

Blackpool's first museum to officially reveal name and brand today



Blackpool's first museum name, brand and theme details revealed and brought to life through performance

Exciting details about Blackpool's first museum are to be officially revealed today (Thursday 9 January) at an entertaining and dynamic event to be held at Blackpool Tower Circus.

Invited guests will hear about the £13m museum's vibrant new name 'SHOWTOWN' and find out more about the colourful, bold and playful brand which reflects the spirit and aim of the attraction to celebrate Blackpool's internationally significant story as the UK's most popular seaside destination and its role in the development of British popular culture.

Showtown which is anticipated will open in 2021 will be located in Blackpool's first five star hotel 'Sands Venue Resort Hotel' which has a prominent position on the Promenade in the heart of Blackpool, next door but one to The Blackpool Tower.

Open year-round the museum will be fun, accessible and fully-immersive, filled with objects, film, music and performance – mixing the best experiences of museums and visitor attractions and giving visitors an opportunity to look behind the scenes at what it took to make Blackpool special.

Showtown will be divided into six themes; seaside, magic, shows, circus, illuminations and dance.

Beside the Seaside:

The story of how Blackpool became symbolic of the British seaside holiday both at home and abroad and why people flocked to the town.

How's Tricks?:

Discover Blackpool's long history as an important centre for magic, illusion and fortune telling.

It's Showtime:

Features comedy, music, dance performance, magic and other speciality acts that put Blackpool on the map and turned the seaside resort into a capital of show business.

It's Better with the Lights On.

Discover the stories behind the making of one of the world's greatest light attractions – Blackpool Illuminations.

Everybody Dance Now:

Find out how Blackpool became the spiritual home of ballroom dance and continues to host the biggest international dance festival in the world.

Roll Up! Roll Up!

A celebration of Blackpool's international role in circus and home to the Tower Circus.

The themed spaces will be the first permanent displays in a UK public museum relating to circus, magic, variety and ballroom dance – filled with over 800 objects from Blackpool's internationally significant and extensive collections and those on loan from national partners, including the Victoria and Albert Museum and private partners.

Objects on loan from the Victoria and Albert Museum include much loved comedian and entertainer Tommy Cooper's headtwister illusion magic trick and costumes worn by comedy stars Eric Morecambe and Ernie Wise. A rare signed black bowler hat which was owned by film and comedy star Stan Laurel and acquired by Blackpool Council will also be on view.

Items will also be showcased from Blackpool Council's The Blackpool Tower and Winter Gardens Archive – the largest collection of entertainment history in the town exploring its 125 year circus history with posters and incredible photographs.

Cllr Simon Blackburn, Blackpool Council Leader said: "Everyone who has worked so hard to make the Showtown dream a reality is so excited as we announce and reveal more details about this fantastic project.

"Showtown will join other iconic attractions in the town and will celebrate Blackpool's rich heritage and its unique place in the nation's heart.

"At the centre of the attraction's new identity is a bright and distinctive logo and brand. The name itself and the strapline 'The museum of fun and entertainment' really reflects the spirit and aim of the museum which is to engage local residents and visitors through fun, laughter and stories, sharing what makes Blackpool special.

"A huge thanks goes out to all the council officers, volunteers, supporters and funders who have driven forward and supported this project which will be enjoyed by hundreds of thousands of residents and visitors alike."

David Renwick, Director, England, North at The National Lottery Heritage Fund, said: "Blackpool is famed for its glittering illuminations, the thrills and spills at the Pleasure Beach and the fancy footwork seen in the Tower Ballroom, so Showtown is an incredibly fitting name for the museum, celebrating the seaside town's heritage. We're incredibly proud that The National Lottery Heritage Fund have invested in the development of the museum to showcase Blackpool's prominent position in British popular culture, as well as being a beacon for the town's cultural regeneration."

Chairman of the Lancashire Enterprise Partnership (LEP) Steve Fogg said: "We were pleased to be able to provide £1.5m in Lancashire Growth Deal funding to support his support this prestigious and exciting project.

“This world-class museum is an important component in an impressive portfolio of major, high-quality infrastructure projects supported by the LEP in Blackpool, which include the new conference centre and hotel scheme, the tramway extension and improvements to bridges, traffic management and the town centre.

“We are using our funds strategically to complement and support the hundreds of millions of pounds which have been invested in the renewal of Blackpool in recent years, to unlock further investment and maximise the economic opportunities created for the local community.

“These projects will help attract many more tourists and business visitors to Blackpool, fostering the growth of local businesses, creating substantial employment opportunities and driving economic growth local and in Lancashire as whole.”

The funding for Showtown is made up of:

National Lottery Heritage Fund £4.4m



About The National Lottery Heritage Fund

Using money raised by the National Lottery, we **Inspire, lead and resource** the UK's heritage to create **positive and lasting change** for people and communities, now and in the future. www.heritagefund.org.uk.

Follow @HeritageFundUK on [Twitter](#), [Facebook](#) and [Instagram](#) and use #NationalLotteryHeritageFund.

Northern Cultural Regeneration Fund – £4m



Department for
Digital, Culture,
Media & Sport

Growth Deal from the LEP - £1.5m



About Lancashire's Growth Deal Programme

In the last three years the Lancashire Enterprise Partnership (LEP) has successfully secured £320m of Growth Deal investment from the Government's Local Growth Fund.

This funding, one of the largest Growth Deal settlements to be allocated to a LEP, is designed to help improve and upgrade existing commercial infrastructure, kickstart new economic initiatives, and unlock additional private investment to drive further growth across the county.

Over 40 projects have directly benefitted from the LEP's Growth Deal Programme. These include:

- New and improved transport connections including the Blackburn-Bolton Rail Corridor; the Broughton Bypass; the Centenary Way Viaduct; and the Hyndburn-Burnley-Pendle Growth Corridor;
- World-class higher education, research and vocational skills provision and facilities including UCLan's flagship Engineering and Innovation Centre; the national Energy HQ in Blackpool; Lancaster's Health Innovation Campus; and Myerscough College's Food & Farming Innovation Centre;
- A wide-ranging package of regeneration programmes specifically for Blackpool including a new international conference centre at the Winter Gardens complex; the development of Blackpool town centre 'Green Corridors'; traffic management, bridge and road improvements and an extension of Blackpool's tram network.

The Growth Deal programme will help to generate up to 11,000 new jobs, create 3,900 new homes and attract £1.2 billion of additional public and private investment for Lancashire.

Lancashire's Growth Deal programme is also fully aligned to other major economic initiatives such as the £450m Preston, South Ribble and Lancashire City Deal, the £20m Growing Places Investment Fund, and the Lancashire Advanced Manufacturing and Energy Enterprise Zone Cluster.

For more information visit www.lancashirelep.co.uk

Coastal Communities Fund – £1.75m



Coastal Communities Fund

The Great British Coast has enormous economic potential and this government is determined to see it thrive all year round.

That's why by 2020 the Government will have invested over £200 million in our much loved seaside areas through dedicated programmes like Coastal Communities Fund to help in generating jobs and boosting businesses.

So far, analysis has shown that this has been money well spent with every £1 invested having the potential to create an up to £8 boost to our coastal economies. To find out more visit:

<https://www.gov.uk/government/collections/coastal-communities-fund>

Grant recipients are free to publicise their project award however best suits their needs. But if you would like some further facts about the Fund, or the wider regeneration work going on across the country, MHCLG is always happy to help.

Some additional key facts:

More than 11 million people live across the Great British Coast.

The coastal tourism industry contributes £8 billion to the economy each year.

The first four rounds of the Coastal Communities Fund invested over £173 million in 295 projects across the UK. Those projects are predicted to create or safeguard up to 18,000 good jobs UK-wide.

Across our Great British Coast we've got heritage hooks to be proud of, but some of these places need some tender, loving, care. That's why MHCLG has also invested £7.8 million through the Coastal Revival Fund to get 189 brilliant British coastal heritage assets back into ship-shape.

Blackpool Council £1m



Other fundraising - £675,500