

A superb environment in which to live, work and play

Key infrastructure developments in Southport over the next five years are expected to include:

- The new Marine Parade bridge.
- The new Eco Visitor Centre.
- The Aquadome, a major new leisure development.
- Princes Park - to be terra formed and developed as a landscaped green space.
- Marine Lake - to be upgraded and more leisure use encouraged through the introduction of new boardwalks and sculpture trails.
- Esplanade and Fairways Park and Ride facilities - to be improved to handle the expected increase in visitor numbers.
- Eastern Park and Ride - the creation of a new facility to satisfy traffic demands.
- The pedestrianisation of Chapel Street, a key entry point into the resort.
- New hotel on Princes Park, to satisfy the demand for more conference bed spaces.
- New hotel at the Floral Hall site - to provide more conference and exhibition floorspace and additional bed spaces.
- Pleasureland developments - the expected introduction of major new rides and attractions.
- Funland developments - expected remodelling of current facility to link in with Marine Lake and Southport Pier entrance developments.
- Townscape Heritage Initiative - substantial public realm and grant programme to improve the quality of the built environment between Lord Street and the Promenade.
- Victoria Park - potential major investment in permanent exhibition facility.

These developments will be supported by :

- Seafront Forum - a new partnership of all the key stakeholders in the area.
- Labour market initiatives - to link Sefton residents to new employment opportunities in Southport.
- Support for SMEs - to help local firms take advantage of the new investment in the resort.



A Vision for Southport Seafront

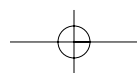


Executive Summary



The Southport Partnership
 Argyle Business Centre, 8 Leicester Street,
 Southport, Merseyside PR9 0EZ
 Tel : 01704 545720 Fax : 01704 514867
 Email: admin@thesouthportpartnership.co.uk

Please note - many of these projects are indicative at this stage with the final mix of partner organisations and funding packages still to be finalised. Some projects - such as the hotels - will also be subject to market forces.



Southport is the North West's most elegant coastal resort and its seafront is crucial to the economic success of the town.



In recent years, the seafront has attracted substantial investment and is continuing to do so. However, further significant investment in its infrastructure and facilities is needed in order to enhance its appeal and to achieve Southport's wider tourism objectives which are to create:

- A superb environment in which to live, work and play.
- A broad-based family resort offering attractions for both day visitors and those on both short and longer breaks.
- An attractive place with excellent facilities in which to organise and attend conferences, business, cultural and leisure events.
- A high-quality 'fun' atmosphere bringing together the best-quality elements of a traditional seaside resort with dynamic modern entertainments suited to the demands of the new generation.
- Strong linkage between the seafront attractions and the retail attractions of Lord Street and Southport's shopping centre.
- Effective transport provision and a network of highly-developed transport routes to underpin interaction between key attractions and activities.

Against this background the Southport Partnership and Sefton Council have commissioned the Southport Seafront Masterplan in order to:

- Create a comprehensive framework for the seafront area that will help to revitalise the social and economic fabric of the area and promote the seafront as an investment opportunity.
- Set down guidelines for development proposals and provide a framework for creative and exciting public realm projects.
- Develop a programme for the delivery of the individual projects within the plan.
- Provide improved integration between attractions on the seafront and those in the town centre.

Several strategic regional initiatives will play an important part in the implementation of the masterplan:

- The Northwest Development Agency's Regional Economic Strategy for the North West which is developing a vision for the coastal resorts with the local authorities.
- The European Objective 1 programme for Merseyside which will provide financial support for developing locations, businesses and people in the seafront area.
- The Mersey Waterfront Regional Park concept which extends to the Sefton coast where flagship and infrastructure development will be targeted.
- Townscape Heritage Initiative funding which will strengthen and enhance linkage between the town centre and seafront, increasing economic activity in the area.
- The Local Transport Plan which will improve access in and around the seafront and town centre.
- The Neighbourhood Renewal Fund which will bring additional resources to address social and community inequalities in the seafront area.

The masterplan provides a development strategy for the seafront area that focuses on a number of key themes including:

- Public realm and greenspace - the key to the regeneration of the area is to secure and improve the public realm to build on the attractiveness of the seafront and maximise its potential as a visitor attraction and public recreation area.
- Town centre links - in order to generate the movement of people between the town centre and the seafront - and vice versa - there is a need to make the linking streets attractive places to move through.
- Transport - With the expected rise in visitor numbers, new projects will need to focus on car parking and moving people quickly, cheaply and effectively around the seafront area.
- Urban design - to enhance the image of the area, provide landmarks in the form of striking architecture and act as gateways to particular spaces.
- Landscape - develop a unified landscaping strategy for the seafront to include planting, paving, lighting and signage.

