

Southport Development Strategy

Baseline Work and Emerging Ideas

29th April 2015

Key Objectives of the Development Strategy

1. Increase Footfall and Visitors to Southport
2. Improve Connectivity and Accessibility
3. Enhance the Public Realm
4. Diversify retail, leisure and other facilities
5. Bring forward the Key Sites
6. Investment and Implementation

Project Timeline

APPROACH	Programme
Stage One: Baseline Review –Stakeholder and Landowner Consultation/Information Gathering/Council Briefings	October 2014 – January 2015
Stage One: BID Board Meeting	17th March 2015
Stage Two: Vision, Objectives / Development Options / Initial Appraisals	March 2015
Stage Two: On-going Engagement with Sefton Council and Southport BID	April 2015
Stage Three: Preferred Development Options and Proposals / Draft Development Strategy	May 2015
Stage Three: On-going Engagement with Sefton Council and Southport BID	May /June 2015
FINAL DEVELOPMENT STRATEGY	June 2015

Key Messages of the Baseline Study

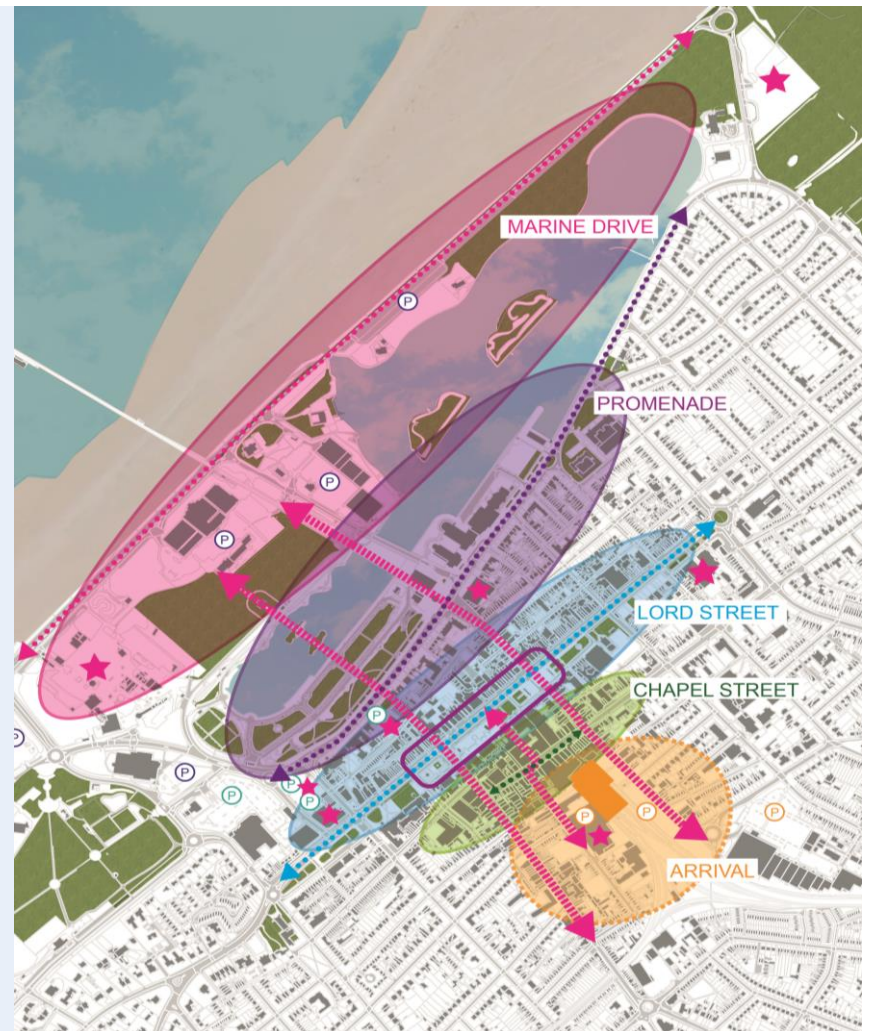
- Tourist Spend 2013 £168m – 14% increase on 2009
- Focus on Lord Street as point of differentiation
- Events and Conferences
- Enhance East-West routes to improve pedestrian connectivity
- Growth potential for high quality hotel development
- Opportunities for new residential development
- The importance of visitor gateways
- College/Creative Industries
- Key Development Sites

Vision

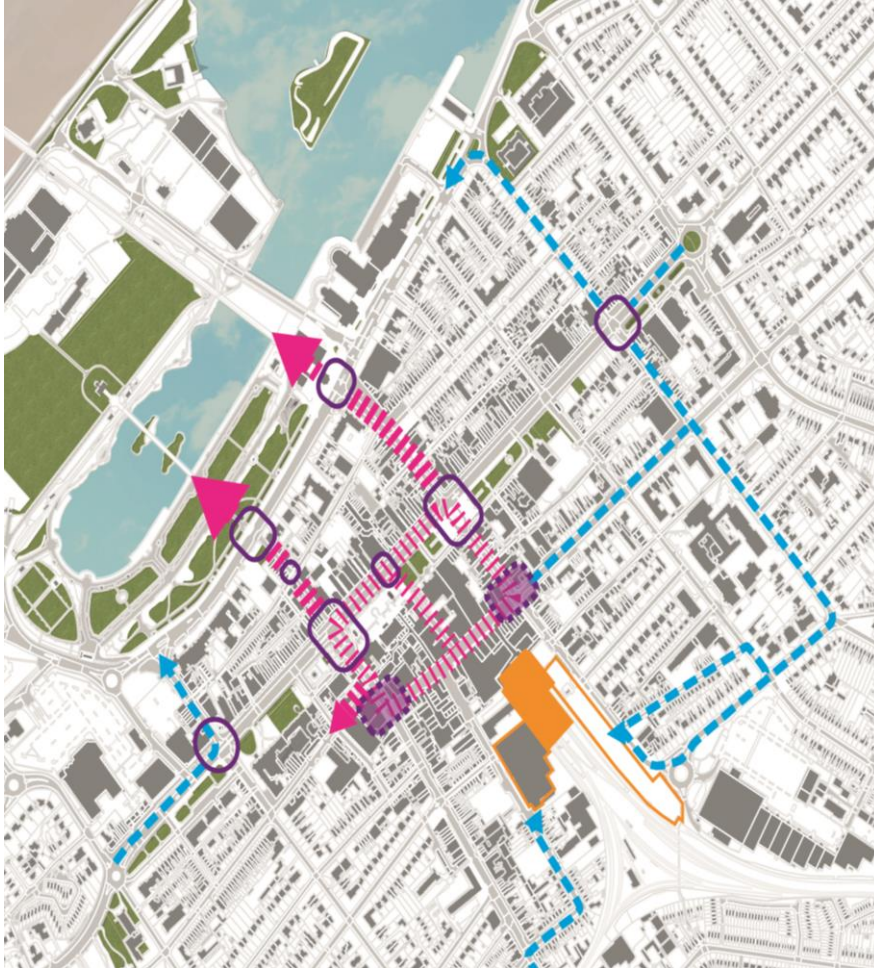
- A Vision that builds on the Classic Resort Theme
- Based around:
 - Quality
 - Clarity
 - Distinctiveness
 - Added Dynamism
 - A Contemporary offer

Development Framework

- Key Development Opportunities
- Public Realm Improvements
- Improved Connectivity
- Strategic approach to Seafront and Marine Park
- Car Parking Signage Strategy



Lord Street Public Realm Strategy



- Improve East-West connectivity
- Improvements to key junctions
- De-cluttering
- Quality Public Realm

Key Development Opportunities

- Marine Park
- B&M Stores and Kingsway Car Park
- Promenade Car Park
- Fairways Park and Ride site (inc. land South of Fairways)
- Tulketh Street Area
- Former Grand Casino, Lord Street
- Victoria Leisure Centre, Promenade

Adding to the Offer

- Creative Industries – Southport College, businesses and enterprises
- Southport Beach – Recreational Asset as a sandy beach
- Southport Market – Diversifying the retail offer

Conclusions and Next Steps

- Develop the Strategy
- Develop Delivery Strategies for the Key Sites
- Events and Branding
- BID Business Plan
- Further Engagement
- Draft Development Strategy May 2015