there being a good general mix in accommodation size.

With the above being said, the benefits of this development most certainly outweigh the 1m2 shortfall for the overall apartment size of apartment 1 and 1m2 shortfall in minimum room size requirement for apartment 4. It is highly unlikely that the development will have a negative effect upon the immediate area but instead tourists who will stay at these apartments will cause a positive impact from the drive in tourism that they will bring.

The viability aspect of this development is another point that should strongly be considered. If planning is not approved, it is unlikely that this site will go undeveloped as explained earlier 5no apartment is no longer an option in terms of the clients time, money and resources given the impact and backlash of the COVID 19 pandemic.

With the above in mind, we feel that this development should be looked upon favourably by the planning department.

Harry Carter BSc (Hons) MRICS

Director, Chartered Building Surveyor
& Principal Designer

T: 01772 634019 **M:** 07863 559745 **E:** harry@cartersbc.co.uk

www.cartersbc.co.uk