



COASTAL COMMUNITY TEAMS 2018

ECONOMIC PLAN

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Blackpool CCT
2	Single Point of Contact (SPOC)	Name Address Tel nos Email (this person needs to be readily accessible)	Robert Latham Robert.latham@blackpool.gov.uk Melissa Thorpe Melissa.thorpe@blackpool.gov.uk Blackpool Council , Place Directorate, Growth & Prosperity Team, Number 1 Bickerstaffe Square, Blackpool FY1 3AH
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor, community worker	Belinda Shore Chair - Blackpool Coastal Community Team & Branch Director, Santander Business Banking Santander UK plc, 34-36 Church Street, Blackpool, FY1 1EW
3	CCT	Other partners	Public, private and community sector

(b)	Membership	and/or stakeholders to be involved, e.g. there may be members of the team who come in for specific projects, etc.	members
4	Accountable Body	Local Authority Contact name & details	Blackpool Council c/o Robert Latham Robert.latham@blackpool.gov.uk Does the Accountable Body have a representative on the CCT membership? Y
5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	Whole Coastal area of Blackpool is included, although there tends to be a focus on the central town centre area.
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	See document attached
7	Context – economy (suggested maximum 400 words)	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point', i.e. where are you now?	
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	There is a town centre BID and there have been previous CCF projects e.g. LightPool, and projects under development now e.g. Conference Centre and Art B&B.
CCT Plan			
9	Ambition	A positive statement of the aims and	The group relaunched in February 2018. Members of the CCT aim to :-

		<p>objectives of the plan and a description of what the team will achieve by its delivery. Description of 'what success will look like'.</p>	<p>“ work together and alongside other groups across the town, to generate a footfall increase in Blackpool, by helping to develop initiatives that capitalise upon Blackpool’s strong cultural, leisure and retail offer”.</p> <p>The CCT remit is essentially twofold: -</p> <p>1) <u>Events & Marketing</u></p> <p>Members (<i>and “external stakeholders” as required</i>) support the development and delivery of events and marketing activities across the town, through:</p> <ul style="list-style-type: none"> a) Providing support to delivery of events led by the Blackpool BID within its target town centre. For this element, the group acts as support task and finish groups, working as a sub group off the main BID Board. b) The group provides useful evaluation feedback of events to the Blackpool BID Board. c) The group provides support to other events across the wider town d) Developing small projects that could benefit the town ‘adding value’ to the existing offer and promoting the town to families and locals e.g. town trails, loyalty schemes etc. <p>2) <u>Project Development</u></p> <p>Members will provide ad hoc project development support and approvals (<i>where appropriate and within its gift</i> e.g. CCF & CRF) to fund capital and revenue projects being developed for the town.</p> <p><u>Action Plan</u> The group develop an annual/bi-annual Action Plan, which outlines the key events that the group would support over the next 12-24 months. This plan is updated regularly.</p> <p><u>Membership</u> An overarching Executive Board of</p>
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			<p>approximately 12-15 members which determine and manage the action plan and determine where support could be provided.</p> <p>Members of this group take responsibility to raise awareness (face to face and online) outside of the group of specific events and approach other stakeholders to obtain their support and involvement.</p>
10	Needs of the community and intentions of the team to meet them.	Identify the socio-economic needs of the community and the opportunities to meet them.	See document attached
11	Data – <i>while an essential element of the plan, it could be included in a ‘daughter’ document.</i>	Provide evidence to support the intentions of the plan. This will include statistical data but broader data should also be included. Data used should be specific, relevant and transparent. It is sufficient to reference evidence held elsewhere.	See document attached
Delivering the Plan			
12	Key projects and/or bodies of work.	High level description of discrete pieces of work showing CCT role, indicative partners and timescales.	See separate action plan (confidential)
13	Short term goals/actions	What will the team achieve in the next 6	See separate action plan (confidential)

		months? Should demonstrate 'quick wins'.	
14	Performance measures	For first 6 months – to be SMART This could include increased footfall, extension of season, new businesses, jobs, training, etc	See separate action plan (confidential)
15	Medium term goals/actions	For 6mths to 5 years	See separate action plan (confidential)
16	Performance measures	For 6mths to 5 years – to be SMART This could include increased footfall, extension of season, new businesses, jobs, training, etc	See separate action plan (confidential)
17	Long term goals and actions Optional	Strategic plans beyond 5 years – include performance measures where appropriate. Include desired outcomes.	See separate action plan (confidential)
18	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	Funding issues, strength of partnership/membership, wider apathy
19	Resources	Who and what will be required to deliver each element of the plan. Include 'in kind' services,	See separate action plan (confidential)

		volunteers, etc. demonstrate how local expertise will be utilised and/or grown.	
20	Costs	Detail of costs of each element of plan. This should describe likely spend, revenue to be raised, resources – including time for volunteers, social/virtual banking (i.e. swapping, sharing resources, skills, time, etc)	See separate action plan (confidential)
21	Funding	Identification of funding streams and how costs of project(s) will or could be met.	See separate action plan (confidential)
22	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	<p>Historically, the CCT group has not specifically sought external funding or donations per se previously, although it has supported 2 successful Coastal Revival Fund bids and 3 successful CCF bids.</p> <p>In June/July 2018 it supported 4 additional CCF bids and 4 Coastal Revival Fund submissions including one from itself. .</p> <p>However, the group is starting to look to opportunities to source funds.</p> <p>Individual project activities have attracted substantial “time contributions” from a range of organisations but this has not been collated. T</p> <p>The average attendance at meetings is around 15 people, with roughly 4 public sector, 2 of which provide secretarial support to the CCT.</p>

Communications			
23	Consultation	<p>Describe existing results of consultations, planned consultation exercises and expressions of support.</p> <p>Describe plans to involve and inform partners and other bodies, including accountable body, DCLG and CCA.</p>	<p>No specific consultation exercises have been undertaken. It is determined that the group has wide enough representation and knowledge of local needs to make appropriate decisions and to feedback</p> <p>DCLG / CCA are updated directly.</p>
24	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes.	Members feedback activity to their respective Boards and sub groups.
25	Communications Contact	Details of local contact for comms, media and informing DCLG et al of updates, events, etc.	<p>Kate Staley, Interim Head of Communications, Blackpool Council,</p> <p>Kate.staley@blackpool.gov.uk 07796 994587</p>
CCT Logistics			
26	Management of team	How the team will operate, frequency of meetings, centrality of team to projects, etc. How the team is representative of the community.	<p>Meetings are held roughly every 4-6 weeks.</p> <p>The group is made up of community, public and private sector members</p>
27	Support structure	Network of support built to enable CCT to deliver the economic plan	Members reach out to their respective stakeholders to support scheme development.

28	Costs	Running costs of CCT itself. These may be approximate and are likely to include, purchases, admin, attendance, travel & subsistence, etc	The cost of room hire/catering is normally provided free of charge by members . All other general administration costs and secretariat type services are provided by the Council free of charge.
29	Sustainability	Long term plan for team and how this will be managed. E.g. how are businesses sustained while giving to team, how are volunteers supported, co-funding, shared locations, etc	The secretarial activities of the group will continue to be provided by Blackpool Council. Individual projects need to identify specific funding sources in certain cases.
30	Areas of Specific Interest	Provide areas of on which you would wish to join a working group or network (virtual or otherwise), e.g. arts, tourism, housing, piers, sport, transport, heritage, marketing, etc.	Arts, tourism, piers, retail sustainability, heritage

Blackpool Context and Economy

Blackpool - Key Statistics

Location

Blackpool is a large seaside town located in Lancashire County in North West England. Blackpool is a Unitary Authority and covers an area of 13.46 square miles. Blackpool boundary sits within the urban area stretching along the Fylde Coast, and is one of the most densely populated authorities in the UK outside London.

Demographics

The population of Blackpoolⁱ is estimated at 141,400, with a larger proportion of residents aged 60+ compared to national age structure. Residents are mostly of White British ethnicity. Black and Minority Ethnic groups, including Irish and European residents, are estimated to make up 6% of the population approximately 8500 people, compared with the estimated proportion for England of 20%.

Table 1: Population Demographics

Ageⁱⁱ	Blackpool	England
Aged 0-17 years	21%	21%
Aged 18-24 years	9%	9%
Aged 25-59 years	45%	47%
Aged 60+	26%	23%
Ethnicityⁱⁱⁱ		
White British	94%	80%
White Other e.g. European, Irish	3%	6%
Mixed/multiple ethnic groups	1%	2%
Asian/Asian British	2%	8%
Black/African/Caribbean/Black British	0.2%	3%
Other ethnic group	0.2%	1%
Tenure^{iv}		
Owned or Shared Ownership	62%	64%
Social Rented	11%	18%
Private Rented	26%	17%

Sources: See endnotes

Housing

Blackpool has a similar proportion of Owner-Occupiers compared to national (England) levels, but almost double the proportion of Private Rented accommodation (26.1% vs 16.8%). This is driven largely by changes in the seaside economies with many former guest houses converting to flats, and fluctuations in seasonal work creating demand for temporary accommodation in resort areas. Blackpool has a significant proportion of Houses in Multiple Occupancy (HMOs) in central wards close to the promenade and a monitoring project by Blackpool Council identified up to 37% of private sector rented properties in resort areas could be classified as a HMO^v.

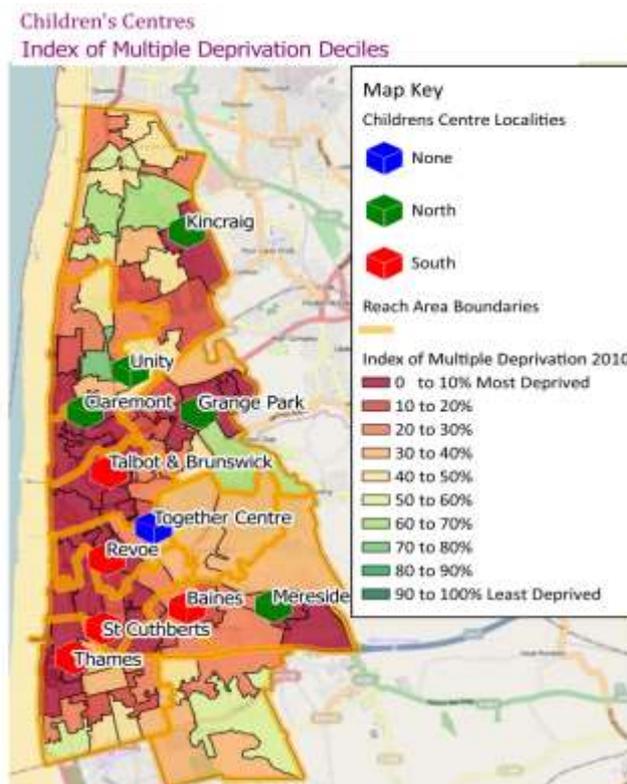
Poverty and Deprivation

Blackpool has a large proportion of residents living in deprived areas and is currently ranked the most deprived authority in England under the Indices of Deprivation 2015, a higher rank than in 2010, (6th) 2007 (12th) and 2004 (24th) Additionally, in the 2010 and 2015 Indices, Blackpool ranked 1st for the concentration of deprivation.

Map 1 below shows the relative positions of local areas in Blackpool. Around half of Blackpool's 94 Lower Super Output Areas (LSOA's)¹, are in the most deprived 20% of all LSOAs in England. Specific areas in the central wards of Talbot, Bloomfield, Brunswick, Claremont and the outer wards of Clifton and Park have the highest ranked levels of deprivation in Blackpool.

Poverty is also a significant factor in Blackpool. In 2012, 29.3% of children in Blackpool were estimated to be in poverty, compared to 18.6% of all children in England. Further analysis highlights that 67% of children in poverty live in lone parent families^{vi}.

There are strong relationships between deprivation and a range of social issues and as a continued effort to address inequalities, Blackpool has launched a Fairness Commission. The Commission is made up of a range of local people representing different organisations which will explore social and other inequalities in depth and make recommendations for further improvements. 2012 also saw the introduction of a Child Poverty Framework aimed at reducing the levels of children in low income families and providing support for families currently in financial difficulty.



Source Data: CLG, Indices of Deprivation, 2010

Employment and Benefits

In terms of workforce, Blackpool has a low employment rate at 64.9% compared to a national (GB) rate of 72.4%. There are a high proportion of benefit claimants with out-of-work benefits, including Employment Support Allowance (ESA) and Job Seekers Allowance (JSA) at almost twice the national (GB) level - currently 18.7%, compared to 10.0% (GB)^{vii}. This approximates to about 16,390 individuals claiming an out-of-work benefit, the majority (10,880) of which claim ESA. Table 2 below shows the distribution of claims by group.

Table 2: Distribution of benefits claims in Blackpool by Statistical Group

	Number	Blackpool	Great Britain
Total claimants	20,310	23.2	12.7
Key out-of-work benefits†	16,390	18.7	10.0
By statistical group			
Job seekers	4,800	5.5	2.9
ESA and incapacity benefits	10,670	12.2	6.2
Lone parents	1,720	1.9	1.2
Carers	2,070	2.4	1.4
Others on income related benefits	630	0.7	0.3
Disabled	1,600	1.8	1.2

¹ An LSOA is a small area of approximately 1500 residents

Bereaved	190	0.2	0.2
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Source: DWP Aug 2014

For residents in employment, the median wage for full time employees in Blackpool is around £386.60, which is £137 per week less than the national median^{viii}. An estimated 13.0% of the working age population in Blackpool have no formal qualifications.^{ix}

Education and Children's Outcomes

For young people in Blackpool, there are a range of challenges across both educational attainment and life chance indicators. The range of issues is partly driven by the existing high levels of poverty and social disadvantage in Blackpool, both of which have generational impacts whereby parents' difficulties create problems in the family and influence children's outcomes. The rate of Looked after Children in Blackpool is the highest in England at a rate of 152.4 per 10,000 children; this is over twice the rate for England as a whole at 60 per 10,000.^x

In terms of academic achievement, the proportion of children attaining the expected level at Key Stage 2 is similar to national levels at 80-85% attainment dependent on subject. There are strong differences between the highest and lowest performing areas however with evidence for the North West region suggesting the proportion attaining level 4 in the 10% most deprived areas is 18 percentage points lower than those in the least deprived 10%..

Blackpool pupils perform below national levels at GCSE level with a lower proportions achieving 5 or more A* to C grade GCSEs (53.2% compared to 63.8%). When Maths and English are included this gap remains – 44.0% of Blackpool pupils achieve 5+ A*-C (incl. Maths & English) compared to 53.4% nationally^{xi}.

In addition, approximately 7% of Blackpool's young people are not in education, employment or training compared to 5% for the sub-region^{xii}.

Health and Lifestyles

Blackpool has poor life expectancy, with life expectancy for males the poorest in England at 74.3 years compared to 79.4 years. Life expectancy for females is similarly poor, at 80.1 years, compared to 83.1 years for England -the 3rd poorest after Manchester and Liverpool^{xiii}. The biggest contributors for both men and women are circulatory diseases, digestive diseases including cirrhosis, and respiratory disease. These three areas contribute over half of the overall life expectancy gap in Blackpool. Lung Cancer is also a significant contributor to Female Life Expectancy^{xiv}.

Substance and Alcohol misuse is considered high, with alcohol-related death the 2nd highest in England for males^{xv} (cirrhosis being one of the major drivers of the life expectancy gap). Further estimates suggest that the prevalence of problematic heroin and/or crack cocaine use in Blackpool was 21.89 per 1,000 populations^{xvi}. Blackpool has the highest drug prevalence rate across the region, and is within the top ten nationally.

While not directly a health damaging issue, teenage Pregnancy rates in under-18s are the 4th highest in England & Wales. In addition, Blackpool has a lower proportion of teenage pregnancies leading to abortion (42%) compared to England & Wales (51%). This implies a greater relative proportion of teenagers go on to become parents^{xvii} and may require further local authority support. Teenage conceptions have associated risks for both parent and child's health and social wellbeing

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- ⁱ ONS Mid Year Population estimates 2013
 - ⁱⁱ ONS Mid-Year Population Estimates 2013
 - ⁱⁱⁱ ONS Census 2011 Ethnicity, 2011
 - ^{iv} ONS Census 2011 Tenure, 2011
 - ^v Blackpool Council - MIPS Summary Report - 2011
 - ^{vi} HMRC Children in Low Income Families, 2012
 - ^{vii} DWP WPLS, August 2014
 - ^{viii} ONS Annual Survey of Hours and Earnings 2014
 - ^{ix} ONS Labour Force Survey, 2013 – Estimates for Jan-Dec 2014.
 - ^x DfE: Children Looked After by Local Authorities in England, 2014
 - ^{xi} DfE: Local Area Data Tables, 2014
 - ^{xii} CCIS Database, March 2015, (12 month averages of 2014 data)
 - ^{xiii} ONS Life Expectancy, 2011-13
 - ^{xiv} Public Health England –2009-11
 - ^{xv} NWPHE Local Alcohol Profiles 2011
 - ^{xvi} Blackpool Drug Health Needs Assessment 2014
 - ^{xvii} ONS, Conception Statistics, England and Wales, 2013

Blackpool Profile

Economy

- **Economic Activity (whole year statistics for 2016)**
 - 75.8% of 16-64 year olds are economically active, which is marginally higher than the North West average (75.6%) but lower than the Great Britain average (77.8%).
 - 6.6% of Blackpool's 16-64 year olds are classed as unemployed, which is higher than the figures for both the North West (5.2%) and Great Britain (4.8%).
 - Blackpool's total number of benefit claimants is almost double the national average. In November 2016, 21.2% of working age residents in Blackpool claimed some form of benefits, compared to 11.1% across Great Britain as a whole.
 - Quality of employment in Blackpool is relatively low. 34.3% of workers in Blackpool are employed in Soc 2010 Major Groups 1-3 (Managers, Directors and Professionals) compared to 45.5% throughout Great Britain. Conversely, 20.4% of workers in Blackpool are employed in Groups 8-9 (Operatives and Elementary Occupations) compared to 17.2% working throughout Great Britain.
 - Tied to the quality of employment, the average gross weekly pay for full-time workers in Blackpool is £416.10, which is around 23% lower than the Great Britain average (£541).
- Business sizes in Blackpool generally align with regional averages, based on 2016 statistics. There are, though, marginally fewer micro enterprises (86.3% compared to 88.3%) and more small enterprises (11.2% compared to 9.6%) when viewed in relation to the wider North West area. In terms of real numbers, there are 3,130 registered micro enterprises, 405 small enterprises, 70 medium-sized enterprises and 15 large enterprises in Blackpool.
- A number of sectors in Blackpool employ a comparatively high percentage of the town's workers when compared to national averages, focused mainly around the public sector and visitor economy. These sectors include (2015 statistics):
 - I: Accommodation and Food Service Activities - 14.0% (GB average - 7.2%).

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- O: Public Administration And Defence; Compulsory Social Security - 10.5% (GB average - 4.4%).
 - Q: Human Health And Social Work Activities - 21.1% (GB average - 13.3%).
 - R: Arts, Entertainment And Recreation - 7.0% (GB average - 2.4%).
- The Blackpool Airport Enterprise Zone sits on the boundary of Blackpool Borough and Fylde Borough. The Enterprise Zone became active on April 1st 2016 and target sectors for the EZ include: advanced manufacturing and engineering; aviation; digital and creative; food and beverage manufacturing; professional and office services. Over the first year of EZ activity, 28 new companies have been attracted onto the site, and 450 new jobs established (approximately 180 of which have been newly created posts). Also on the site, the new Enterprise Court has been constructed, providing an additional 12 commercial units in its first phase, and the Lancashire Energy HQ, part of Blackpool & The Fylde College and headquarters of the National College of Onshore Oil and Gas, has been completed in time to accept students beginning in September 2017.
 - 11 of Blackpool's 21 wards have Assisted Area status.
 - Blackpool, particularly in the central area, has recently been subject to a number of large-scale regeneration projects, and continues to undertake similar projects.
 - Projects include:
 - £100m seafront and sea defence renewal.
 - Initial £40m investment to bring Blackpool Tower, Winter Gardens and other leisure assets into Council ownership, followed by further ongoing structural, renovation and management investment.
 - New Central Business District developed at Talbot Gateway, with a second phase due to begin on-site in 2018.
 - £22m Blackpool tramway extension, linking the Promenade to Blackpool North railway station.
 - £30m extension to Houndshell Shopping Centre, with a second phase extension imminent.
 - New £25m Conference Centre development as extension to Winter Gardens complex.
 - New £25m Museum development within the Winter Gardens complex.
 - New multi-million pound leisure investment earmarked for the Central Car Park site.
 - Numerous public realm improvements, including the ongoing Quality Corridors Scheme.