

Tower Festival Headland: Celebrating Blackpool's end-of-the-pier spirit

Over the last twenty years, visitors to Blackpool, the UK's most famous resort, have almost halved. An urgent turnaround was needed. Urban regeneration company, ReBlackpool recognised that the seafront was key to reversing this decline.

LDA Design won an international competition to transform Blackpool's waterfront. Our winning entry envisaged a playful and surreal landscape, inspired by Blackpool's tradition of fantasy and escape. Enhanced sea defences, recalling the natural dunes that once formed the coastline, were integrated into the design.

Located in front of Blackpool Tower, the first part of the scheme – The Tower Festival Headland – has transformed a tired seafront characterised by poor quality public realm and weak connections between the beach and the town centre into an events space for up to 20,000 people. It features the RIBA Award winning 'Tower of Love' wedding venue and the Comedy Carpet artwork. A 40-metre wide 'Hollywood Staircase' leads down to the beach. Thirty-five metre high dune grass sculptures sway elegantly in the sea breeze. A 180-metre long, six-metre high windbreak provides shelter for large events.

The project has made a lasting change to Britain's best-known seafront, bringing fun and imagination for visitors and residents alike.



Client
ReBlackpool, Fylde & Wyre Economic
Development Company

Location
Lancashire, UK

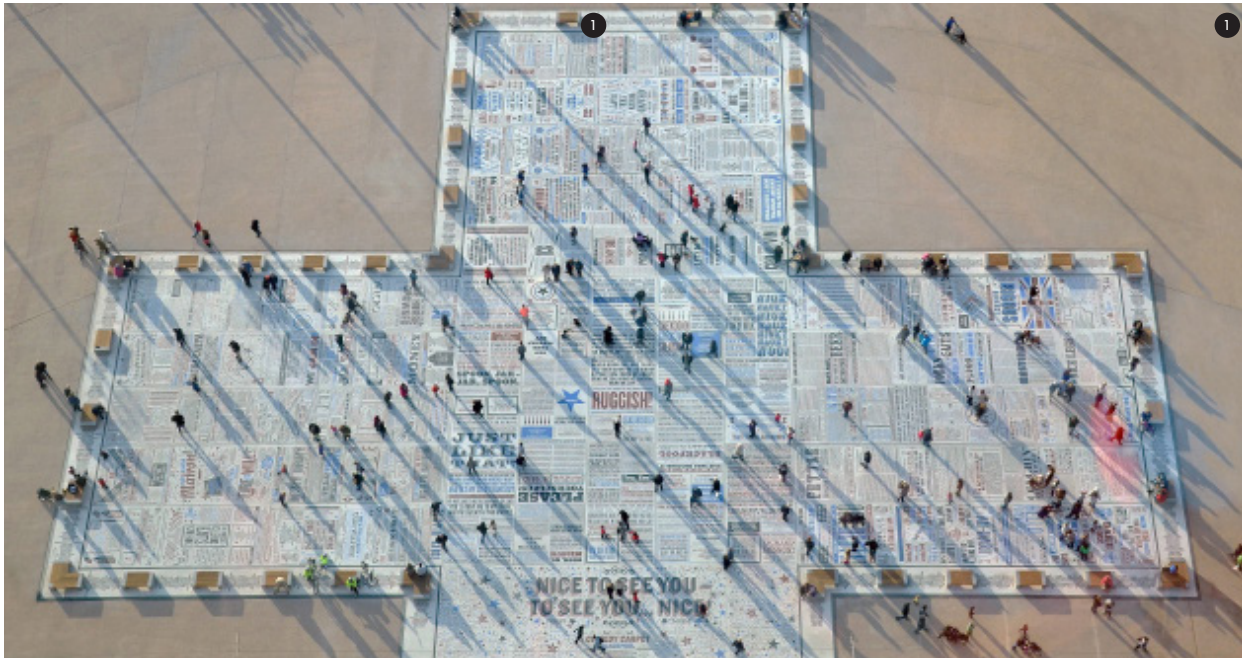
Partners
dRMM, Arup, Speirs & Major, Freestate, Gardiner &
Theobald, Blackpool Council, Gordon Young

Services Used
Landscape Architecture, EIA

Area
1 ha

Schedule
2008 - 2016

¹ Blackpool's transformed seafront
© Blackpool Council



1, 2 The Comedy Carpet

3 Play on the seafront

4 'Hollywood' Steps

5 The Wedding Chapel

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