



Lancashire Fire
and Rescue Service

Incident 2602002136



12 Waterloo Road,
Blackpool

6 February 2026,
23:30hrs

Smart Mart and the challenges

- Home Furniture Store selling second-hand furniture, and Soft Play centre
- Significant fire loading due to nature of products sold and foam in soft play equipment.
- Several buildings in very close proximity and/or attached to Smart Mart
- Residential buildings in very close proximity
- Difficulties in accessing all sides of building



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The Incident – 23:30hrs (T.O.C)

3



Initial
attendance



SM Dave Curran



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The Incident – On Arrival





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The Incident – On Arrival





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The Incident – On Arrival





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Hazards & Considerations



- Large thick smoke plume
- Rapid fire spread
- Structural collapse
- Establishing water supplies
- Impact on businesses and community
- Public safety and reassurance (media messages)



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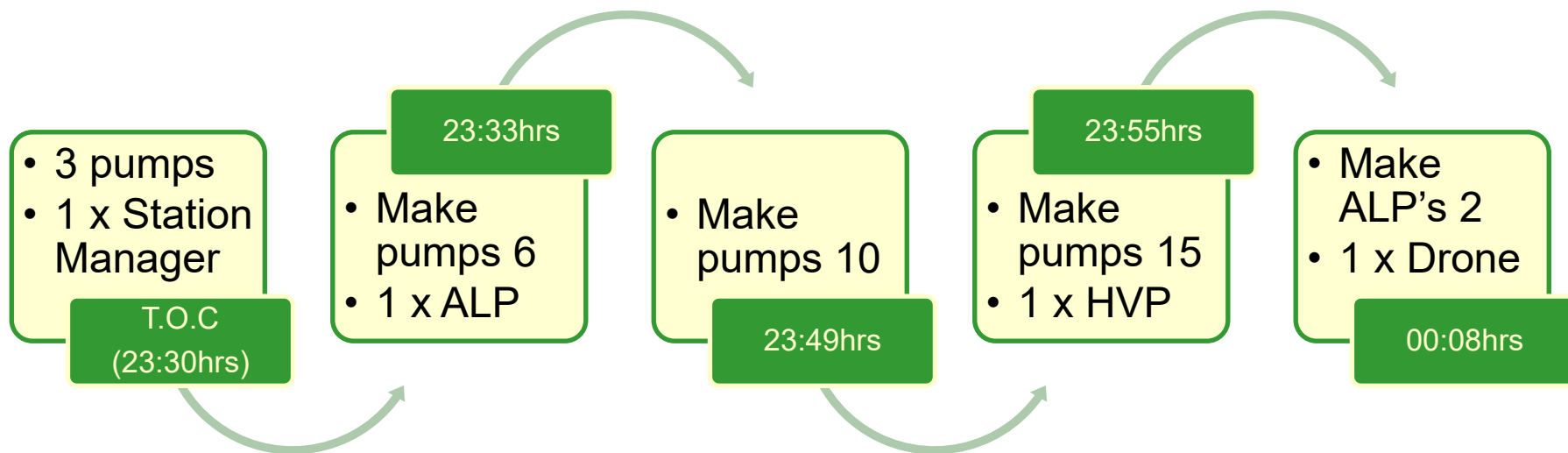
Priorities

- Establish adequate water supplies
- Extinguish the fire and prevent fire spread
- Evacuation of neighbouring commercial and residential properties
- Identify any hazards to maintain firefighter safety
- Protect the environment
- Fire Investigation





How the incident grew.



Quick and decisive decision making,
leading to improved outcomes



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The Incident – 01:06hrs (total resources)

2



1

15



By 01:06hrs, the total resources requested had risen to



1

1



1



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The Incident – Led and supported by..



Blackpool Council

www.blackpool.gov.uk





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Multi-agency actions

LFRS:

- Evacuate and protect neighbouring residential and commercial properties
- Ensure the fire was extinguished and monitor for hot spots
- Complete fire investigation
- Joint Communication strategy established between LFRS, Police & Blackpool Council. This included updates / information for businesses and public

Lancashire Constabulary:

- Preserve the scene for fire investigation and maintain strict cordons due to unsafe structures

Blackpool council:

- Emergency planning - Road closures and traffic management
- Building control – assess structural stability of buildings and offer advice to property owners / occupants





Protracted Incident

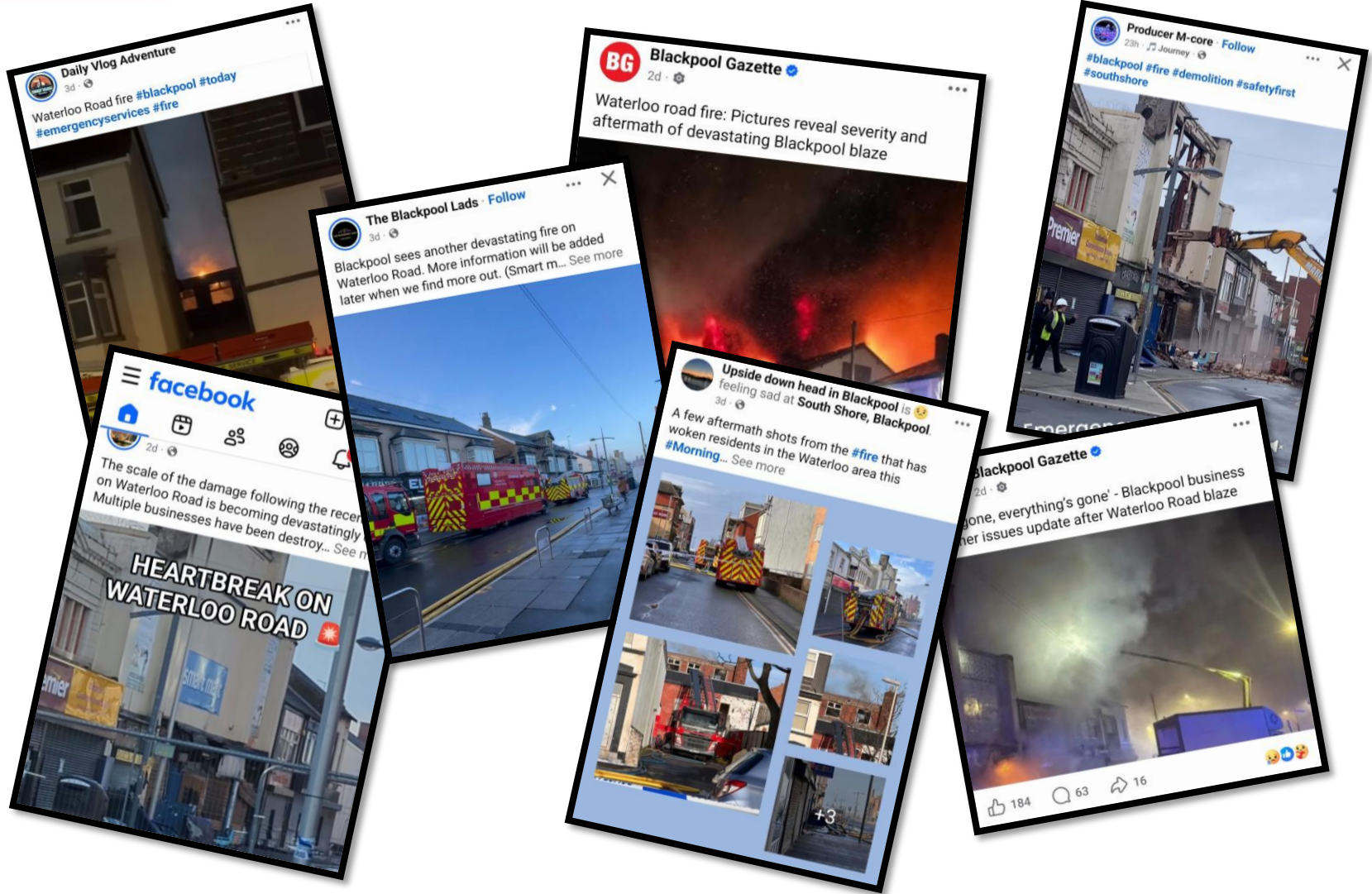
LFRS resources worked alongside partners for 5 days.

- Multi-Agency meetings continued throughout to:
 - Monitor for hot spots
 - Complete fire investigation
 - Agree post-incident closure responsibilities with Blackpool Council
 - Reduce the cordon & impact on local businesses and community
 - Return occupants to residential properties (Gordon Street)
 - Provide community reassurance due to social media coverage
- Incident closed on 11/2/26
- Liaison with partners continued post-incident



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Public attention





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Public reassurance



South Shore Fire Station

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We will be in attendance in the area of Lytham Road/Waterloo Road over the next few days, between 10am-2pm, to offer reassurance to our local community following the recent fire on Waterloo Road in Blackpool.

We will be out and about in the area, so please feel free to speak with us if you have any concerns or need support. We'll also be providing advice and guidance to local businesses and residents.



- Community Safety teams
- Fire Safety teams
- Operational Crews
- Multi-agency collaboration



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Questions?