

# MINUTES Blackpool, Fylde and Wyre Economic Prosperity Board

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| <b>Date:</b>  | Tuesday, 10 September 2019  |
| <b>Venue:</b>   | Town Hall, St Annes.  |
| <b>Economic Prosperity Board Members Present:</b>       | Councillors Susan Fazackerley MBE, David Henderson, Simon Blackburn   |
| <b>Chief Executive Officers Present:</b>                | Garry Payne, Chief Executive Wyre Council<br>Paul Walker, Director of Development Services, Fylde Council (Substitute for Allan Oldfield)<br>Neil Jack, Chief Executive Blackpool Council |
| <b>Co-opted private sector representatives Present:</b> | Martin Long (Blackpool), Neil Farley (Fylde), Peter Worthington (Wyre)  |
| <b>Other Attendees:</b>                                 | Paul Evans (BEIS), Nick Gerrard, Rob Green, Nicole Billington, Steve Smith, Katharine McDonnell   |
| <b>Apologies</b>  | Allan Oldfield, Katherine O'Connor  |

## 1. Apologies

Apologies were received from Allan Oldfield, Chief Executive Fylde Council and Katherine O'Connor, Senior Policy Manager, Cities and Local Growth Unit – North West

## Declarations of Interest

None

## 2. Confirmation of minutes

Minutes of the meeting held on 4 June 2019 were confirmed as a correct record

## 3. Matters Arising

None

## 4. Blackpool: The Place for Business – Inward Investment Marketing Strategy Update

Nicole Billington provided an update of the Business Investment Marketing strategy. She showed examples of additional content added to the website since the last meeting.

There was a lengthy discussion about previous concerns regarding the focus on Blackpool, which did not appear to have been addressed. The Board acknowledged that whilst the decision to use Blackpool as the main brand was correct, it felt like a missed opportunity not to use the website to articulate the offer of the wider area, and the nuances of the area.

In discussion it was agreed that it was not about breaking the Blackpool brand. It was acknowledged that Blackpool was well known, but once into the website, not to provide clarity regarding the three different areas, and what these could offer, was potentially misleading and detrimental.

It was agreed that Nick and Nicole would speak to the marketing consultants and look to correcting or providing clarification to the content, where possible.

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It was discussed that as the campaign came to an end in December, a review should take place with a view to build on the work already undertaken. The idea of closer collaboration between the three councils in regards to economic development was also mooted.

**Decision: The Board noted the update, and Nick and Nicole to speak to the marketing consultants regarding the content of the website.**

#### **5. Local Industrial Strategy and The Lancashire Plan - Update**

Nick Gerrard provided an update on the Local Industrial Strategy (LIS). He advised that each local authority was asked to provide propositions regarding future plans, to feed into the LIS. A joint submission from the three councils had put forward the tram loop and development of the town centres, through the Future High Street Fund.

Discussion turned to the Tram Loop and how to further develop the idea to unlock future funding. It was discussed that a feasibility study would be the way forward. As Blackpool had refurbished and modernized the tramway, the authority could evidence the increased numbers of passengers and wider economic benefits.

It was discussed that collaboration, cooperation and innovation from the three councils in regards to the tramway loop with the benefits of improved connectivity and infrastructure, would fit with the Future High Street funding, and wider government agenda, and would give future bids for funding the edge.

**Decision:** The Board noted the report, and it was agreed for Nick, Steve and Andrea to meet to discuss a joint feasibility study bid.

#### **6. Exclusion of the Press and Public**

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 press and public 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 Enterprise Zone Progress Report (Standing item)**

The Head of Enterprise Zones, Blackpool Council submitted a progress report on the Blackpool Enterprise Zone and provided a verbal update of additional information not contained within the report.

**Decision:** The Board noted the report.

#### **8. Hillhouse Enterprise Zone Progress Report (Standing item)**

The Senior Economic Development Officer, Wyre Council submitted a progress report on the Hillhouse Enterprise Zone.

**Decision:** The Board noted the report.

#### **9. Dates of forthcoming meetings**

Tuesday 7 January 2020

Tuesday 7 April 2020

All meetings would be held in the Reception Room, St Annes Town Hall, to commence at 2pm.

The meeting started at 2pm and finished at 3.35pm

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