

Dear Applicant

There is nowhere quite like Blackpool.

Everyone knows us as the nation's favourite seaside resort. But Blackpool is far more than that.

Blackpool is a place of achievement, resilience, hope and ambition — but also one that faces deep and complex challenges.

Our motto is Progress, and that ambition runs through everything we do as we work to deliver a better future for our communities.

Blackpool Council is responsible for over 150 services, from keeping our streets clean and roads fixed, through to managing the ever-growing challenge of children's and adult social care. We have a gross budget of £500m and an annual capital programme of more than £100m.

The work this council does has a direct impact on some of the most deprived communities in the country — and we do it at a time of extraordinary change and opportunity.

Despite being one of the local authorities hardest hit by national funding cuts, we have not only protected vital services but continued to invest in the things that matter most to our community — from housing, leisure centres and family hubs to protecting our most vulnerable adults and children.

This is far more than a traditional finance role. As Director of Finance, you will be right at the heart of our plans to shape a stronger future for Blackpool.

You will help steward our £2bn regeneration agenda, driving investment that is creating jobs, opportunity and renewed confidence across the town, while ensuring we make the very best use of our assets for local taxpayers.

You will also play a central role in our entrepreneurial approach to growth, including oversight of our £200m loans fund, which is helping private businesses invest, expand and thrive in Blackpool.

You will support our distinctive municipal approach to wealth building through six arms-length companies, all wholly owned by the Council and all central to our ambitions for the town.

Poor quality private rented properties are our biggest challenge. Blackpool Housing Company is disrupting this market, restoring run down and empty properties into over 700 quality homes so far, while leading the biggest housing transformation Blackpool has ever seen, with £90m of Homes England funding. While Blackpool Coastal Housing supports our local people managing our stock of 5,000 council homes.

Blackpool Transport Services is our way of making sure that public transport in Blackpool is affordable and delivered with people, not profits, in mind. That includes 100 buses and our connected tram network which, well used by local and tourists.



Chief Executive

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Blackpool Tourism Ltd runs the majority of major attractions in Blackpool, for benefit of the council taxpayer. Blackpool Tower, Winter Gardens, Sandcastle Waterpark, Showtown Museum and Madame Tussauds are all run by this council owned company.

Blackpool Airport handles around 40,000 private and chartered air services every year, while also sitting at the heart of one of our major regeneration programmes – Silicon Sands.

Finally, Enveco, our environmental company, is responsible for keeping streets clean and collecting our bins. They are currently implementing the biggest changes to waste collection in a generation, with the introduction in food waste collection and improvements to recycling rates.

Everywhere you look in Blackpool, you will find the same determination and pride. People do not work here because it is easy; they work here because they can make a visible, lasting difference and improve lives for the better.

This role isn't just about Blackpool though. The whole of Lancashire and all 15 of its councils are currently experiencing local government reorganisation.

The government plans to replace the current two-tier system of district and county councils with new unitary authorities - single councils responsible for all local services. The new councils could serve populations up to 500,000 or more, with the new council's gross budgets ranging between £500m and £2bn

For leaders in Blackpool, this creates real opportunity. It means operating at greater scale, with wider influence, larger budgets and the potential to deliver even greater impact for residents and communities.

While final footprints are still being determined, it is highly likely that by 2028 the new council covering Blackpool will be significantly greater in scale, influence and opportunity — making this a role with real scope for growth and impact.

This is a hugely exciting moment to join Blackpool and to help shape the future of local government across Lancashire. We are looking for someone with the ambition, energy and leadership to match the scale of our vision.

Thank you for taking the time to consider this opportunity. We look forward to receiving your application.



Neil Jack
Chief Executive



Lynn Williams
Leader of Blackpool Council

