BLACKPOOL BUSINESS LEADERSHIP GROUP

c/o New Blackpool Enterprise Centre,
Lytham Road,
Blackpool FY4 1EW
26 August 2015

Jeremy Walker,
Transport Policy Manager
Blackpool Council,
Municipal Buildings, 4th Floor
Blackpool
FY1 INF

Dear Jeremy

Re : Blackpool Integrated Traffic Management Scheme

I am writing to you in my capacity as Chair of the Blackpool Business Leadership Group, a private sector-led organisation comprising more than 150 business and industry leaders from across Blackpool. The Group works closely with Blackpool Council in order to help catalyse the regeneration that the town requires in order to be a sustainable tourism economy, create jobs, attract inward investment and reduce levels of deprivation.

Much progress has been made, with the refurbished promenade and seafront; improvements to the historic Tower and Winter Gardens facilities; the first phase of the Central Business District development; repairs to the vital Yeadon Way access road; the programmed renewal of bridges throughout the borough; new town centre focused bus facilities; and moves to build on the revitalised tramway by extending it to Blackpool North railway station. It is vitally important that this regeneration work continues to gather momentum, particularly as the first fruits of this investment are starting to show.

A modern integrated traffic management system, with car parking guidance and variable message signage, will manage all traffic in the resort core more efficiently and effectively.

This letter expresses full support for the council's bid to secure much needed resources to introduce this system, which will reduce congestion and encourage investment and employment opportunities.

In conclusion, as BBLG Chair I hereby reiterate my support for the scheme and look forward to you receiving a positive outcome.

Yours sincerely,

Martin Long,
Chair, Blackpool Business Leadership Group