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Blackpool Council



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## **MINUTES OF BLACKPOOL, FYLDE AND WYRE ECONOMIC PROSPERITY BOARD MEETING - TUESDAY, 5 FEBRUARY 2019**

The minutes of the Blackpool, Fylde and Wyre Economic Prosperity Board (EPB) meeting held on Tuesday 5 February 2019 at the Committee Room 2, Civic Centre, Poulton-le-Fylde

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### **Blackpool, Fylde and Wyre Economic Prosperity Board members present:**

Councillors Simon Blackburn, Susan Fazackerley M.B.E. and David Henderson

### **Chief Executive Officers present:**

Neil Jack, Chief Executive Blackpool Council  
Allan Oldfield, Chief Executive, Fylde Council  
Garry Payne, Chief Executive, Wyre Council

### **Apologies for absence:**

None

### **Co-opted private sector representatives present:**

Martin Long (Blackpool)  
Neil Farley (Fylde)  
Peter Worthington (Wyre)

### **Other officers present:**

Nick Gerrard, Growth and Prosperity Programme Director, Blackpool Council  
Rob Green, Head of Enterprise Zones, Blackpool Council  
Paul Walker, Director Development Services  
Marianne Hesketh, Service Director Performance and Innovation  
Duncan Jowitt, Democratic Services and Councillor Development Officer

No members of the public or press attended the meeting.

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## **1 DECLARATIONS OF INTEREST**

None.

## **2 CONFIRMATION OF MINUTES**

The minutes of the previous meeting were confirmed as a correct record.

## **3 MATTERS ARISING**

The Growth and Prosperity Programme Director, Blackpool Council (GPPD) provided an update on the Economic Impact Model and Transforming Cities Fund items.

The GPPD confirmed that discussions had taken place with regard to the Economic Impact Model and Wyre were now satisfied with the proposal and that consideration had been given to the possible roll out to other Lancashire authorities. If it were rolled out in this manner, the cost would increase proportionately and it was going out to tender with a facility for other authorities to be included at their own expense and the Lancashire Economic Development Officers Group would also be looking at it

He stated that the Transforming Cities Fund had been agreed and approval given to the Preston bid (which includes proposals for Preston, South Ribble and Fylde) to move onto the next phase of development. This would include work on South Fylde Line Loop. The overall work will be led by Lancashire County Council and an inception meeting is to be held on 6 March 2019 with the Department for Transport and an officer group established to take it forward including Fylde and Blackpool officers.

The Chief Executive, Wyre Council asked the GPPD about the Land Release Fund for the building of residential homes on land at Blackpool Road, Poulton and whether it was time-restricted. The GPPD confirmed that it was and that, as Wyre hoped to gain approval of the Local Plan at an extraordinary meeting scheduled for 28 February 2019, he would double check and confirm the timeline in order to ensure that the funding would not be lost.

## **4 BLACKPOOL BUSINESS INVESTMENT MARKETING STRATEGY**

Nick Smillie of Clarity Inward Investment Marketing Strategies provided a presentation to the Board on how Clarity and Diva were developing Blackpool's investment promotion propositions and brand. The Board heard about the advancement of sector value propositions as a solid basis for brand development and the following sector strengths of Blackpool and its hinterland:

Blackpool Council



- aerospace and advanced engineering – the aerospace cluster and related sectors
- advanced materials – the intersection of chemicals and advanced engineering
- energy – nuclear, unconventional gas, offshore renewables food manufacturing - value-added products, clustering and cost advantages
- business, professional and financial services.

He said that Blackpool and the surrounding area had a value combination of quality and reduced costs to encourage profitable business growth, including:

- innovation in food manufacturing and advanced materials
- technology-focused market opportunities integral to world-class industry clusters in aerospace, energy and advanced engineering
- significant costs advantages and investor incentives like the Enterprise Zones
- access to a large, highly skilled workforce at both technical and professional skills levels and access to leading universities and skills providers
- large-scale town centre investment and reinvention with Grade A office proposition, conference centre and infrastructure
- good connectivity.

The presentation focussed on how the brand would help raise the profile of Blackpool and the surrounding areas as a value-added location for businesses looking to relocate or expand and deliver a powerful business proposition by shifting current perceptions of Blackpool as a tourist destination.

He explained that the rationale behind using Blackpool as the unembellished brand name was because of its instant recognition and geographical context and said that the brand would be bold, confident, business-like, serious and forward looking to challenge and contrast with existing perceptions and assumptions. Important aspects were:

- clear and coherent positioning to send powerful value proposition messages
- versatility and flexibility - supporting multiple industry sectors and messages
- compatibility with identified high-technology and high-growth sector strengths.

Next steps included an Inbound Internet Marketing Campaign to attract inward investment with key elements of

Blackpool Council



- pro-actively building online business and intermediary networks
- publishing and distributing content via website and business social media
- projecting Blackpool's 'Value Proposition' and 'Influencer' messages to provide support for the content
- utilising multiple content formats - text, video and infographics
- attracting audiences to the campaign's 'publishing website' to consume content and then identifying those site visitors in order to build relationships
- researching and identifying target business decision makers, influencers and intermediaries
- including sponsored content.

There would be an initial focus on awareness raising via the messages "Blackpool Seriously Means Business" and "Blackpool, the place for business" and a strategic launch event to stimulate interest from Fylde Coast businesses and challenge perceptions which was to be held after May 2019.

Members discussed the information presented and agreed to the choice of Blackpool as the marketing brand name as brand recognition would be of the greatest practical value and potential investors would be unconcerned with municipal boundary lines.

As the proposals included the making of a Blackpool promotional video, the Chief Executive, Wyre said that a planned video promoting Wyre would be put on hold.

The Board agreed that the campaign should move onto the next phase.

The visual presentation is appended to these minutes.

## **5 LANCASHIRE ESIF PROGRAMME 2014-2020 FORWARD PLANNING UPDATE**

The Growth and Prosperity Programme Director, Blackpool Council submitted a report setting out a possible approach for the commitment of unallocated ESIF funds prior to a detailed paper being presented to the Lancashire ESIF Committee in January 2019 with a view to agreeing a plan for allocating remaining ESIF funds by the end of 2019.

## **Decision**

The Board noted the report.

## **6 EXCLUSION OF PUBLIC AND PRESS**

The Board decided that the public and press should be excluded for the remaining items on the agenda and passed the following resolution: “That the public and press be excluded from the meeting for the remainder of the meeting, on the grounds that their presence would involve the disclosure of exempt information as defined in category 3 (Information relating to the financial or business affairs of any particular person (including the authority holding that information)) of Part 1 of Schedule 12(a) of the Local Government Act, 1972, as amended by the Local Government (Access to Information) Variation Order 2006 and, that the public interest in maintaining the exemption outweighs the public interest in disclosing the information”.

## **7 BLACKPOOL AIRPORT EZ PROGRESS REPORT (STANDING ITEM)**

The Head of Enterprise Zones, Blackpool Council submitted a progress report on the Blackpool Airport Enterprise Zone and provided additional information, which elaborated on more recent and unfolding developments.

## **Decision**

The Board noted the report.

## **8 HILLHOUSE TECHNOLOGY EZ PROGRESS REPORT (STANDING ITEM)**

The Senior Economic Development Officer, Wyre Council submitted a progress report on the Hillhouse Enterprise Zone. The report was presented at the meeting by Marianne Hesketh, who confirmed that Wyre was still awaiting comments from the NPL Group regarding phasing and costings in order to progress the Implementation Plan.

## **Decision**

The Board noted the report.

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## **9 DATE, TIME AND VENUE OF NEXT MEETING**

The Board agreed the time, date and venue for the first meeting of 2019/ 2020 as 2pm on Tuesday 4 June 2019 in the Council Chamber at the Town Hall in St Annes.

The meeting started at 2.00 pm and finished at 3.14 pm.

## **10 LANCASHIRE ECONOMIC DEVELOPMENT OFFICERS GROUP (LEDOG) - LANCASHIRE PROJECT SUMMARY FORM**

The Growth and Prosperity Programme Director, Blackpool Council submitted a report informing the Board of the process to complete LEDOG Local Authority Project Templates.

### **Decision**

The Board noted the report.

The meeting started at 2.00 pm and finished at 3.14 pm.

**Date of Publication:** 7 February 2019:

PLACE MARKETING PARTNERS

**Clarity | diva**

# Developing Blackpool's Investment Promotion Propositions & Brand

# Sector Value Propositions



A solid basis for brand development



## IDENTIFIED SECTOR STRENGTHS



### **Aerospace & Advanced Engineering**

Aerospace cluster and related sectors

### **Advanced Materials**

Intersection of chemicals and advanced engineering

### **Energy**

Nuclear | Unconventional Gas | Offshore Renewables

### **Food Manufacturing**

Value-added products, clustering and cost advantages

### **Business, Professional & Financial Services**

Town Centre Grade A Office proposition

## VALUE PROPOSITIONS: KEY BENEFITS

### **Blackpool + its hinterland = a premier league, value-adding business location**

Integral to world-class industry clusters (e.g. aerospace & advanced engineering)

Access to a large, highly skilled workforce at both technical and professional skills levels

Access to leading universities and skills providers

High levels of innovation (e.g. Food Manufacturing & Advanced Materials)

Technology-focused market opportunities (e.g. energy sub-sectors & aerospace supply chain)

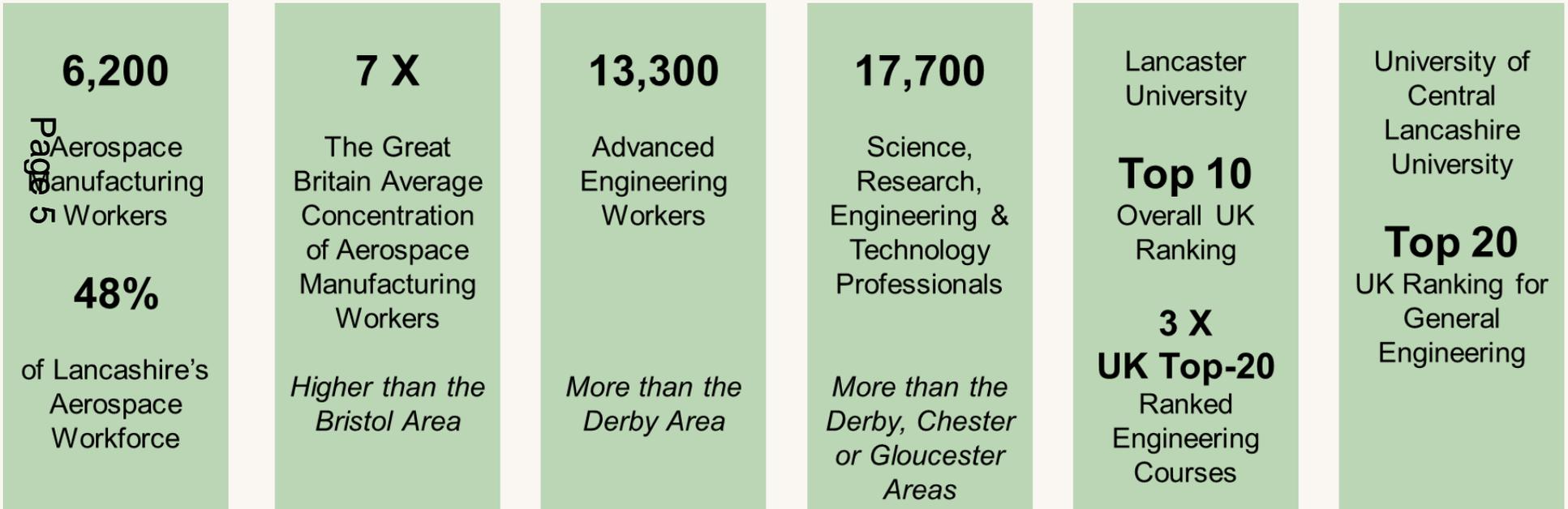
Significant costs advantages and investor incentives (e.g. EZs)

Large-scale, town centre investment and reinvention: Grade A offices, Conference Centre, infrastructure

Good connectivity – much better than people think!

VALUE PROPOSITION EXAMPLE

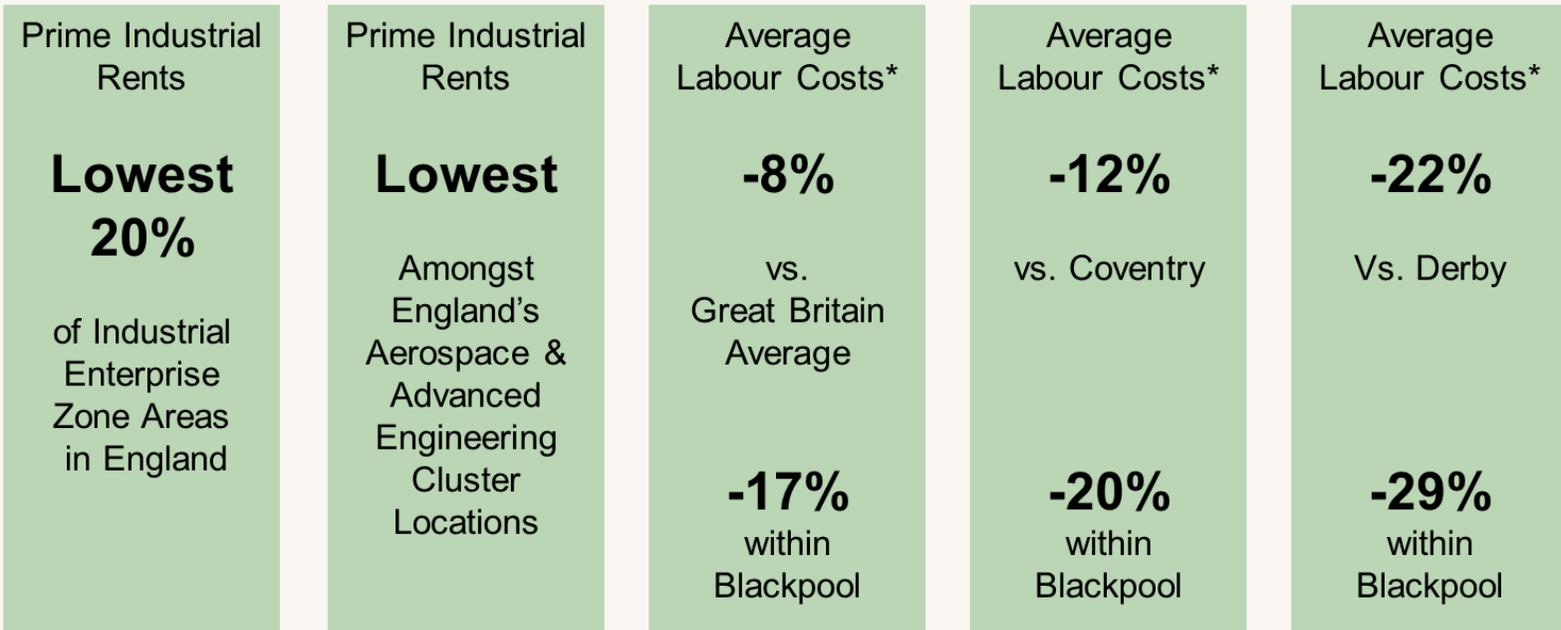
**Aerospace & Advanced Engineering**  
Quality factors



VALUE PROPOSITION EXAMPLE

**Aerospace & Advanced Engineering**  
Cost factors

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\*Lancashire data used to reflect Blackpool's Aerospace & Advanced Engineering labour catchment area. Blackpool costs are lower.

# Developing the Brand



Positioning Blackpool for business



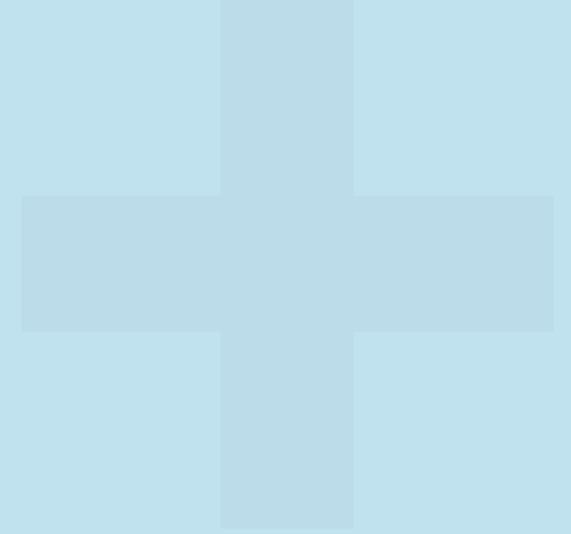
*'The brand will raise the profile of Blackpool as a value-added location for businesses looking to relocate or expand in an area.*

*By shifting current perceptions of Blackpool as a tourist destination we will focus on a powerful business proposition.'*

THE BRAND INTENTION

—

# Blackpool Seriously Means Business



# Blackpool

## The Place for Business

### Rationale

- Blackpool: Instant recognition; geographical context; unembellished
- Bold, confident, business-like, serious, forward looking
- Challenges & contrasts with existing perceptions & assumptions
- Clear, coherent positioning for powerful value proposition messages
- Versatile & flexible - supporting multiple industry sectors & messages
- Compatible with identified high-technology & high-growth sector strengths

# Blackpool

The place for business



# Blackpool

The place for business



# Next steps



Projecting the brand and key messages



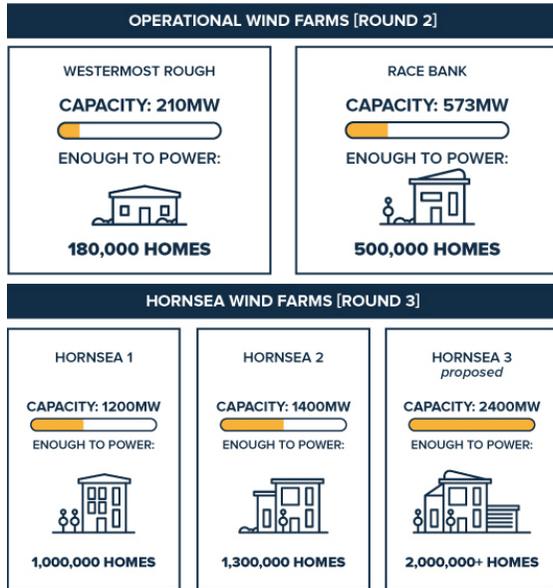
# Inbound Internet Marketing Campaign

## Key elements

- Pro-actively building online business and intermediary networks
- Publishing and distributing content via website & business social media
- Projecting Blackpool's 'Value Proposition' and 'Influencer' messages
- Utilising multiple content formats: Text, Video, Infographics
- Attracting audiences to the campaign's 'publishing website' to consume content
- Identifying target business decision makers, influencers and intermediaries
- Initial focus on awareness raising – *Blackpool Seriously Means Business*

# Content formats

## Infographics



Source: Orsted.co.uk, 2018.



Source: Property Agents, H2 2017. Prime industrial rents in locations with Enterprise Zones.

## Influencer pieces

### Managing the UK's Biggest Ports Complex: An Interview with Simon Bird, Humber Director at ABP



Share article



In category Ports and logistics

As ABP's Humber Director, Simon Bird is responsible for the UK's biggest ports cluster, includes the ports of Grimsby, Immingham, Greenport Hull and Goole. Simon is a keen ambassador for the area, and explains the importance of the Humber ports to South Humber-based businesses.

#### What is the scale of Associated British Ports' operations in the Humber?

The Humber is the busiest estuary in the UK and, whichever way you look at it – by value, economic benefit or tonnage – the Humber ports are very significant. 13% of the UK's trade takes place through them.



# Business Social Media

## LinkedIn

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The Team at South Humber liked Charley Rattan's comment on this

**SH** The Team at South Humber • 3rd  
Investment Promotion Team for the South Humber Industrial Investment Progra...  
3w

Great news! Immingham site targeted for the UK's first commercial scale waste-to-jet-fuel plant:



**Immingham site targeted for the UK's first commercial scale waste-to-jet-fuel plant**  
southhumber.co.uk

52 Likes · 4 Comments

Like Comment Share

Add a comment...

**Charley Rattan** • 3rd  
Renewable energy troubleshooter and corporate trainer. Supporting ...  
This sounds innovative. ...Subject to planning permission and a final investment decision, the plant would take hundreds of thousands of tonnes per year. ...see more  
Like Reply 4 Likes

Load more comments

The Team at South Humber liked David Robinson's comment on this

**SH** The Team at South Humber • 3rd  
Investment Promotion Team for the South Humber Industrial Investment Progr...  
1mo

Tax incentives and cost savings are just two reasons why the South Humber Enterprise Zone business case stacks up... #southhumber #enterprisezones #industrialsites #bestbusinesslocation Oliver du Sautoy Tom Asl ...see more



**South Humber Enterprise Zone: Space, Power, Tax Breaks and Cost Savings for Expanding Industrial Companies**  
southhumber.co.uk

17 Likes · 3 Comments

Like Comment Share

Add a comment...

**Mark Webb** • 3rd  
Passionate about local enterprise and business. The future of our ...  
It's THE place where business and investment makes sense whatever is going on in the rest of the world.  
Like Reply 2 Likes · 1 Reply

**SH** The Team at South Humber • 3rd **Author**  
Investment Promotion Team for the South Humber Industria...  
Agreed Mark, thanks for the support!  
Like Reply

Load more comments

# Audience Identification

Blackpool Location Data download

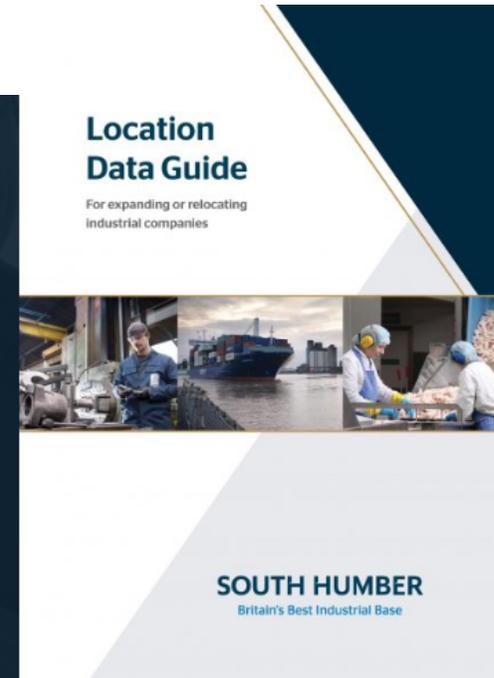
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## Get the location data guide

The South Humber Business Location Data Guide provides essential, high-quality data to help you find the best location for your business.

- Sites availability and costs
- Transport connectivity
- Skilled labour availability and cost
- Financial incentives
- UK location data comparisons
- Support for your business expansion

[Get data guide →](#)



# Campaign Launch



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# Thank You

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