

*Blackpool is one of Britain's most visited tourist destinations.*

*Although the Lancashire town reached the height of its popularity in the 1950s, it still has an estimated 10 Million visitors a year.*

*Tourists come to enjoy the seaside environment and experience the charms of a traditional British seaside resort.*



### **The customer: Blackpool Council**

Blackpool Council operated a number of staffed facilities throughout the town, but suffered problems due to staff issues, budget restraints and the poor repairs of the installations. In 2002, Blackpool's public toilets were pronounced by 'Which' magazine to be the worst in Britain; unacceptable for a town living mainly off tourism.

### **The project: improved facilities with style and substance**



An improvement to the facilities and maintenance of Blackpool's public toilets was identified as vital to the tourism trade. With a very active night life and more than 500,000 visitors to the town's public toilets every year, a speedy and reliable solution was required.

The council decided to outsource the project to a supplier who could offer solutions fitted to the architectural environment and unique demands of Blackpool.

*An old tram stop on Blackpool's beach could be preserved because it has been converted into a public toilet.*

### **Danfo: the total solutions provider**

Danfo was chosen as the preferred supplier, for their ability to deliver a mix of new installations and refurbish older buildings, along with their maintenance expertise. Together, Blackpool council and Danfo developed a Partnership Charter and an step-by-step action plan to improve the town's toilets

### **The partnership: from bottom to top**

To suit Blackpool's distinctive architectural identity and budgetary restraints, Danfo refurbished a number of old buildings in the city centre. Some new installations were also added; these were designed in co-operation with Blackpool's planning department to ensure a unified overall feel.

Danfo has also assumed the responsibility for the cleaning and maintenance of all Blackpool's public toilets.

The success of the partnership has been recognised by successive wins at the British Toilet Association Loo of the Year Awards. Together with Danfo, Blackpool has moved from Britain's worst to Britain's best public toilets!



*The Starr Gate public toilet in Blackpool, before and after the refurbishment by Danfo.*