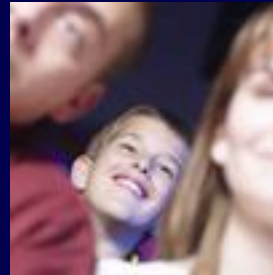


Blackpool's transport future – TravelWatch North West conference 14th June 2008

David Simper – Transport Policy Officer



Blackpool Council

BUILDING A BETTER COMMUNITY FOR ALL

Blackpool - where we are

- Seaside resort - 10m visitors pa – heavy transport demand
- A population of 142,000; 64,000 households
- Tourism provides 32% of employment
- Low Car ownership - 37.4% no car households
- Deprivation - 12th highest in England; 20,000 economically inactive adults
- Poor health – 2nd lowest male life expectancy in England
- Regenerating to accommodate modern tourism and diversify the economy
- The resort has excellent road and reasonable rail links plus express coach

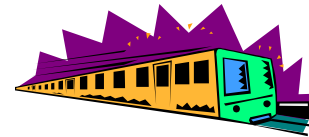
Blackpool's Sustainable Communities Strategy

- Goal 1 – improve economic prosperity
- Goal 2 – improve skills and educational attainment
- Goal 3 – health and well being
- Goal 4 – a safe, clean and pleasant town

Local Transport Plan 2 – headline objectives

- **Traffic management and air quality:** reduce urban environment impacts
- **Accessibility:** supporting sustainable local communities
- **Travel behaviour change:** influence travel patterns incrementally
- **Transport and development:** manage transport resources to achieve economic growth
- **Best use of assets:** maintain and manage for growth

Local Transport Plan - outcomes



Blackpool – what's good

- Compact with good spread of facilities
- High frequency buses with a good network
- High capacity road network
- Lots of parking
- Town centre well connected with heavy rail and coach facilities
- Tramway available for improvement
- Reasonably flat for cycling
- Identifiable communities around District Centres enables walking

Major projects

- Talbot Gateway
- Town centre strategy
- Promenade movement strategy
- Tramway
- Blackpool and the Fylde College
- Central corridor
- Central Station Site

LTP led programmes

- Network Management – major junction upgrades
- Quality Bus Corridors and priority
- Strategic Cycling Network – Cycling Towns?
- Traffic calming and 20mph zone roll out
- District Centres
- Smartcard – Seniors' Bus Travel
- Travel planning and promotion
- Heavy rail improvements – South Fylde Line
Community Rail Partnership
- Integrated maintenance programme

New challenges

- Local Area Agreement – driving and monitoring Council performance
- Area Action Plans – building new communities
- Regeneration Transport Strategy – updating LTP2 – managing the visitor travel experience
- Pleasure Beach access
- Climate Change agenda
- Rising fuel prices and economic change
- Redefining the new Blackpool

Contact

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