

# Southport Development Framework Appendices

October 2016





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# Appendix 1: Development Opportunities

## Sites

As noted in the Framework, the brief identified development sites for particular consideration through this commission. Meetings or discussions have been held with the owners of each of these sites or their agents. Through this consultation process a small number of additional sites have also been identified. The characteristics of these sites and potential for development are summarised for each site in turn below.

1. Tulketh Street & surface car parks
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## 1. Tulketh Street & surface car parks

Tulketh Street is an area of the town centre that historically included a mix of retail (including a former supermarket) and other town centre related uses. The area adjoins a key gateway to the town (the railway station) and accommodates an ageing multi-storey car park and two Council owned surface level car parks and a number of vacant commercial properties. The area fronts onto Chapel Street, a busy and successful shopping street. It also adjoins local independent businesses on the rest of Tulketh Street and popular Wesley Street. The site area falls wholly within the town centre boundary (Southport Central Area). A large proportion of the site is also defined as Primary Retail Frontage so a proposal for retail uses and other main town centre uses would be consistent with current planning policy

The area is important for parking and adjoins a key gateway into Southport. However by road this site underperforms due to lack of visibility from Eastbank Street, which is the main route by road into Southport from the East. Tulketh Street would benefit from a comprehensive approach being taken in regards to its future. However, there is no apparent demand from major occupiers that would anchor a comprehensive redevelopment. The former supermarket with the upper multi-storey car park has now been bought by Sports Direct. A Sports Direct Fitness, Flannels and USC have been proposed.

Longer term if a high quality parking facility could be achieved this would enable a positive first impression for visitors to Southport, particularly given that the existing car park is very dated. This could help support the destination appeal of Southport and possibly reduce people

circulating Southport looking for spaces. Quality and accessible parking close to the town centre could facilitate aspirations for the rethinking of Lord Street (discussed later) and how traffic flows through the town.

This area is viewed as having long term development potential, which would include a mix of town centre uses, improved environment around the station and an enhanced gateway role. Comprehensive redevelopment of the site is unlikely to be possible in the short to medium term given multiple ownerships and recent acquisition by Sports Direct.

If developer interest can be harnessed, the Council will actively consider the role, use and potential disposal of its property assets to facilitate the creation of a viable scheme and business case. A development brief could be prepared to promote this area of the town to investors.



Tulketh Street Area

## 2. Kingsway Car Park and B & M Store, Kingsway

Kingsway / B&M Bargains are two adjoining sites, the B&M Bargains store and car park and a vacant parcel of land currently used on an informal basis for car parking. Neither site currently offers a quality use nor is the site very attractive in what is a fairly prominent location on the corner of Lord Street, Kingsway and the Promenade. The two sites are in different ownership and there is no apparent interest with the landowners to marry the two sites. The two sites are therefore considered separately.

Owners of the Kingsway Car Park site have considered redevelopment of the site for commercial units at ground floor with a number of upper floors for apartments that would respond to the significance of the site as a gateway to the town centre and would provide a new landmark development. It would appear that the site is available in the short term.

B&M Bargains has a lease with the freehold owner of the site. It is understood that B&M Bargains would be willing to assign the lease to a third party to facilitate a retail led development scheme.

The Investment Framework is supportive in principle of the type of development potential suggested for the Kingsway and B&M Bargain's sites. These types of uses are in accordance with the town centre policies. However it's recognised that any re-development of the B & M Bargain's site is very much dependent on the vacation of the site by the current occupier and the revocation of the existing covenant if a food retail store is to be promoted



Kingsway Car Park and B&M Store

## 3. Promenade Car Park

Southport Promenade dates from Victorian times and includes a mix of hotel, B&B sea front commercial and residential property. The Promenade Car Park has operated for some time as a surface level car park. The neighbouring site on Scarisbrick Avenue was redeveloped in 2011 to provide a mixed use development of 19 apartments above commercial units at ground floor level.

Along with the car park, there is also scope to include the adjoining derelict property (13 Promenade) within any future redevelopment. Both are privately owned and the car park is managed on behalf of the owners.

The site area falls within the town centre boundary (Southport Central Area) and proposals for new hotels and residential are considered acceptable in principle. Given the prominent location on Southport's Promenade, the site has the potential for a budget hotel, aparthotel or as an apartment scheme that could provide approximately 80 units over four storeys.

New residential uses that are suitable for young people and families will attract a wider demographic and provide additional footfall to the rest of Southport. Redevelopment would involve the loss of town centre parking spaces and it may be necessary to realise the impact this may have on town centre provision. Public realm improvements on Scarisbrick Avenue would create a more attractive route for new residents onto Lord Street.

The redevelopment potential for the Promenade Car Park site is dependent on the current owner deciding to either bring forward a scheme or to dispose of the site for development purposes. The Council will continue to engage with the owner of the site to consider its potential for development purposes



Promenade

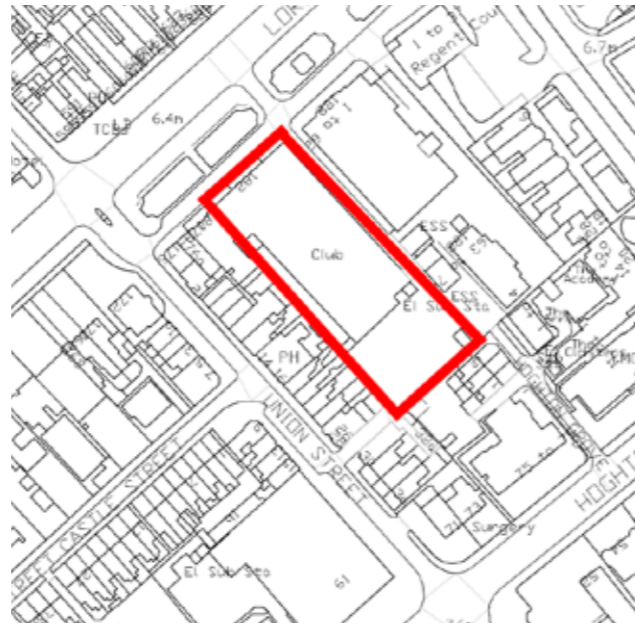


#### 4. Former Grand Casino

The former Grand Casino is grade II listed and occupies a prominent position on Lord Street, within a Conservation Area. The building has lain vacant for some time and is now suffering as a consequence. It is in need of repair and securing suitable reuse is important.

The building would lend itself to alternative commercial uses, potentially including other leisure uses (health and fitness, cinema, bar / restaurant), managed work or studio space and or community uses. These types of uses would be consistent with local planning policy. Public realm improvements in the public space in front of the building would improve access and the attractiveness of the site.

Investment in the refurbishment of this building by the owner to bring it up to a decent standard may help to attract market interest from potential occupants. The costs of converting the building would be costly. At this point in time the ability of the property owner to deliver refurbishment and conversion of the building remains uncertain.



Former Grand Casino, Lord Street

#### 5. Victoria Baths

Victoria Baths situated in a prominent position on Southport's Promenade is Grade II listed and was originally constructed in 1870. Only part of the building is used as a private leisure club whilst the rest remains vacant. The building should be promoted for suitable appropriate uses that can safeguard the future of this important historic building. Leisure entertainment uses such as food and drink and accommodation would be acceptable. Ideally a proposal should be developed for the whole of the building.

#### 6. Land north of the Marine Lake edge

This privately owned site around the lake edge to the north of the town, is the subject of a number of planning policies that look to protect the natural landscape. The Investment Framework has suggested the potential for scoping alternative family friendly visitor accommodation in the form of cabins, lodges and camping pods or 'glamping' which could potentially be delivered as a component of the wider ambition for the beachfront and have less of a development impact (see page 20).



Victoria Baths



# Appendix 2: Case Studies: Attractions - Adding to the Leisure Offer

## Case Study Theme Parks

**Darien Lake in New York** This amusement park is built around a manmade swimming lake, which has been developed and expanded over many years. The park is currently operated by Premier Parks LLC and includes an amusement park, waterpark, campsite and lodges. The amusement park offers around forty rides including Shipwreck Falls, one of three water rides which take advantage of the lake theme. Other rides, such as the Boomerang Coast to Coaster, take advantage of the lake to provide dramatic views.

**Flamingo Land** has developed Flip Flop, an 'extreme' ride built over a large manmade lake within the heart of the park.



## Case Study freestyle trampolining

**Jump Nation** is located in Manchester has 130 interconnected trampolines to form one large bounce park. Participants can improvise their own moves in the main arena, freestyle jumping from one trampoline to the next. Alternatively there are a number of team sports that can be played on super-sprung pitches including dodgeball, basketball and football.

**Airspace** is another freestyle trampoline site which has been developed in Glasgow by the owners of Go Ape. Both concepts require large warehouse style spaces. The Airspace centre in Glasgow cost £2m to fit out. A company in North Wales has established a similar concept (Bounce Below) by transforming an underground slate mine with trampolines and bouncy nets



## Case Study Adventure golf

This is a more substantial and themed version of crazy golf or mini golf with animatronic characters, sound effects and lighting. The target audience is families with children aged 4 – 14 and the sessions usually last for 90 minutes. There are many single site operators engaged in Adventure Golf with a number of specialist suppliers.

**Burhill Golf and Leisure** (BGL) Is an operator with a number of Adventure Golf sites (in addition to 11 formal golf courses and a number of hotels). BGL is looking to expand significantly its portfolio of Adventure Golf sites and has set up a new division with the aim of rapidly expanding this part of its business. BGL has developed four Pirate Island Adventure Golf sites (Milton Keynes, West Yorkshire, Woking and Nottingham) and is actively seeking well-located sites, primarily close to town centres to develop further adventure golf sites.



**Championship Adventure Golf** Is an operator in New Brighton and is Wirral's premier, all weather, outdoor, floodlit, family golfing attraction where each of the 18 holes are inspired by the World's Greatest Golf Holes! There are two courses to choose from.

## Case Study Indoor Activity Parks

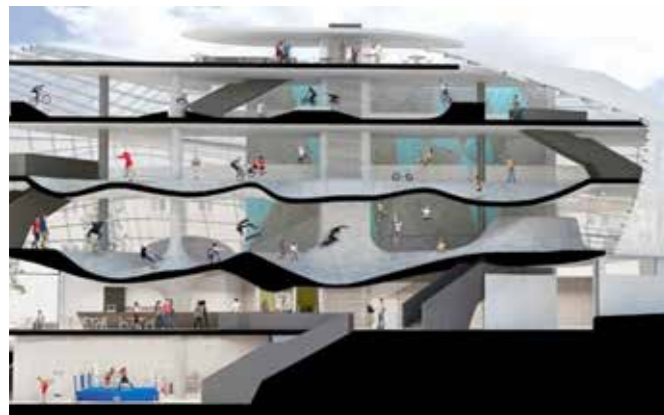
Multi-purpose indoor activity parks are becoming more popular and proving more viable than singular use indoor activity areas. **XC in Hemel Hemstead** offers a multi-use indoor activity centre with a skatepark, climbing walls, high ropes, caving and a place to eat. Such places also offer corporate packages for team building activities as well as hosting events which can be holiday themes such as Halloween and Christmas.





### Case Study Indoor Skate Park

**Folkestone's** proposed £10m Multi-Storey Skatepark has been approved to be built by Shepway District Council. Guy Hollaway Architects and Maverick Skateparks scheme involves floors of skateable structures a new development for the Roger De Haan Charitable Trust. The skatepark, that will be built inside two layers of perforated mesh for ventilation, will also host climbers and bouldering, a café, boxing club and more and will take between 18 months and 2 years to build. Watch this space.



### Case Study Indoor Skate Park

**Rockreef Activity Centre** in Bournemouth operates on Bournemouth Pier and includes a zip wire to the beach, caves, climbing wall and high rope walking.

Zip World is located in Snowdonia and features a pair of One-mile long zip lines which begin 500 feet in the air and reach speeds of up to 100 miles per hour.

The Eden Project in Cornwall also features a zip wire attraction. It is operated by Hangloose Adventures. The zip wire reaches speeds of 60 miles per hour from a starting height of 300 feet travelling over half a mile.



### Case Study temporary urban beach

**Liverpool** hosted 'The Beach' at Chavasse Park which held daily activities, such as interactive radio shows, sandcastle-building workshops, family fun and games, and a beach party on Saturday afternoons.

Temporary urban beaches that have proved attractive for places around the UK such as Camden, Cardiff Bay, and Castlefield in Manchester, and further afield in Barcelona.



### Case Study – Glamping

**Feather Down Farms** ([www.featherdown.co.uk](http://www.featherdown.co.uk)) is a concept that has been operated in the UK since 2005 by the Feather Down Farm Days Company as a seasonal luxury camping holiday option. The tents provide spacious, ready-to-use camping accommodation including beds, bedding, a toilet, wood-burning cooking stove, cool chest and cooking equipment

The team behind Feather Down Farms launched a sister company, Country Retreats [www.featherdown.co.uk/country-retreats](http://www.featherdown.co.uk/country-retreats), in November 2014 aimed at other land and country estate owners that want to provide canvas lodges and/or fully collapsible log cabins and become part of The Country Retreats Collection.





## Case study – Water-based Activities

**Salford Community Leisure** which is separate from Salford City Council is a community benefit society with charitable status and has lots to offer for watersports and adventurous activities at Salford Quays which include wakeboarding, dinghy sailing, open water swimming, windsurfing, canoeing and kayaking.

## Case Study - Tidal Lagoon

In **Swansea Bay** the Tidal Lagoon proposal is being promoted as offering;

- Clean, renewable and predictable power connected to the National Grid
- An important contribution towards national carbon emission reduction targets
- Significant employment and value creation

- Community and tourism opportunities in sports, recreation, education, arts and culture
- Conservation, restocking and biodiversity programmes
- Coastal flood protection

Swansea Bay's ambition is for the lagoon to become a major attraction and recreational amenity. It is committed to showcasing tidal range technology and providing a unique venue for opportunities in the arts, culture, education, recreation and conservation.

They believe there is significant potential for the tidal lagoon to become a foundation venue for local and national sports use. This includes cycling, walking, angling and running around the lagoon wall, as well as open water swimming, rowing and sailing within the lagoon itself.

## Case Studies - Active Beaches

**Sculpture by the Sea** - This is the largest of its kind in Australia, and takes place at the beach in **Sydney and Perth**. Initiated in 1996, the exhibition, currently at its 18th year, is spread over two kilometers from Bondi Beach to Tamarama Beach featuring over 100 sculptures by artists from 16 countries.

**La Barceloneta beach**, Barcelona - This sculpture is called Homenatge a by German artist Rebecca Horn





# Appendix 3: Case Studies: Events and Town Centre Initiatives

## Case Study events

**Portsmouth Street Games** was the first outdoor festival of its kind in the UK. The event showcased the region's finest street performers and street art talents, many with national prominence. The event, which was a collaboration between the event organisers and local traders and retailers, demonstrated how urban events can contribute to regenerating urban spaces. Street Games was commissioned by Portsmouth Cultural Trust and was supported by the Arts Council England as well as a range of private sponsor.

The event featured a range of street activities including free running, BMX and mountain biking and skate boarding. Visitors also enjoyed a programme of street dance, live music and a street style arts & crafts market with a variety of food offers and family activities. The centre piece of the event was a life size New York subway train replica that acted as a graffiti canvas for the street art element of the Games, curated by local and internationally known artists.



**Wolverhampton's 'In to the Light Enchanted City'** was a celebration of the city's heritage and contemporary culture. It featured magical illuminations, large-scale projections, fireworks, fire sculptures, lighting, film, live music and performances spread across the city centre. Over two weekend nights in October 2013, from dusk until 10pm, it attracted an audience primarily made up of families and young people

**The Singapore Musical Fountain and light show** spans the waterfront event plaza with 18 individually controlled fountains reaching up to 20 metres in height that work in conjunction with independent tilt mechanisms to create a wide range of stunning liquid patterns. The fountains are illuminated by submerged high powered multi-coloured custom LED technology. This comprises a high powered multi-coloured moving searchlight located on the waterfront; featuring six high powered Stella-Ray and Light-Ray Laser Systems.



The **Bristol International Balloon Fiesta** is Europe's largest hot air balloon festival. The free event takes place over 4 days in August in Ashton Court Country Park on the edge of the city. Now in its 38th year, the event attracts around 100 hot air balloons from all over the world and 500,000 visitors from the city and beyond.

**The Fernley** is a new community event held for the first time on New Years day 2016, for individuals, teams and families, involving a run, walk or even swim around Marine Lake and the Pier. The Fernley is a chance to honour local heroes, raise money, make history, and have fun whilst doing it. It commemorates one of the largest lifeboat disasters ever; the tragic loss of 27 lifeboat men, 14 lost from Southport and 13 from St Annes, Lytham who launched to save the stricken 'Mexico' boat on 9th December 1886. The Fernley also aims to recognise one of Southport's greatest benefactors, John Fernley, who built schools, colleges, observatories and gifted the Southport lifeboat.



**Southport Half Marathon a 10k race and a Family Mile** are regular events, where the traffic free routes incorporate the Beachfront offer including use of the Marine Lake. The annual Southport Triathlon also takes place based at the Waterside Lodge.





## Case Studies A Modern Market Hall/ Food and Drinks Offer

**The Grade II Listed Altrincham Market hall** dates back to 1870 when Altrincham was Cheshire's main market town. The hall itself had fallen into a state of disrepair, and like many other markets had declined both economically and culturally due to the opening of the Trafford Centre, and so it was in need of renovating in order for it to fulfil its potential of being a modern market hall.

Trafford Council invested £600,000 into the renovation works and appointed a new market hall Manager whose vision was a modern market hall that was all about creating an impermanence facility with the ability to change and recreate and create different experiences for visitors.

The new market hall has combined tradition, high quality independent traders, customer convenience and new technology (by installing



high speed WiFi). The idea was to create a 'total experience' – shopping, eating, drinking, and entertainment; utilising local traders and goods and many who visit Altrincham will agree, it has created an infectious 'buzz' in the town centre again enticing visitors who wouldn't ordinarily have been there.

This in turn, has had a positive impact on businesses and shops around the market and for the town centre as a whole, generating footfall to the area meaning people are staying for longer when they visit Altrincham and so spending more money in doing so.

## Case Studies – Creative and Design

Southport College has a long history and is a provider of vocational and academic education in the Creative industries and design sector and aims to develop further opportunities for students, and local employers and community groups to support development and sustainability of the town and its wider support industries.

Southport College in supporting its objectives is aiming to develop CITED - "The Centre for Innovation in Technology, Engineering and Design" through a staged approach during the next two years focusing on Computer Aided Design and Manufacturing, and Creative Arts - Design and Production. The investment framework supports this approach and provision of a network for employers, the community, visitors and students, where they can pitch, design and develop ideas and access shared services. This approach provides a focal point for engaging the next generation in the Creative and Design industries through links with current primary and secondary school students.

Concepts related to the creative and design industries would directly complement the existing education offer by providing additional spaces and activities throughout the town to support students in developing their employability and enterprise skills further, whilst extending opportunities by providing products and services to employers,

community groups, and customer stakeholders (existing users, residents and visitors).

Central locations in Southport could be used to act as focal points to develop this activity whilst also promoting the College and its products/services to key stakeholders. The spaces would provide excellent opportunities to support the extension of the courses being taught at the college in the course areas outlined above.

## Enterprise Hubs and fab labs

These are creative spaces for designers and entrepreneurs to pitch, test and develop ideas and bring them into service. An example of a Fab Lab is a fully equipped fabrication workshop to stimulate the conversion from ideas and concepts into a manufactured prototype or product. The main beneficiaries of a Fab Lab are the local community of all ages where using the equipment and 'learning through play' develops a spirit of creativity, design and manufacture. Entrepreneurs and businesses are also a key market for a Fab Lab to support product design, prototype development and manufacture. By providing resources and equipment, a Fab Lab can greatly assist in reducing the overall costs of entrepreneurs and businesses.

The Fab Lab concept derived from the Massachusetts Institute of Technology (MIT) in 2005 and has spread worldwide. In the UK there are currently eleven Fab Labs and more are in the pipeline. The Manufacturing Institute (TMI) in Trafford Park has the agreement with MIT to develop a network of Fab Labs across the UK and Ireland. How does it work?

Fab Labs are essentially learning spaces that are open to anybody, containing the workspace and equipment for people to use, and staffed by people with the required skills and expertise. Entrepreneurs and businesses can use the facilities, equipment and staff expertise to develop their ideas into prototypes and products.

**Trafford College** along with primary and secondary schools located in and around the town provide a catchment of potential users for a Fabrication Laboratory (Fab Lab) in Altrincham. The estimated net cost of the Altrincham Fab Lab is £469,000 over a three year period and its understood will be financed from a combination of funding including the Council, developer contributions and grants such as the High Street Renewal Award.

The Enterprise hub concept could extend the facilities at Southport College through facilities in the town through an enterprise desk set up in the Atkinson, exhibition spaces, market stalls, utilising vacant units in the town centre, and establishing linkages with key events and projects in Southport.

An example of such a use is the **Manchester Craft and Design Centre**, Northern Quarter which provides an alternative shopping experience and contains coffee shops, restaurants, bars and independent retailers.





**The Escalator (Innovation Loft) New York** is fronted by a coffee shop but throughout the rest of the premises lays a community of start-ups and networking space to support entrepreneurs, corporates, innovators, and investors together with state-of-the-art event spaces and conference facilities adding to a multi-purpose, diverse function of the building



### Pop-up Shops

A pop-up unit is where a short-term lease (usually for a period less than six months) is agreed between a landlord and a business or community project, enabling them to use a vacant, underutilised buildings for a short period of time. They can be utilised for a number of activities including retail, art galleries and community projects.

Established businesses can use the pop-up concept as a means of testing a new business direction or market opportunity and a tool for increasing brand awareness and brand loyalty amongst customers.

**Camden Collective Pop-Ups** (formed through funding from Camden Council as well as other public and private sector stakeholders) offers creative individuals and businesses the opportunity to showcase their ideas and products on Camden High Street. The Collective invests in vacant and under-used shops, turning them into vibrant, temporary spaces by curating an exciting programme of cultural and retail events. In the North West, Revolver Retail based in Liverpool City Centre works in partnership with the Liverpool Business Improvement District in bringing together retailers looking for short term retail space or pop up stores and landlords with space to fill. Revolver Retail provides an end to end solution for the growing market for pop up stores and short term leases.

### A hive of innovation and creative start-ups to rival anything happening in Shoreditch

**S**HOPPING in Camden Town has traditionally had a touch of the Jekyll and Hyde about it. Head north out of the tube into the riot of market stalls, one-off fashions, tribal furniture and vegan cafes. Or take off to the south and the first impression is of the predictable Anytown UK: M&S undies, Argos flatpacs and Maccy Ds coffee.

But the road to Mornington Crescent is changing fast. Rundown retail units have been commandeered by Camden Collective, the dynamic local organisation who've operated a wildly successful programme offering pop-up shop and office space to the area's young creative community.

The latest project, just two minutes from the tube at 159 High St (hence the name) is properly ambitious. A couple of months ago the large three story building had rain pouring through the roof, a depressingly vacant double shop front and several hundred pigeons-in-residence.

Today, the ground floor buzzes with human rather than avian life. Art is for sale, displayed on beautifully exposed brickwork, fashion hangs from repurposed pallets, accessories spill from inside crates, the aroma of super-strong coffee pervades. Upstairs, desks are filled with enthusiastic

twentysomething teams working on mind-bending projects. It's quieter, as everyone seems completely absorbed in their tasks, but there's not a vacant chair going. A side room is packed with people deep in a computer coding lesson, while in a meeting area the talk is of textiles.

The Collective have worked with sustainable design experts Build is Everything to transform the whole unloved space into a hotbed of optimism and genuine opportunity. Their clever, open-plan layout at street level aims to encourage

collaboration between fledgling business-owners, who are getting the finest leg-up imaginable with this ready-made, affordable high street shop space. It's making this strip of mobile phone stores and Prets infinitely more interesting too. Everybody seems to be winning, in fact.

But despite all the structural improvements, Collective don't have the space for long. You'll only catch it here until October, when, like all the best creative projects that burn swiftly but brightly, this ambitious pop-up will vanish. **Tom Kihl**

*Art is displayed on beautifully exposed brickwork, fashion hangs from repurposed pallets, accessories spill from crates, the aroma of coffee pervades*



### Meet the stallholders...

**CLIME-IT BROTHERS** is a Camden-based social enterprise that runs empowerment workshops on climate change, and sells clothing via a stall at Collective 159. The 25-year-old owner, Mubarak, jumped at the chance.

"I've lived in Camden all my life and it's always felt so vibrant, with a healthy mix of rich and poor too," he says, "but I've seen a lot of problems here with opportunities for young people. This space allows us to build the direct link between our workshops and meaningful employment."

Christabel, who offers on-trend 'superfood fingerfood' served on her own designs of crockery and salvaged furniture is similarly enthusiastic, while coming from a very different perspective.

"I enjoy the buzzy mix of customers from the creative companies around here like MTV and ASOS, who always make for an interesting chat. So many high streets feel monopolised by huge big brand stores, but here we're creating a unique retail and dining experience where you can buy truly one-off gifts."

Sara, Italian owner of artisan shoemakers Portamento, also sees huge benefit in being part of the un-drabbing of lower Camden High Street.

"Feedback has been really great as people are happy to have something different from the usual markets going on here," she says. "Camden is really changing. We have a stall in Dalston too, but people in east London are a bit too used to getting all sorts of new things. People here are genuinely excited."

