

Our Claremont: A Vision for the Future

Summary

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**Beach
This Way**

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On behalf of:

Blackpool Council



A VISION CREATED BY THE COMMUNITY

Blackpool Council and the Magic Club have been working with the people of Claremont to shape a 'Vision' for the future of the neighbourhood. A 'masterplan week' was held in February 2020, where in a series of workshops the people of Claremont were listened to - especially young people and community groups – and asked what they thought Claremont should look like by 2030.

Out of these workshops came a 'Vision' for '**Our Claremont**'. This is set out on the postcard below. A specialist consultant team helped shape this vision, and prepared an 'Action Plan' of projects to show how it can become a reality. This could happen over the next ten years or more, if sufficient funding can be secured.



This vision has come from a determination to make Claremont a great place to grow up, live and work for our children and young people and the generations to come. It encompasses the ideas of young people, residents and other stakeholders and gives us a road map to work from.

CLLR LYNN WILLIAMS & CLLR IVAN TAYLOR

POSTCARD

Our Claremont in 2030 is a vibrant neighbourhood where young people can flourish – in their first homes, in their first business ventures – in a supportive and diverse community.

It is a place to raise a family and where housing meets the needs of all age groups and circumstances. A connected, creative and distinctive place where children can walk to the beach and the park, and adults can access local jobs.

It is a safe place where children and young people can play and adults can socialise. A healthy place where people help each other and receive the help they need.

A place that everyone is proud to call home.

Please stamp here

Claremont today,

Blackpool,

Lancashire

THREE BIG MOVES

This vision is driven by three big moves:

- **OUR HOMES:** delivering high quality, well maintained homes for all residents
- **OUR STREETS:** creating safer, more attractive and engaged streets and public spaces for the community and visitors
- **OUR COMMUNITY:** supporting a healthy, diverse and active Claremont community

Our Homes

The vision aims to improve the quality of homes in Claremont. This will include improving existing houses and apartments, to make sure everyone has a decent home. The Action Plan has identified three 'Housing Improvement Zones' where improvements and refurbishments should be focused. These are:

- HZ1. Clevedon Road / Chesterfield Road / Cheltenham Road
- HZ2. Cross Street / Lewtas Street / Cocker Street
- HZ3. Enfield Road / Handsworth Road



Our Homes, Our Streets, Our Community - shaping the future of Claremont with local children



New characterful family housing



Community housing



Street improvement

The vision also includes providing additional homes for Claremont. The Action Plan identifies 14 potential sites that, if they become available, would make good sites for new homes.

It is important that Claremont provides enough different types of housing to meet the needs of all people, at all stages of their life (including large families and older people or those with special needs). The vision has considered what type of housing (including houses and apartments) could be developed on each site and what this could look like.



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Example of improved and refurbished housing

Our Streets

The streets and public spaces of Claremont should be buzzing with activity. Claremont is a unique place that should be celebrated in the new proposals, for example through art projects led by local artists. The streets must be safe and attractive to use. People should find it easy to move and find their way around, especially on foot and by bike, and for those less mobile.

New and improved streets and squares should be the focus for shops and services and will help bring people together, and become the heart of the neighbourhood. Ten projects have been developed to improve the streets and spaces of Claremont – to create good places for socialising, relaxation and walking/cycling.



One of the main projects in the Action Plan is the “**Wellness Walk**” (this name is not fixed so if you have a better name let us know!). This will be a safe and attractive walking route - from the seafront to the heart of Claremont - which will help people walk to school, to

local shops and to the beach. It will also be a place to stop and rest and to play and meet friends. The Walk will have green spaces, street planting, improved lighting and colour all year round.



Wellness Walk - connecting people safely

The Wellness Walk will link together with new ‘**Pocket Parks**’. Creating amazing community spaces from left-over spaces, or small car parks - places to rest and socialise and places for ‘pop-up’ events.

Another important project is improving **Egerton Square**. This is the natural centre for Claremont - it already has several shops, but the vision would like to see more shops and community enterprises locate here. This can be encouraged by dramatically improving it as a public square - bringing more people and life to the heart of the community.



Egerton Square - the heart of Claremont

Improvements will include creating a pedestrianised area and improving movement across the square. Planting street trees will help nature as well as making the square more attractive.

Many of the streets in Claremont are wider than they need to be. They could be transformed to become '**community streets**' – designed more for people than cars - places to walk, play and socialise.

The vision provides an example to show what this could look like on Cheltenham

Road, which can be used a blueprint to transform other similar streets. The wide road can be 'claimed back' from the car: making it narrower will slow cars down and also provide space for street trees and places to sit.

Other projects in this theme including improving the alleyways, making the backs of the hotels on Dickson Road look better, improving the route to the Station from Claremont and upgrading the games area at the back of Percy Street.



Cheltenham Road - a street for the community

Our Community

Claremont should become a place that people is proud to be a part of and one that celebrates its diversity...its uniqueness. The vision aims for people in Claremont to be active, healthy and engaged – to be physically and mentally healthy. Claremont should be an enterprising place: where small and growing local businesses and community enterprises can be born and flourish. Most of all, Claremont should be a colourful place and a fun place to be.



There is a lot of good work that different community groups are doing and this could be brought together better, with groups helping each other and local businesses. Cafés and parks can be fantastic places to bring people together to meet and access community activities and services. This can include helping people get online and access job opportunities.

Shops and services should be focused on three 'community hubs':

- Egerton Square
- St Paul's Local Centre (on Dickson Road)
- Claremont Park and Westminster Academy



It is important that ideas for new community uses or enterprises come from the community itself. This could include an all-day café, kitchen garden, healthy take-away, recycle and re-use workshop or a charity bike exchange. Local businesses could set up artists' studios or music and dance studios.

Community activities should take over the streets – temporary street markets, 'Chatty Walks', street art trails and a 'Colourful Claremont' painting of buildings will bring energy and chatter.

NEXT STEPS



The Action Plan aims to find opportunities sites for these community enterprises and local start-up businesses to be located. This includes three areas in the middle of housing blocks where employment uses are now and which could be improved (such as the area at the back of Handsworth Road) and also five buildings that are currently vacant (for example the vacant buildings on Egerton Square).



The Action Plan includes over 30 projects. This is the first step in an ongoing process. An important next step will be for Blackpool Council and the Magic Club to meet with Homes England (a Government Agency) to understand what funding will be available. The projects will be brought forward with a mix of public sector funding and private investment. They are designed to be prioritised if there is not enough funding to support them all.

The Action Plan suggests which could be the highest priority projects to deliver the vision. This includes a number of 'early wins' to get things moving.

The projects will then need to be taken forward by the local community and their partners, who will need to take ownership of them, set their priorities and assign 'champions' to lead each project. The Action Plan suggests which groups could lead on which projects.

To find out more details please see the full report: '**Claremont: A Vision for the Future**'.



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