

**Blackpool Central.  
Consultation Report.  
June 2021.**



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## 1. Introduction

This report has been created by Font Communications on behalf of client Nikal and Media Invest Entertainment (hereafter referred to as 'the Applicant') to set out the pre-application consultation activities undertaken by the Applicant and its professional team in support of a planning application for the initial phase of the Blackpool Central redevelopment scheme.

A detailed description of the proposed development is provided in the Planning Statement and supporting technical documents. However, a summary is set out below.

Blackpool Central is one of the UK's most important regeneration projects and aims to deliver a new £300m year-round world-class leisure destination in the town. The scheme will be the largest single investment in Blackpool for over a century, help futureproof the town's leisure offer, attract 600,000 additional visitors to Blackpool per year, create around 1,000 new jobs and boost annual spend in the town by around £75m.

The development will be home to a new indoor theme park, including a flying theatre, rides for all the family, the latest immersive virtual reality experience and a rooftop bar. It will also feature a new major public square for live events, such as music concerts, light shows, sporting events and markets, and new hotels and restaurants.

This consultation report outlines consultation and engagement activity undertaken in respect of a planning application for the initial phase of the scheme. This phase includes a new 1,300 space multi-storey car park, which will free up land for future phases and ensure there continues to be appropriate parking provision for visitors to Blackpool and local residents. The application also proposes to restore the existing heritage buildings on the Site to create a thriving new Heritage Quarter. The Grade II Listed former King Edward VII Picture House will become a new 'Artisan Food Hall' which spills out onto new outdoor space for 'al fresco' dining. The locally listed King Edward VII pub will also be refurbished into a new pub and hotel, creating a modern, family friendly environment offering quality food and beverages. The King Edward VII apartment building will be renovated into a high-quality 'Aparthotel' with plenty of character.

The scheme is a key part of the Blackpool Town Deal – a bold vision to drive the regeneration of the town and post-COVID economic recovery. The Town Deal is supported by £39.5m of government funding from the £3.6bn Towns Fund. Nikal and Media Invest Entertainment are working closely with Blackpool Council to unlock the Blackpool Central redevelopment opportunity, which will be the largest single investment in Blackpool in over a century.

The Applicant is committed to meaningfully engaging local residents and stakeholders and took an open and inclusive approach to consultation. The consultation was undertaken in May 2021 to help shape the proposals and included:

- Varied methods of engagement, including community contact points; information on the dedicated Blackpool Central consultation website; a newsletter including a questionnaire sent directly to local residents and businesses; a live online Q&A; and promotion of the consultation through social media and local media channels;
- A series of virtual meetings offered and held with key stakeholders and interested parties;
- A proactive approach to engagement with the media.

This report presents an overview of the views and feedback from the consultees that have been engaged in the process. All the comments received during the consultation have been logged and analysed and, where appropriate, taken into account in the development of the planning application. These comments have assisted in understanding the issues that are of most interest to consultees; especially those residing in the surrounding local community.

## **2. Methodology**

### **2.1 National policy on consultation**

Community involvement is an essential part of the planning process and helps to ensure that development is shaped by local views. The Applicant recognises that community involvement is an integral and important component of planning and its approach to consultation with the local community reflects this.

While there is no legal requirement to undertake pre-application consultation on most planning applications, it is widely recognised that involving local communities leads to better development. Consultation provides the opportunity to glean information and ideas from a local community which can enrich a scheme. It also provides the opportunity to understand local concerns and aspirations.

The National Planning Policy Framework (NPPF), revised in February 2019, encourages Applicants to undertake pre-application consultation. Paragraph 39 states: “Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community.”

The NPPF also states that local planning authorities should encourage those Applicants, who are not already required to do so by law, to engage with the local community before submitting their applications: “Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer” (Paragraph 40).

### **2.2 Blackpool Council’s Statement of Community Involvement (SCI)**

All local planning authorities are required by law to adopt an SCI setting out how consultation should be undertaken on planning issues. Most SCIs also provide guidance to developers on how they should undertake pre-application consultation within the local community.

The consultation and engagement strategy for the initial phase of Blackpool Central has been designed to align with the Blackpool Council SCI’s recommendations and guidance for developers undertaking pre-application consultation. Adopted in 2020, it encourages developers to discuss proposals and engage with the local community as part of their pre-application activity. The guidance includes a range of suggested consultation methods to help canvas local opinion e.g., public meetings – physical or virtual; public exhibitions - physical or virtual; surgeries - physical or virtual; workshops - physical or virtual; media including social media; website; and leaflets. It also encourages developers to engage with local councillors.

The approach to consultation and engagement for the initial phase of Blackpool Central was agreed with officers at Blackpool Council ahead of launching the consultation.

### **2.3 Font Communications**

Specialist consultants Font Communications were engaged to design and implement consultation on the plans and report back on the results. Font Communications is an independent communications consultancy specialising in consultation relating to planning applications.

### **3. Consultation methods**

#### **3.1 Overview of consultation**

The consultation was launched on Tuesday 4<sup>th</sup> May 2021 and closed on Wednesday 26<sup>th</sup> May 2021.

Due to the limitations of consulting during the COVID-19 lockdown the Applicant was not able to hold a public event or any face-to-face meetings. However, the team delivered a multi-channel approach to maximise the reach of the consultation and encourage engagement from as wide a group as possible. The approach was geared to achieving the below core objectives:

- Maximise engagement with those living, working, visiting and having an interest in the Blackpool Central redevelopment to secure their feedback on the first planning application and help shape the scheme;
- Make a range of engagement channels available to the local community and stakeholders to participate in the consultation and provide feedback, ensuring inclusivity;
- Build local community understanding on the plans and provide clarity on the consultation and planning process;
- Ensure residents and stakeholders are equipped with clear points of contact to direct any enquiries on the scheme, preventing an information void and ensuring accurate information sharing;
- Help to garner and galvanise broad community support for the Blackpool Central scheme and its key role in delivering the Blackpool Town Deal.

The consultation approach, including the distribution area, was agreed with officers at Blackpool Council and was shaped with the benefit of feedback from both officers and local politicians.

#### **3.2 Identifying stakeholders**

As part of the consultation, various local stakeholders in the vicinity of, or with a likely interest in, the proposals were identified. The stakeholder list included:

- Blackpool Council elected members, including: Cabinet Members; local ward councillors; Planning Committee members; Leader and Deputy Leader of the Conservative Group
- Members of Parliament, Scott Benton MP (Blackpool South) and Paul Maynard (Blackpool North)
- Town Deal Board member
- Local businesses, operators and residents
- Wider interest groups such as:

##### Business and tourism stakeholders

- Blackpool Business Leadership Group
- Blackpool Town Deal Board
- Visit Blackpool
- Blackpool Culture
- I ❤️ Blackpool
- Visit Fylde Coast
- Stay Blackpool
- Blackpool Combined Association
- Private Hoteliers Association
- North & Western Lancashire Chamber of Commerce
- Lancashire Local Enterprise Partnership

- Blackpool Small Businesses
- Federation of Small Businesses

#### Local education providers

- Blackpool and the Fylde College
- Saint John's C of E Primary School
- TAS Blackpool & The Fylde School
- Revoe Learning Academy

#### Additional local stakeholders

- HM Courts & Tribunals Service
- Blackpool Central Mosque
- Blackpool Civic Trust
- Donna's Dream House Charity

This stakeholder map was shaped with the input of Blackpool Council.

### **3.3 Engagement with local planning authority**

Pre-application discussions and engagement was undertaken with Blackpool Council at an early stage and throughout the project's development to assist in gaining an understanding of key issues. This also included the Applicant requesting a scoping opinion in relation to the topics, methods of assessment and level of detail that would be required in the Environmental Statement that must accompany any future applications for planning permission.

Further detail can be found in the Planning Statement.

### **3.4 Newsletter**

As part of the consultation, a newsletter was sent to 9,677 households, businesses and stakeholders in the local area. The newsletter introduced the project, provided details of the consultation process, publicised the available contact and enquiry channels, and included a tear off questionnaire which could be returned to the project team via Freepost. The newsletter can be viewed in **Appendix 1**. The distribution area for the newsletter can be viewed in **Appendix 2**.

### **3.5 Project website**

Launched on 3<sup>rd</sup> May 2021, the dedicated project website was created to provide visitors with information about the scheme vision, planning issues, consultation process, and act as a hub for updates on the project. The website also included an online questionnaire as well as the variety of contact community contact points.

The website was promoted through stakeholder correspondence, newsletter, press releases, and social media channels. A screenshot of the website homepage can be viewed in **Appendix 3** and the website can be viewed in full at <https://blackpoolcentral.com/>.

### **3.6 Questionnaires**

A questionnaire was developed to seek feedback on the proposals. Consultees were able to either complete the questionnaire in hard copy (if they received a copy of the newsletter in the post) or via the project website. Interested parties outside of the distribution area for the newsletter could also request a hard copy of the questionnaire by phone or email. An overview of responses to the questionnaire can be read in section 4 of this report.

### 3.7 Stakeholder letters and meetings

All identified stakeholders were written to upon the launch of the consultation, enclosing a copy of the newsletter and inviting them to sign up and attend the live online Q&A on the scheme. An example copy of the letter can be viewed in **Appendix 4**.

Letters to stakeholders proactively offered the opportunity to have a virtual with members of the project team (due to COVID-19 restrictions) to discuss the proposed development in further detail and address any questions directly.

In addition to the online Q&A, individual meetings were held with the following stakeholder during the pre-application period and consultation process:

- Blackpool Council Leader, Cllr Lynn Williams, and the Cabinet Member for Tourism and Culture, Cllr Gillian Campbell
- Members of Parliament, Scott Benton MP (Blackpool South) and Paul Maynard (Blackpool North)
- Donna's Dream House Charity
- HM Courts & Tribunals Service
- Blackpool Pleasure Beach

### 3.8 Live online Q&A

In recognition of a face-to-face event not being advisable due to COVID-19 guidelines, the Applicant held a live Q&A webinar as part of the consultation, which was attended by various members of the project team and Blackpool Council's Growth and Prosperity Programme Director.

The online Q&A was advertised in the newsletter, via the press release and social media channels and took place on Wednesday 12<sup>th</sup> May 2021. Attendees were able to submit their questions in advance or during the event via the chat function. Around 45 people attended the live online Q&A and a recording of the webinar was posted on the website following the event.

### 3.9 Community contact points

There are an established a set of community contact points for the scheme which were advertised during the consultation:

- Freephone Information Line: 0800 689 1095
- Email: [hello@blackpoolcentral.com](mailto:hello@blackpoolcentral.com)
- Freepost address: Freepost HAVE YOUR SAY (no stamp required)
- Social media channels across Facebook, Instagram and Twitter

Contact with the team was recorded and responded to where a response was requested or appropriate. Where possible, those who contacted the project team were directed to further resources or encouraged to participate in the consultation.

### 3.10 Press releases and awareness raising

As part of the consultation strategy, the Applicant took a proactive approach with local and regional media outlets in order to encourage participation in the consultation and inform a wider audience of the proposed development.

A press release was issued in February 2021 to announce that the Applicant had requested Blackpool Council's opinion in relation to the topics, methods of assessment and level of detail that would be required in the Environmental Statement that must accompany any future applications for planning permission.

A further consultation launch press release was issued to media outlets in May 2021 to provide an overview of the proposed development and information on how local residents, stakeholders and interested third parties could participate in the consultation. These can be viewed in **Appendix 5**.

The plans have received a range of media coverage through the pre-application period and consultation process, including local and regional news outlets The Blackpool Gazette, Lancs Live and The Lancaster and Morecambe Citizen and BBC, as well as business and industry publications including Place North West, The Business Desk, Business Live, Bloo Loop and In Park Magazine.

Wider awareness raising activity was also undertaken to provide information to local residents and stakeholders and encourage participation in the consultation, including:

- Engaging content posted across dedicated social media channels for Blackpool Central – Facebook / Instagram (Blackpool Central) and Twitter (@bpoolcentral1). Example social media posts can be viewed in **Appendix 6**;
- Interview was held with BBC Radio Lancashire on the plans and opportunities to participate in the public consultation;
- Adverts publicising the consultation went live on 12<sup>th</sup> May 2021 on The Blackpool Gazette website and in the 12<sup>th</sup> May 2021 issue of the Blackpool Gazette. An image of the online advert content can be viewed in **Appendix 7**;
- Blackpool Council posted information on the plans and how to engage in the consultation process across its social channels and [news web page](#);
- Wider local partner and stakeholder channels also supported in amplifying the consultation across their networks:
  - Feature on [Making Blackpool Better](#)
  - News story on [Business in Blackpool](#)
  - Awareness raising through [Blackpool Makes it Work](#) social channels
  - News story on [Visit Blackpool](#) and awareness raising across its social channels
  - News story on [Visit Fylde Coast](#) and awareness raising across its social channels

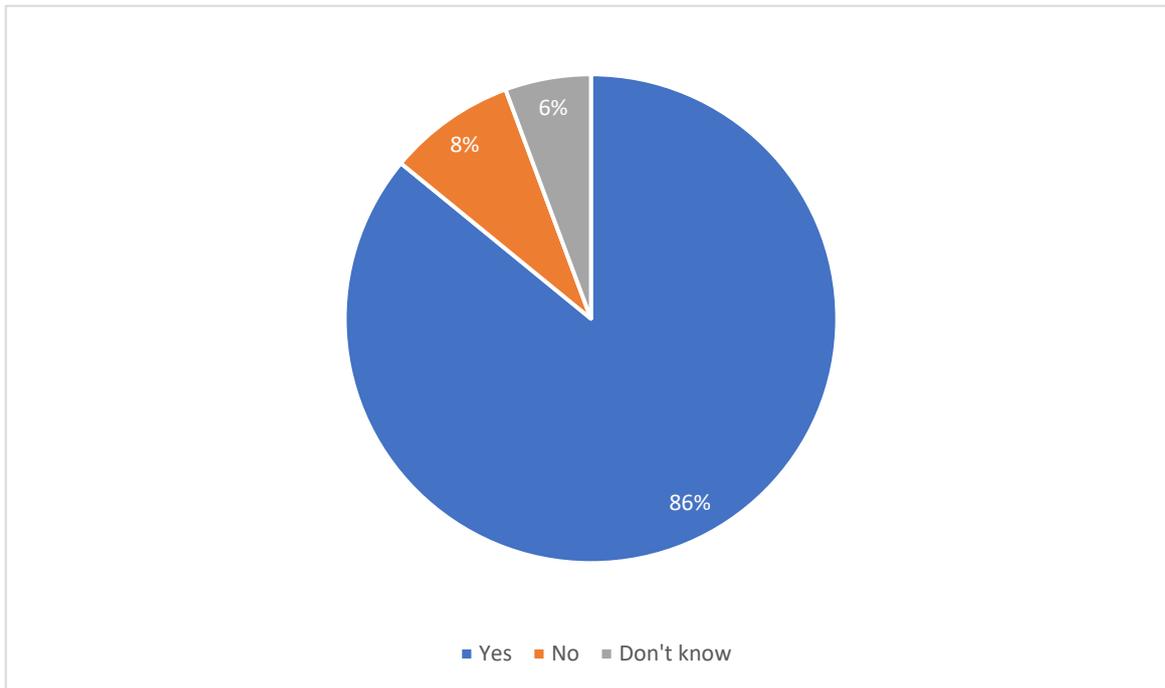
## 4. Feedback

This section of the report provides an overview of the comments that were made throughout the consultation. This encompasses feedback from the variety of methods and channels outlined in the previous section of the report, including views received via responses to the questionnaire and via calls and emails.

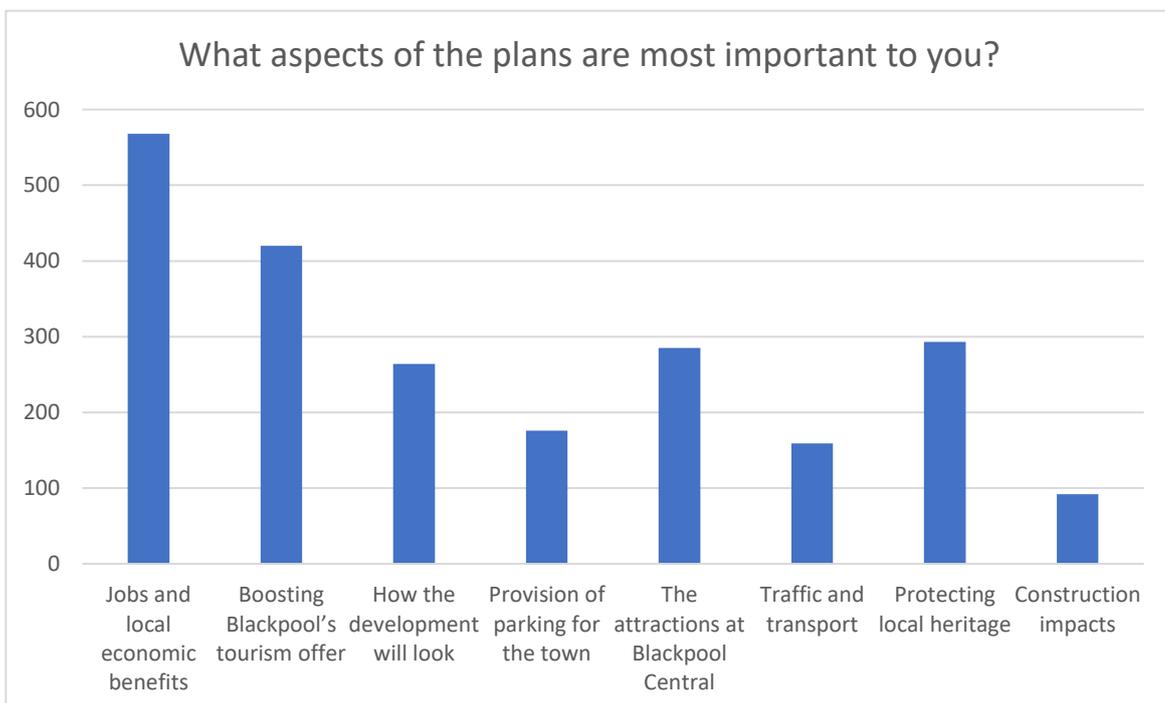
### 4.1 Newsletter questionnaire responses

735 questionnaires were completed (384 hard copies and 351 online via the website).

**Question 1 – Do you agree with the plans to create a new leisure destination at the former Blackpool Central railway station site which could bring 600,000 additional visitors to the town every year?**



**Question 2a – Which aspects of the plans are most important to you? (Tick up to three)**



## Question 2b – Please use this space to make any additional comments

A variety of comments were received in relation to this question:

- The scheme will deliver significant benefits for the town through the scale of investment and regeneration, job creation and planned leisure and tourism offer enhancements
- The scheme will help futureproof Blackpool as a leading UK holiday destination, attract more visitors to the town and help increase visitor stay time
- Support for retaining and renovating the Site's heritage buildings
- Blackpool's public transport system as a whole requires investment and improvements
- Potential for anti-social behaviour
- Support for retaining Bonny Street Market as part of the scheme
- Support for delivering additional green spaces and green energy infrastructure – such as solar panels - as part of the scheme
- Support for the scheme playing a role in regenerating the wider Central Drive area
- Concern regarding scheme deliverability and trade impact on local businesses and independent B&B and hotel owners
- Ensure that the scheme's amenities and leisure offer is affordable and accessible to the local community, and consider local resident discounts

## Question 3 – What do you think about the plans for a new Heritage Quarter as part of phase one of Blackpool Central which will include a new artisan food hall, renovated King Edward VII pub and holiday accommodation?

Respondents predominantly welcomed the plans for the new Heritage Quarter, highlighting that the offer will help boost footfall, breathe new life into the buildings and regenerate the local area. A range of wider comments and suggestions were also submitted in response to this question:

- Desire to ensure that the heritage buildings are sensitively renovated and retain their character
- Support for delivering a high quality food and culture offer as part of the Heritage Quarter
- Question if there is a need for additional holiday accommodation in the local area
- Suggestion that the Heritage Quarter could have a focus on enhancing the town centre's retail offer
- Concern around whether Blackpool Central can thrive without significant improvements to the wider Central Drive area being delivered concurrently
- Concern regarding current anti-social behaviour and criminal behaviour in the local area and along Central Drive, and whether these challenges could diminish the benefits of the scheme
- Concern that the Heritage Quarter proposals could negatively impact trade for independent B&B and hotel operators in the local area

## Question 4 – What do you think about the plans to build a new 1,300 space multi-storey car park as part of phase one of Blackpool Central?

The majority of respondents agreed with the plans to build a new 1,300 space multi-storey car park as part of phase one of Blackpool Central. A range of additional comments and suggestions we also submitted in response to this question:

- The need for safe, secure and affordable parking
- Suggestion that there is not a need for a multi-storey car park in this location
- Question if the proposed car park is a sufficient size to accommodate the anticipated increase in visitors
- Questioned if the car park design is in keeping with the character of the surrounding local area
- Support for delivering electric vehicle charging points as part of the multi-storey car park

## Question 5 – Please use this space to write any additional comments.

The overwhelming majority of respondents expressed support for the scheme vision and regeneration benefits of Blackpool Central. A range of additional comments and issues were also raised in response to this question and during the consultation:

- Desire for the scheme to be a catalyst for improving and regenerating the surrounding area and Central Drive, and concern around whether Blackpool Central can thrive without significant improvements to the neighbouring Central Drive area
- Identify challenges with tackling anti-social and criminal behaviour around the Central Drive area
- Identify potential negative trade impact on local businesses and independent B&B owners and question the need for additional holiday accommodation
- Question the scheme's deliverability and value for money
- Concern regarding the potential impact on the local road network and sustainability of additional vehicle movements to and from the Site
- Concern regarding the disruption of the scheme's construction and operation to neighbouring businesses, residents and stakeholders
- Support for breathing new life into the heritage buildings, and demand for retaining their existing character through the renovation process
- Suggestion for the scheme to incorporate green and low carbon infrastructure, and mitigate and offset its carbon footprint
- Concern around future proofing the scheme's leisure offer
- Suggestion that the scheme could also play a role in enhancing the town's retail offer
- Concern regarding the Council compulsory purchasing land and properties to help facilitate the scheme on affected operators, particularly Drummers House of Jokes
- Support for incorporating more green open space into the plans
- Support for maximising local resident access to new job opportunities
- Support for ensuring that scheme's amenities and leisure offer is made affordable and accessible to the local community, as well as suggestion that local resident discounts should be offered as part of the scheme
- Suggestion that a tram and/or train link could be incorporated into Blackpool Central

### 4.2 General enquiries

During the consultation period 24 enquiries were received via the community contact channels. These covered a variety of topics including: enquiries on the consultation process and scheme delivery; requests for further information on supply chain opportunities; interest in becoming a commercial occupier at the Site; general questions around the shape of the scheme. All enquiries are being responded to individually.

## 5. Responses

All of the comments received during the consultation have been carefully considered and where appropriate taken into account in the development of the planning application. This section of the report sets out sample comments and how the Applicant has responded to the issues raised during the consultation.

Topic	Sample comments	Response
Support for the scheme vision and regeneration of Blackpool Central	<ul style="list-style-type: none"> <li>• Fantastic. The area has become quite run down over the years. Regeneration like this will be wonderful.</li> <li>• The regeneration and investment like this will benefit the town and community.</li> <li>• Blackpool regeneration is necessary as it is very run down at present - for the sake of residents as well as visitors.</li> <li>• It's no secret that Blackpool has a somewhat negative reputation so it would be great that this turns one of the most deprived areas within the town into somewhere we can be proud of and slightly more upmarket than it currently is.</li> <li>• Area greatly in need of regeneration and this will bring central back on the map for all the right reasons.</li> </ul>	<p>Blackpool Central is one of the UK's most important regeneration projects and will create a new £300m year-round world-class leisure destination in the town. The scheme will be the largest single investment in Blackpool for over a century, help futureproof the town's leisure offer, attract 600,000 additional visitors to Blackpool per year and encourage them to stay longer, create over 1,000 new jobs and boost annual spend in the town by £75m.</p> <p>The scheme is a key part of the Blackpool Town Deal – a bold vision to drive the regeneration of the town and post-COVID economic recovery. The Town Deal is supported by £39.5m of government funding from the £3.6bn Towns Fund. Nikal and Media Invest Entertainment are working closely with Blackpool Council to unlock the Blackpool Central redevelopment opportunity and maximise the benefits of the scheme.</p> <p>It is also hoped that the scheme can have a significant 'trickle down effect', helping to stimulate investment and growth across the town.</p>

<p>Central Drive</p>	<ul style="list-style-type: none"> <li>• Only problem is the surrounding area as Central Drive is run down and will be worse compared to new areas but it all takes money to revamp everything.</li> <li>• Great idea and would certainly improve part of Central Drive.</li> <li>• Should be linked to wider regeneration of central drive area.</li> <li>• I would be nice to see how redevelopment will extend along Central Drive and improve that area too, and create a nicer gateway to the area.</li> <li>• It will look massively out of place with the rest of Central Drive. Town end of Central Drive is currently not a family friendly place so a family friendly attraction will not fit in. Central Drive itself needs refreshing with a big clamp down on drug use and anti-social behaviour.</li> <li>• This is a fantastic opportunity for the town. I would only say that the immediate surrounding areas of the planned location will need considerable investment to bring it up to the level of the new development.</li> </ul>	<p>The Applicant’s ambition is for Blackpool Central to help catalyse wider investment and regeneration in the local area, including Central Drive, underpinning the Council’s and Town Deal Board’s vision to level up and unlock long-term inclusive growth for Blackpool.</p> <p>As part of this ambition, the scheme has been shaped to provide strong pedestrian connections to Central Drive, the town centre and Foxhall neighbourhood to the south and east of the Site. This connectivity, alongside the creation of new high quality public realm and a major public square will deliver health and wellbeing benefits and make the area safer for the public.</p> <p>The Applicant is engaging with the Council on issues relating to anti-social and criminal behaviour around the Site. It has been agreed that as large parts of the Site are only submitted for outline approval, at reserved matters stage – when detailed design is considered – the Applicant, Council and consultees will work closely together on how the scheme can consider and support addressing the challenges of anti-social and criminal behaviour around the Site.</p> <p>Through delivering a new £300m year-round world-class year-round leisure destination at Blackpool Central, the vision for the scheme is to play a positive role in enhancing the Central Drive area as an</p>
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		<p>attractive and desirable place for tourists and residents to visit and spend time.</p>
<p>Potential trade impact on local businesses and independent B&amp;B owners, need for additional holiday accommodation, and impact of the council compulsory purchasing land and properties to help facilitate the scheme on affected operators</p>	<ul style="list-style-type: none"> <li>• The concern is the amount of hotels now and being planned for the future. This means that the smaller B&amp;Bs will not be able to compete, leading to lack of finances to continue to upgrade their property or even continue to trade.</li> <li>• There are already a lot of small hotels and guest houses in that area and new holiday accommodation could put these at risk of going under, especially after the last year.</li> <li>• I think it's great, but you should offer the joke shop a space also.</li> <li>• As the owner of Bonny Street Market, which I opened in 1986 and is hugely popular I am saddened to see no provision for an open market on the site.</li> <li>• I don't think the holiday accommodation is needed. Central Blackpool already has lots of holiday accommodation run by smaller companies that will benefit from the increased footfall.</li> <li>• Concerned that there will be a negative impact surrounding business with all the added extra competition.</li> </ul>	<p>It is expected that there will be significant positive impacts for local businesses, operators and the Blackpool economy as a whole. The provision of new indoor leisure attractions will play an important role in sustaining the growth of the visitor economy, attracting new visitors and extending the current season from the summer months. Importantly, the holiday accommodation proposed for Blackpool Central has been shaped to complement, not compete with, the town's current offer.</p> <p>The scheme will also have a positive impact on the local supply chain and support the growth of local services. These benefits are detailed in full in the Socio-Economic Technical Paper 6 in Part 2 of the Environmental Statement.</p> <p>In order for the Applicant to deliver the transformational Blackpool Central scheme, the Council is acquiring property assets contained within the area of the site. The Council has been in ongoing discussions and negotiations with the parties that continue to hold interests in the site, including a number of units that remain on Central Drive. As part of this process, the Council is offering support to seek to ensure that an amicable resolution is found with all parties.</p>

<p>Potential impact on the local road network and sustainability of additional vehicle movements to and from the Site</p>	<ul style="list-style-type: none"><li>• People should be discouraged from using cars not encouraged.</li><li>• Ideal spot to take traffic away from the promenade.</li><li>• Not sure - but do we really want all this traffic coming into Central Blackpool.</li><li>• Would the infrastructure of Blackpool Roads be able to cope with extra cars?</li><li>• There should be good connections between public transport and the development.</li></ul>	<p>The Applicant has worked closely with the Council to identify recommended routes for construction traffic to minimize any impacts.</p> <p>People travelling by car will enter Blackpool Central from Seaside Way. There will be four lanes to enter and three to exit to reduce any queuing. A short link road is also proposed from the car park to Chapel Street during later stages of the project. Access to the Law Courts will be maintained during early phases of the project prior to their relocation and the coach drop off point currently located at the junction of Central Drive and New Bonny Street will be temporarily relocated until a new permanent area is constructed.</p> <p>Importantly, the Site is within walking distance of Blackpool North and Blackpool South train stations, as well as the local bus and tram network, encouraging residents and visitors to take up sustainable public transport options when visiting Blackpool Central.</p> <p>A full Transport Assessment has been prepared and submitted with the planning application. This has given full consideration to the potential impact on the local road network associated with additional traffic movements into the Site, ensuring the scheme is sustainable.</p>
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<p>Potential disruption of the scheme construction and operation to neighbouring businesses, residents and stakeholders</p>	<ul style="list-style-type: none"> <li>• My only concern as someone who lives and works in Blackpool is the length of time this development will take and the disruption to locals.</li> <li>• The plans need to consider the housing and businesses adjacent to the site and the impact on them during the construction phase and once opened.</li> <li>• I think you should talk to people who live across the road from the build and discuss with them how you are going to reduce noise, air quality and inconvenience. You should also tell us where builders will be parking whilst the whole development is under construction.</li> <li>• Hopefully during the many years of construction the existing business on Central Drive will not be negatively impacted.</li> <li>• When we moved to Blackpool 15 years ago, we were on a building site for years whilst the front was done, it impacts on visitors greatly so not looking forward to it again!</li> </ul>	<p>During the construction phases, the Applicant will look to implement measures to minimise disruption for local businesses, residents and stakeholders as much as possible.</p> <p>A Construction Environmental Management Plan (CEMP) will include measures to minimise and control any impacts during construction. The CEMP will be agreed with the Council and included as a planning condition on any granted planning permission. The details and approach of the CEMP will be submitted to, and approved by, the Council prior to commencing construction of the scheme.</p>
<p>Scheme deliverability and value for money</p>	<ul style="list-style-type: none"> <li>• Waste of money in that area. I am living in this area and can think of better ways to help.</li> <li>• Here we go again! Central Station closed in 1964! 57 years of wasted opportunity! The so-called 'master plan' covered all of these matters in 2003 - nothing happened!</li> <li>• Been down this route before on this site, nothing will happen.</li> </ul>	<p>Ensuring deliverability of the scheme has been a key consideration when drawing up the plans for Blackpool Central.</p> <p>Blackpool Central will be brought forward in phases, underpinning its deliverability. The first phase includes the proposed multi-storey car</p>

	<ul style="list-style-type: none"><li>• Taking too long to get project off the ground.</li><li>• Money would be better spent cleaning the town up. Get rid of desolate buildings – new heritage centre/museums, more housing, green space.</li></ul>	<p>park, enabling works and Heritage Quarter, with other aspects of the development included in outline. The first phase – specifically in respect of the proposed multi-storey car park – is critical for delivering Blackpool Central as it will free up land for future phases and also ensure that there continues to be parking provision for visitors to Blackpool.</p> <p>Outline planning permission is sought for all other phases, which will agree the principle and set their parameters only. This will enable the scheme to be further shaped with the benefit of community, stakeholder and market feedback.</p> <p>Blackpool Central is pivotal to realising the ambitious Town Deal vision for levelling up Blackpool and is a project of national significance which can help transform the town’s tourism offer with a new year-round, world-class leisure destination. Through an investment of around £300m, the scheme can unlock a host of benefits for the Blackpool economy and residents:</p> <ul style="list-style-type: none"><li>• Attract 600,000 additional visitors to the town every year</li><li>• Boost annual spend in Blackpool by around £75m</li><li>• Create around 1,000 new jobs, building a legacy of new local employment opportunities</li></ul>
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<p>Heritage Quarter</p>	<ul style="list-style-type: none"> <li>• Great idea, incorporating new ideas into historical buildings.</li> <li>• It's a great idea. I'm glad you're not shying away from parts of Blackpool's history, which is important for any town.</li> <li>• Great idea as many of the heritage buildings have been demolished over the years.</li> <li>• The heritage buildings are in desperate need of renovation.</li> <li>• The heritage must be protected not just here but central Blackpool – cultural capital.</li> <li>• I am very pleased that heritage buildings are being kept.</li> <li>• Hope heritage quarter means that the artisan food hall isn't just 'seaside for takeaways'.</li> <li>• I say demolish the buildings. They have no heritage impact on the town.</li> </ul>	<p>The Applicant has worked closely with the Council's Conservation and Planning Officers to ensure that the Site's heritage buildings are sensitively renovated. The Heritage Quarter proposals were also positively received following engagement with Historic England.</p> <p>The Applicant is committed to safeguarding and enhancing the heritage of the site by creating a thriving new heritage quarter. Through careful renovation and a design-led approach, Blackpool Central will breathe new life into the Grade II listed King Edward VII Picture House, locally listed King Edward VII pub and King Edward VII and deliver a new artisan food hall, family friendly pub and hotel, and aparthotel.</p>
<p>Green and low carbon infrastructure, and alignment with Blackpool's decarbonisation goals</p>	<ul style="list-style-type: none"> <li>• We need to keep in mind climate change and what environmental impact the project will have on the town.</li> <li>• Whilst development is needed in Central Blackpool, projects should be run with the protection of wildlife and climate in mind.</li> <li>• How is the council offsetting this carbon footprint impact?</li> </ul>	<p>An Energy Statement has been prepared, which demonstrates how the scheme will meet the energy and climate change requirements of both national regulations and local policy. Consideration will be given to incorporate low carbon construction methods where this is possible.</p>
<p>Future proofing Blackpool Central's leisure offer and scheme's role in</p>	<ul style="list-style-type: none"> <li>• It is vital for sustaining future visitors and modernises a dilapidated part of the town. Heritage is important but up to date hospitality, retail and accommodation is vital.</li> </ul>	<p>The Applicant's vision for Blackpool Central is to create a new world-class year-round destination that will help futureproof the town's leisure offer, attract 600,000 additional visitors to Blackpool per year,</p>

<p>enhancing the town's retail offer</p>	<ul style="list-style-type: none"><li>• It should be like a Vegas Hotel, different with amazing ski areas for young people to learn new skills. Modern rides.</li><li>• Many of the attractions you've mentioned previously aren't UK first and world beating flying theaters have been around 15 years and the UK's first is opening this year at Legoland</li><li>• Not sure about the indoor theme park, think restaurants hotels, bars, music, markets and live events should be priority.</li></ul>	<p>create around 1,000 new jobs and boost annual spend in the town by around £75m. The scheme is also being shaped to encourage visitors to stay longer in Blackpool and explore and spend money across the town.</p> <p>A specialist Leisure Consultant was appointed by the Applicant to undertake a feasibility and leisure demand study to ensure the proposed leisure offer meets demand and is futureproofed.</p> <p>The Applicant has also taken stock on the scheme masterplan in response to the pandemic and, with proposals to create a major public square and more design-led outdoor space for live events, such as music concerts, light shows, sporting events and markets, Blackpool Central is in a stronger position to thrive in a post-COVID world and make a substantial contribution to Blackpool's economic recovery.</p> <p>The proposed development is for a mixed-use leisure scheme, which will provide ancillary retail as part of its offer. As detailed within the Retail Policy Compliance Statement submitted along with the planning application, the elements of retail proposed for the scheme are only design to support the other proposed uses within the Site and complement the existing town centre retail offer. This will help</p>
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		<p>ensure that the scheme does not negatively impact on the viability and vitality of the existing town centre offer or future ambitions to enhance the Blackpool’s retail offer.</p>
<p>Multi-storey car park</p>	<ul style="list-style-type: none"> <li>• Multi-storey is a more efficient use of land space. However, the aesthetics are important.</li> <li>• It's a good idea though I do believe traffic flow in a multi-storey car park could cause issues during events or busy periods.</li> <li>• An out of town location for the car park would have been a better option.</li> <li>• The car park is definitely needed. Also more parking is needed in the town for locals and visitors.</li> <li>• Car parking has to be provided if any development is to be successful. However, the cost of parking needs to be at an attractive "day-rate" to encourage families to come to the development to spend their money.</li> <li>• Great idea. Safe and secure parking is important.</li> <li>• The scale of the developments should take into consideration the views entering Blackpool from the development side and not to block out the iconic views of the tower.</li> <li>• Absolutely much needed and will be a lot safer than the outside parking area.</li> </ul>	<p>The delivery of the multi-storey car park is critical for realising the Applicant’s vision for Blackpool Central as it will free up land for future phases and also ensure that there continues to be parking provision for visitors to Blackpool.</p> <p>The multi-storey car park has been carefully designed with the ambition to create a well-lit, secure, attractive, modern and high quality car parking facility, which has strong connectivity with the wider site and promenade. The masterplanning for the site and positioning of the multi-storey car park and public square also safeguards key views of Blackpool Tower.</p> <p>The Transport Statement submitted as part of the scheme provides full detail on how the multi-storey car park has been designed and planned to meet parking space demand and deliver sustainable and safe vehicle movements to and from the site.</p> <p>The Council will operate the car park, with operational issues such as pricing to be determined in due course.</p>

	<ul style="list-style-type: none"> <li>• Although "600,000" tourists will come to this, the backbone of your idea will be Blackpool residents. Offer them loyalty cards and discounts.</li> <li>• Absolutely crucial - Blackpool entertains millions of visitors each year, many of which arrive by car, if there is not a car park as part of the scheme, there will inevitably be detrimental disruption to the traffic patterns and flow around the site and town.</li> <li>• Really to build this first is silly we have plenty of car parks right across the town and I don't see this as a great start to the world class attraction we are being told.</li> <li>• More parking is required as long as the prices are reasonable ... people will not go somewhere if the parking is also going to have to be factored into a day out.</li> <li>• The car park will be one of the most fundamentally important pieces of the scheme and I am pleased it is not a standard generic car park, however I feel the elevation treatment as shown on the presentation is disappointing.</li> </ul>	
Green space	<ul style="list-style-type: none"> <li>• Try and do some unique gaudi-like architecture and put in some trees/soft landscaping to create green spaces.</li> <li>• Where are the green spaces, it is a concrete jungle. More trees and plants needed.</li> </ul>	As part of regenerating a key brownfield site in the town centre, Blackpool Central will create high quality public realm and landscaping.

	<ul style="list-style-type: none"> <li>• I would rather not put parking in the area and use the space for another attraction, a green space would be better.</li> <li>• It is nice to be consulted. I hope we are listened to, our residents need green space to help with health and well-being.</li> <li>• How about a green space with trees or something, a pleasant place for people to unwind in and make some sort of garden arrangements there instead, with surrounding decent shops in place.</li> </ul>	<p>The Applicant has taken a carefully planned approach to greening the public realm, and proposes to include a variety of new trees and planting that are suitable for, and complement, the coastal setting.</p>
<p>Local resident access to new job opportunities</p>	<ul style="list-style-type: none"> <li>• My current concern is that the contract will be given to out of town developers as there is not many skill set in the town and the only local jobs will be labourers.</li> <li>• I know there will be a lot of jobs but it would be a shame if it was just full of national, out of region businesses and people.</li> <li>• This project is vital for jobs, economy and future of young people.</li> <li>• Improve the local area, Central Drive and create more employment.</li> </ul>	<p>Blackpool Central will create around 1,000 new jobs, building a legacy of new local employment opportunities.</p> <p>The scheme will provide a significant new source of employment opportunities and the Applicant is committed to targeting recruitment from the local resident workforce. To maximise local resident access to new job opportunities, a planning condition will be placed on any planning permission and require details of a Local Employment Agreement to be agreed and approved by the Council.</p> <p>The Applicant is also committed to working with Blackpool &amp; The Fylde College moving forward to help establish career pathways and links with Blackpool Central, as well as engage on any opportunities for its course programme to compliment the skills requirements to qualify for the wide range of future on-site Blackpool Central jobs.</p>

<p>Affordability of scheme amenities and leisure offer, and potential for local resident discounts</p>	<ul style="list-style-type: none"> <li>• So in need of this but can they make it "affordable". Discounts, vouchers, for a week stay.</li> <li>• It all sounds very good for Blackpool. I hope it will be affordable to locals.</li> <li>• The food hall sound great. Maybe a discount card for locals?</li> <li>• I believe to keep the local residents happy, a discount scheme of upwards 30% minimum should be offered. Other attractions have discontinued the locals discount ... we live here so we should benefit from the attractions.</li> <li>• Needs to attract locals as well as tourists so not to be overpriced on admission.</li> </ul>	<p>The scheme is being shaped to attract additional year-round visitor's to the town and, as such, price points will be set at an appropriate level to ensure that Blackpool Central attracts a diverse tourist audience.</p> <p>Opportunities for offering resident, stakeholder and visitor discount will be reviewed in the detailed planning application for the future phases of the scheme.</p>
<p>Arena</p>	<ul style="list-style-type: none"> <li>• A large multi purpose arena would be better suited in my opinion.</li> <li>• I think an entertainment arena would also work really well as could host all year round events such as music gigs, sports etc.</li> <li>• I would like the outdoor space and theme park scaled back in size to an arena, opening out on to a square near the Heritage elements of the scheme.</li> <li>• Still think a concert arena would have been better.</li> <li>• I would rather it be a concert venue/stadium</li> </ul>	<p>Whilst an arena does not form part of the current vision for Blackpool Central, the Applicant will keep the demand and scope for delivering an arena under review as part of the shaping plans and consulting stakeholders on future phases of the scheme.</p>

<p>Direct tram or train link to Blackpool Central</p>	<ul style="list-style-type: none"><li>• It needs to be connected to existing (and proposed) tram, bus and rail.</li><li>• Why not have a rail link from Blackpool South reinstated to this development.</li><li>• We do have a very successful tram system, that will shortly connect with Blackpool North, but experience has shown that passengers are reluctant to change mode of transport therefore a direct line right into the heart of the town would attract even more people into the town.</li><li>• If you look at the new underground railway that is being built in London known as “Crossrail” or “The Elizabeth Line” you will find that many of the stations have been built in underground “Boxes” These are large enough to hold full stations! My suggestion is that a “Box” be built under the Blackpool Central site to allow for the South line to be extended back to Blackpool Central at some point in the future providing the land in between is protected from major build projects.</li></ul>	<p>The applicant reviewed the potential for facilitating a direct train or tram link to the Site as part of the Blackpool Central redevelopment and found that quantum of land required to deliver this would be too high and prohibitive for realising the overall vision to create a year-round world-class leisure destination.</p>
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## 6. Conclusion

Throughout this report, the Applicant has demonstrated that pre-application engagement and consultation has been inclusive and proportionate to the proposed development. The consultation has also responded to the potential challenges presented by COVID-19 restrictions.

The Applicant has placed community and stakeholder involvement at the core of the pre-application programme. By using a variety of methods – including setting-up community contact points; creating the project website; distributing community newsletters and questionnaires; a live Q&A webinar; social media channels; and issuing press releases – the Applicant has encouraged involvement and ran a continuous engagement campaign.

The consultation has helped to shape the proposals in a number of ways including:

- Strong support for the Applicant’s overall vision and phased approach to create a year-round world-class leisure destination, which will help transform and futureproof Blackpool’s tourism sector and level up the town.
- Delivery of a major public square and heritage quarter, which will help ensure that Blackpool Central is in a stronger position to thrive in a post-COVID environment.
- Inclusion of pedestrian connections to Central Drive, town centre and Foxhall neighbourhood to the south and east of the Site, supporting the regeneration and growth of the wider local area.
- Support for bringing forward the largest single investment in Blackpool for more than a century, helping to deliver the Council’s and Town Deal Board’s bold vision to drive the regeneration of the town and post-COVID economic recovery.

The channels used during the consultation period will continue to operate following submission of the planning application, to ensure interested parties and surrounding communities can keep up to date as the development progresses. This will include updates to the established website; maintenance of communication channels including email address and information line; and proactive measures to update and inform stakeholders following submission and consideration of the applications.

## 7. Appendices

### Appendix 1

### Newsletter



**Freeport  
HAVE YOUR SAY**

### HAVE YOUR SAY

The consultation closes on **Wednesday 26th May 2021** so please send us your comments before then.

Your feedback will help us shape the plans before we submit a planning application for phase one of the Blackpool Central redevelopment to Blackpool Council later this year.



Due to Coronavirus we can't hold a public face-to-face event but there are lots of ways that you can have your say.

-  **Fill in:** The questionnaire attached to this newsletter and pop it in the post (3x free)
-  **Check out:** Our website [blackpoolcentral.com](http://blackpoolcentral.com) where you can also fill in the questionnaire
-  **Join in:** Our online talk on **Wednesday 10th May 7pm - 7.30pm** - more details on our website
-  **Email:** [info@blackpoolcentral.com](mailto:info@blackpoolcentral.com)
-  **Call:** 01253 355688 (during office hours)

### ABOUT US

Nikal and Media Invest working closely with Blackpool Council to help unlock the Blackpool Central redevelopment opportunity.

[blackpoolcentral.com](http://blackpoolcentral.com)



**ME**  
MEDIALIVE INVESTMENT

**Blackpool Council**



### HAVE YOUR SAY...

**Blackpool Central is a new £300m world-class leisure destination off the Golden Mile in Blackpool. Nikal and Media Invest Entertainment are preparing a planning application for the first phase of the redevelopment and we want to know what you think.**



Look inside to find out how to have your say and remember to get your comments in by **Wednesday 26th May 2021** when the consultation closes.

### SITE

Our plans are set to transform the former Blackpool Central railway station site just off the Golden Mile and around 300 metres from Blackpool Tower.

Once the world's busiest train station, Blackpool Central closed in 1962 and since then has been used for parking and outdoor events. As part of the annual Blackpool Illuminations festival, it has been redeveloped over 17 years as a public market, sea-view cafe which are due to be retained, and a new landscaped multi-use park. There is also a small group of heritage buildings on the site which will be retained.



### VISION

Blackpool Central will be a new year-round, world-class leisure destination for the whole family.

One of the UK's most important regeneration projects will be the 'Golden Mile' regeneration in Blackpool over a century, creating jobs, jobs and local annual spend in the town for 100s.

Blackpool Council having had aspirations to deliver a nationally important leisure development at the site for over 20 years, with a vision to create something that will complement and enhance the town's heritage and offer long-term benefits for the whole town. It could attract £100,000 additional income every year, which is expected to rise further than that and a big 'big' meaning more people experiencing Blackpool's attractions, shops, bars, the hotels and pubs and opening in the shops.



### PHASE ONE

The development will be phased over a number of years.

We are preparing a planning application for phase one of the development, which will include a multi-storey car park and other aspects of the development. It will be subject to a planning application for the use of the Blackpool Central site for the first phase and also other developments that are being prepared for open to the public.

As part of the planning application, we are preparing a detailed masterplan which will include details on transport and access. This will include details on how the site will be accessed and how it will be accessed from the Golden Mile and how it will be accessed from the Golden Mile and how it will be accessed from the Golden Mile.

## QUESTIONNAIRE

Please complete this questionnaire, tear off this sheet, fold it in half, seal and give together. Then just pop it in the post and send to 'Freeport - Have Your Say', c/o Media Invest, 41 Change Road, Blackpool, Lancashire, FY1 1AA. All consultation responses must be submitted by Wednesday 26th May 2021.

**Q1. Do you agree with the plans to create a new leisure destination at the former Blackpool Central railway station site which includes:** (select one additional option for the leisure area)

Yes  No  Don't know

**Q2. Which aspects of the plans are most important to you? (Tick up to three)**

Jobs and local economic benefits  Provision of parking for the town  Construction impacts

Boosting Blackpool's tourism offer  The attractions at Blackpool Central  Protecting local heritage

How the development will look  Traffic and transport

Please use this space to make any additional comments:

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**Q3. What do you think about the plans for a new heritage Quarter as part of phase one of Blackpool Central which will include a new art and film gallery, a new art and film gallery and heritage accommodation?**

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**Q4. What do you think about the plans to build a new 1,000 space multi-storey car park as part of phase one of Blackpool Central?**

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**Q5. Please use this space to tell us any additional comments.**

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Multi-storey car park



Heritage Quarter, sketch

#### About you

Name: \_\_\_\_\_ Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Age:  Under 20  21-35  36-50  51-65  Over 65

This information is optional but will help us analyse the information you have provided more effectively and enable us to keep you updated on the project in the future.

**Would you like to be kept updated about the project?**  Yes  No  If so, please state how  Email  Post

We will only use your contact details for the purposes of the project and will not share them with any other third parties. We will only use your contact details for the purposes of the project and will not share them with any other third parties. We will only use your contact details for the purposes of the project and will not share them with any other third parties.

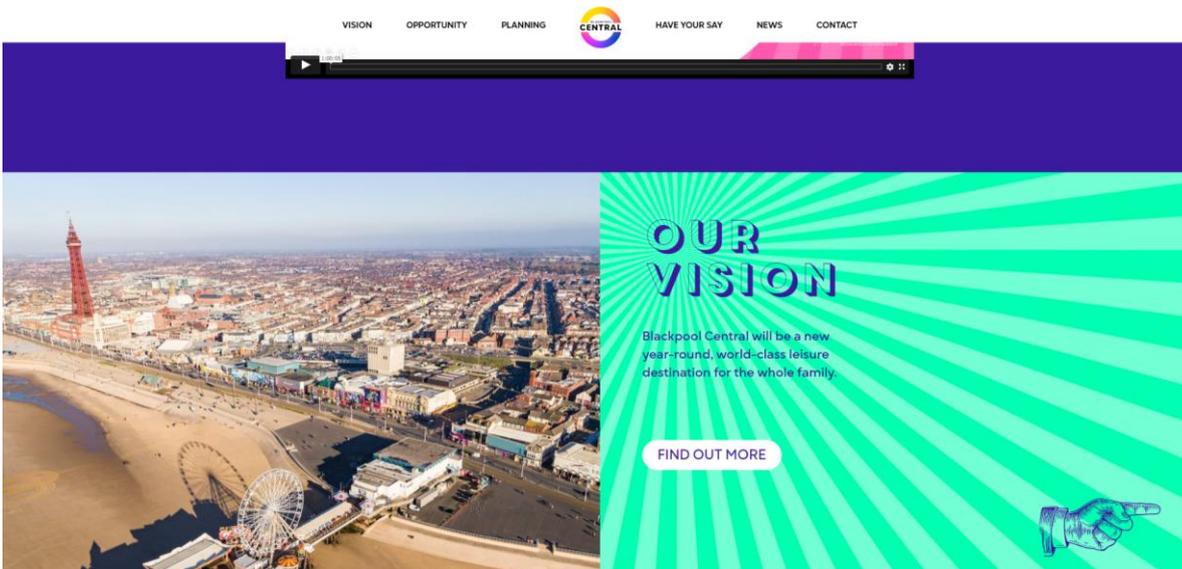
Appendix 2

Distribution area



Appendix 3

Website



**Appendix 4**

**Example stakeholder letter**



**Consultation on phase one of Blackpool Central redevelopment**

Good afternoon

I am writing to let you know that consultation on the initial phase of the Blackpool Central redevelopment plans has launched today. I enclose a copy of the newsletter which will be sent to more than 9,600 local residents and businesses.

The consultation will cover the detailed phases of the scheme, which will include a new 1,300 space multi-storey car park (MSCP) and thriving new Heritage Quarter (Phase 2), made up of an Artisan Food Hall with outdoor space, including al fresco dining, a new pub and hotel, and high quality Aparthotel. Other aspects of the development will be included in outline.

The consultation will be open until Wednesday 26<sup>th</sup> May 2021. We are hosting a live Q&A on Wednesday 12<sup>th</sup> May 2021, 6pm – 7pm to engage with local residents, businesses and stakeholders. Please do sign up and engage with us so that we can incorporate your feedback into the plans.

As you know, Blackpool Central is a project of national significance which could transform the town's tourism offer with a new year-round, world-class leisure destination which will help deliver the ambitious vision of the Blackpool Town Deal. The scheme can drive the levelling up of the town, unlocking a host of game-changing benefits:

- Investment of up to £300m – the largest single investment in Blackpool for more than a century
- Attract 600,000 additional visitors to the town every year, helping to futureproof Blackpool's leisure and tourism offer
- Boost annual spend in Blackpool by up to £75m
- Create up to 1,000 new jobs, building a legacy of new local employment opportunities

We understand that the Blackpool Central redevelopment underpins the overarching regeneration strategy for the town and are working closely with Blackpool Council officers to ensure the project unlocks this once in a generation opportunity.

Please do get in touch and share your feedback on our proposals using any of the contact points below. If you would like to meet with the team virtually to discuss the plans, we can arrange that too. We would also appreciate any opportunities to promote and raise awareness of the consultation through your networks so please do let us know if this is possible and whether you require any further information to support this.

- Phone: 0800 689 1095
- Email: [hello@blackpoolcentral.com](mailto:hello@blackpoolcentral.com)
- Website: [www.blackpoolcentral.com](http://www.blackpoolcentral.com)
- Live Q&A: <https://www.eventbrite.co.uk/e/150710030759>
- Follow on social: Blackpool Central (Facebook/Instagram) and @bpoolcentral1 (Twitter)

Yours sincerely,

Richard Fee

Chairman, Nikal

## **PRESS RELEASE**

### **Planning application for first phase of £300m Blackpool Central set to move forward**

Plans for a major new leisure destination off Blackpool's famous Golden Mile are to take a step forward. Nikal Ltd & Media Invest Entertainment have announced that a consultation is due to be launched in the coming weeks on a planning application for the first phase of Blackpool Central.

The first phase will include a new multi-storey car park and Heritage Quarter, with other aspects of the development included in outline. Developers have now asked the Council for its opinion (formally known as a 'scoping opinion') in relation to the topics, methods of assessment and level of detail that would be required in the Environmental Statement that must accompany any future application for planning permission.

The largest single investment in Blackpool for over 100 years, the plans are set to transform the former Blackpool Central train station site, once the world's busiest train station. Creating a new year-round leisure destination is estimated to bring in 600,000 additional visitors to the town every year, with a combined annual spend of £75m, and create up to 1,000 new jobs.

A new Heritage Quarter will include the Grade II Listed former King Edward VII Picture House and locally listed King Edward VII pub. The destination will also feature a new major public square for live events, such as music concerts, light shows, sporting events and markets, which will sit alongside new hotels, restaurants, a food market and multi-storey car park.

The world-class visitor attraction will include a new indoor theme park, including a wide variety of rides, the UK's first flying theatre and the world's most advanced virtual reality immersive experience.

**Richard Fee, Chairman, Nikal Ltd said:** "Blackpool Central will become a major new destination with everything from a new indoor theme park and public square, to hotels, restaurants and a heritage quarter. With high quality entertainment for all the family, this transformational project will bring hundreds of thousands of new visitors to Blackpool and provide a huge boost to the local economy. This first planning application is an important step forward and will see us deliver a new multi-storey car park and the Heritage Quarter, which will enable us to deliver the future phases."

**Norbert Reichart, Chief Executive Officer, Media Invest said:** "We're looking to create something never seen before, with world class rides and family entertainment, Blackpool Central will provide year-round attractions that will complement and future proof the town's tourism offer."

**Cllr Lynn Williams, Leader of Blackpool Council said:** "We can't underestimate the difference that this high-profile, game-changing development will make to Blackpool's tourism offer and the boost it will provide to the town's economy. After working hard behind the scenes with developers Nikal and Media Invest Entertainment, we are delighted the project is now at the planning application stage and poised to transform Central Station car park in the next few years."

Blackpool Council is working closely with both parties to help unlock the development opportunity which is envisaged to be delivered in several phases over a five to ten year period. Subject to planning approval the multi-storey car park would take around 12 months to build, during which the existing surface car park will stay partly open.

## **Notes to Editors**

### **About Nikal**

Nikal sees itself as a team of problem solvers within the property industry, specialising in innovative and imaginative regeneration and redevelopment. We deliver commercially viable mixed-use schemes across strategic sites in the UK and beyond, which enhance the built environment and create appealing neighbourhoods for communities to live, work and thrive.

### **About Media Invest Entertainment**

Media Invest Entertainment is a corporate group specialising in media and entertainment which owns and controls rights to intellectual properties. The company increases the value and visibility of entertainment brands through content, media, marketing, and licensing.

### **For further information, please contact:**

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Press release 2

## Press Release – Tuesday 4<sup>th</sup> May 2021

\*\*\* Strictly EMBARGOED to 6:00am Tuesday 4<sup>th</sup> May 2021 \*\*\*

### Plans unveiled for first phase of £300m Blackpool Central regeneration

Nikal Ltd and Media Invest Entertainment have launched a consultation on plans for the first phase of Blackpool Central, a £300m world-class leisure destination off the Golden Mile in Blackpool. The new, year-round destination is forecast to attract an additional 600,000 visitors to Blackpool per year, boost annual spend in the town by £75m and create up to 1,000 new jobs.

The development will be home to a new indoor theme park, including a flying theatre, rides for all the family, the latest immersive virtual reality experience and a rooftop bar.

It will also feature a new major public square for live events, such as music concerts, light shows, sporting events and markets, and new hotels and restaurants.

A planning application is being prepared for the first phase of development, which includes a new 1,300 space multi-storey car park (MSCP) which will free up land for future phases and ensure there continues to be appropriate parking provision for visitors to Blackpool and Blackpool residents.

The first phase of the plans will also restore the existing heritage buildings to create a thriving new Heritage Quarter. The Grade II Listed former King Edward VII Picture House will become a new 'Artisan Food Hall' which spills out onto new outdoor space for 'al fresco' dining. The locally listed King Edward VII pub will be refurbished into a new pub and hotel, creating a modern, family friendly environment offering quality food and beverages. The King Edward VII apartment building will be renovated into a high-quality 'Aparthotel' with plenty of character.

The scheme is a key part of the Blackpool Town Deal – a bold vision to drive the regeneration of the town and post-COVID economic recovery. The Town Deal is supported by £39.5m of government funding from the £3.6bn Towns Fund. Nikal and Media Invest Entertainment are working closely with Blackpool Council to unlock the Blackpool Central redevelopment opportunity, which will be the largest single investment in Blackpool in over a century.

**Richard Fee, Chairman, Nikal Ltd said:** "We're looking to create a world-class leisure destination that will add to Blackpool's current offer and attract hundreds of thousands of new visitors every year. This planning application for the enabling phase will allow us to deliver the new multi-storey car park and the Heritage Quarter, where we're planning to create a new Artisan Food Hall. We want to understand and listen to what the local community, local businesses and visitors to Blackpool think of this game-changing opportunity. Please get in touch and help us define and shape the scheme."

**Norbert Reichart, Chief Executive Officer, Media Invest Entertainment said:** "The new indoor theme park will provide all year, all weather family entertainment. With a mix of attractions, using some of the world's latest technology, it's set to become one of the UK's most exciting destinations. We're looking forward to hearing what people think about the plans."

**Cllr Lynn Williams, Leader of Blackpool Council, said:** "Blackpool Central is a huge investment and a game-changer for our town. We have been working closely with the developers for a number of years to bring this project to fruition and we are delighted that their commitment to invest, and their belief in Blackpool is as strong as ever, as we move forward to the next key stage of the planned development."

“We look forward to hearing what our community has to say about this project, which has the potential to provide a significant boost to our economy, increase footfall in the area to the benefit of local shops, guest houses, hotels and businesses, and bring steady, year-round jobs to the people of Blackpool.”

The site is located on the south western edge of Blackpool town centre just off the Golden Mile and around 300 metres from the Blackpool Tower. It is bounded by Central Drive, Bonny Street, New Bonny Street and Chapel Street.

Once the world’s busiest train station, Blackpool Central Railway Station closed in 1964 and has since been used for car parking and occasionally hosts outdoor events such as the annual Blackpool Illuminations switch on. The wider site has seen a number of uses over the years, including as a police station and law courts. The law courts will be relocated by Blackpool Council in an unrelated project.

Ahead of submitting a planning application, Nikal Ltd and Media Invest Entertainment are undertaking a consultation on the first phase of the development. The consultation will be open until Wednesday 26<sup>th</sup> May 2021 and local people can get involved by:

- Filling in the questionnaire in the newsletter that is being distributed to over 9,600 addresses in the area
- Visiting the website [blackpoolcentral.com](http://blackpoolcentral.com), which includes an online questionnaire
- Signing up on the website to attend a live webinar and Q&A on Wednesday 12<sup>th</sup> May 2021, 6pm-7pm
- Calling 0800 689 1095 or emailing [hello@blackpoolcentral.com](mailto:hello@blackpoolcentral.com)
- Writing to Freepost HAVE YOUR SAY
- Follow on social: Blackpool Central (Facebook/Instagram) and @bpoolcentral1 (Twitter)

Following the consultation, Nikal Ltd and Media Invest Entertainment expect to submit a planning application to Blackpool Council in the Summer.

## **Notes to Editors**

### **About Nikal**

Nikal sees itself as a team of problem solvers within the property industry, specialising in innovative and imaginative regeneration and redevelopment. We deliver commercially viable mixed-use schemes across strategic sites in the UK and beyond, which enhance the built environment and create appealing neighbourhoods for communities to live, work and thrive.

### **About Media Invest Entertainment**

Media Invest Entertainment is a corporate group specialising in media and entertainment which owns and controls rights to intellectual properties. The company increases the value and visibility of entertainment brands through content, media, marketing, and licensing.

### **For further information, please contact:**

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**Appendix 6**

**Social Media**

 **Blackpool Central**  
4 May at 09:05 · 🌐

Today we're launching a consultation on plans for Blackpool Central - a new world class leisure destination.

Check out <https://blackpoolcentral.com> for info about our proposals and to have your say.

Blackpool Council [Media Invest](#) | [Love Blackpool](#) [Blackpool](#) [Blackpool Gazette](#)



5 8 shares

 **@bpoolcentral1**  
@bpoolcentral1

Our [#blackpoolcentral](#) consultation is closing today – make sure you get all your comments in and have your say on our plans 🏠  
[blackpoolcentral.com/have-your-say/](https://blackpoolcentral.com/have-your-say/)  
[#Blackpool](#)



7:52 AM · May 26, 2021 · Twitter Web App

4 Retweets 1 Like

## Appendix 7

### Blackpool Gazette advert

The screenshot shows the Blackpool Gazette website with a BT advertisement overlay. The website header includes the logo "The Gazette" and the tagline "News you can trust since 1873". A navigation bar lists categories: Coronavirus, Blackpool FC, Fleetwood Town FC, Homes and Gardens, Retro, What's On, Lifestyle, Sport, e-Paper, Puzzles, and Public Notices. The main content area features several news items, each with a video thumbnail and a play button icon. The items are: "Disastrous start to League One play-off final: Neil Critchley hails Blackpool's...", "Former Blackpool and Lincoln hero Gary Taylor-Fletcher has play-off final dilemm...", "Kenny Dougali called up to Australia squad and will link up with Socceroos for W...", "Lincoln boss Michael Appleton pinpoints threat of Blackpool's strike duo Jerry Y...", "Blackpool's League One play-off final tickets to go on sale on Monday - all the...", "Neil Critchley's mission to make Blackpool proud", "Fans launch petition calling on government to make upcoming play-off finals 'yes...'", "Blackpool v Lincoln City: Venue, kick-off time and expected ticket allocation fo...", "Football: Chief executive Steve Curwood says Fleetwood Town don't want to hold young playe...", and "Lincoln City CEO addresses fan anger over low ticket allocation for Wembley play...". A social media tweet from @bpoolcentral1 is also visible, mentioning a regeneration project and a job creation target of 1,000. The BT advertisement on the left and right sides of the page states: "Only BT's hybrid home broadband is backed up by BT" and includes a "Learn More" button and the BT logo. A small disclaimer at the bottom of the advertisement reads: "4G coverage required. 4G connection takes up to 175 seconds." The bottom of the page shows a "Homes and Gardens" section with a "See more" link and a row of three image thumbnails.