

# OpenVoiceNews

Transparent. Unbiased. Yours.

## Fleetwood Residents Push Back Against Negative Ranking

August 17, 2025

– Categories: General News



Download IPFS

Fleetwood, a Lancashire seaside town, has responded strongly after being labelled one of Britain's worst towns in a recent survey. The town received an overall rating of 46%, which considered factors such as its beach, seafront, scenery, food and drink options, accommodation, tourist attractions, and value for money. However, residents insist the ranking fails to reflect the town's charm and community spirit.

Debbie Grey, 62, owner of Lords Deli on Lord Street, says the negative coverage is disheartening. “Unfortunately, we get a lot of bad press,” she told the *Daily Express*. “We get called ‘deprived’ and ‘degenerate’ and all sorts of things. It’s a bit sad as people in Fleetwood are lovely and friendly.”

Mrs Grey has run the deli for 19 years, enduring economic recessions, the Covid-19 pandemic, and the suspension of the town’s heritage tram service. Despite challenges, she says her business has thrived thanks to loyal local support. “We’ve managed to muster through. We’re still here, as we pride ourselves on good and friendly service. If we didn’t have the local people, we wouldn’t be here,” she added.

Fleetwood, located seven miles north of Blackpool, offers a range of attractions beyond its traditional seaside features. Mrs Grey highlights the town’s market, private school, golf course, boating lake, promenade, amusements, and estuary walk. “It’s a lovely, lovely town for families to visit,” she said.

Some locals attribute Fleetwood’s difficulties to outsiders arriving from other areas, particularly from Manchester and Liverpool, who they feel show little respect for the town and its residents. “They’ve got no respect for the town, no respect for the people, and that’s why we get a bad name,” Mrs Grey said.

Along Lord Street, the Amore Café, managed by Eduardo and Aileen Albero, has earned popularity among residents for its focus on fresh, locally sourced ingredients. Mrs Albero, 66, described the negative press as unfair. “We’ve got a great market here, with coaches of people coming from all over. The promenade is lovely too. I think the bad press is unjustified; we don’t get any trouble here,” she said.

The Alberos also praised the supportive local network that helps small businesses thrive. Similarly, Fleetwood Market, held on Adelaide Street every Tuesday, Thursday, Friday, and Saturday, hosts more than 250 stalls selling local produce, clothing, homeware, gifts, and collectables.

Fleetwood’s esplanade, featuring expansive views of the shoreline and the 28-metre-high sandstone Pharos Lighthouse, is another point of pride. Mary, Tom and Friends, a Fleetwood-themed gift shop run by Katherine Platt, began as a market stall in 2014 before relocating to The Esplanade in 2019. “There’s so much more to do in Fleetwood than

people think. We've got a lovely promenade, a boating lake, a new pitch-and-putt course, and three lighthouses, two operational, one not," she said.

The Ferry Café, trading for around 70 years, offers traditional fish and chips and ice cream. Proprietor Steve Chandler, 56, described the café as a "hub" for residents. "Fleetwood is a pretty quiet and nice town. Blackpool gets all the drunks, but it's much nicer here. We keep going, and that's all we can do. We will keep providing a place for the locals to come and enjoy," he said.

The Fleetwood Model Yacht and Power Boat Club draws both competitors and families, while the nearby lake remains popular for crabbing. Lynn Park, 64, brought her grandson and his friend to the area, praising the town's clean beaches and family-friendly environment. "It's just so peaceful here. It's an old seaside town and it's stayed like that. It's not commercialised, and it's exactly what I remember as a kid," she said.

Despite its attractions, Fleetwood has faced challenges in recent years, including rising costs and declining visitor numbers. Mrs Grey explained how her deli has adjusted to these pressures. "There is a lack of footfall in the town as people don't have a reason to come in. We're on delivery services now because that's what people want. Prices have had to go up to survive," she said.

Mrs Platt echoed these concerns, noting that tourism can be inconsistent. "It can be really busy, but sometimes we also struggle for footfall. Visitors spend when they come, but not everyone has money to spend," she said.

Despite these challenges, residents remain proud of Fleetwood, emphasising community spirit and local support. For many, the town continues to offer a welcoming environment, traditional attractions, and a distinctive coastal charm that they believe is underappreciated by outsiders.