



Blackpool, Fylde and Wyre Economic Prosperity Board Minutes

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

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

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
Steve Smith, Blackpool Airport Enterprise Zone Delivery Manager
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.

28 Declarations of interest

None

29 Confirmation of minutes

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

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.

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 & 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:

- aerospace & 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 & 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 & assumptions. Important aspects were:

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

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

- 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 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.

32 Lancashire ESIF Programme 2014-20 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.

33 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".

34 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.

35 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.

36 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.

37 Date, time and venue of next meeting

The Board agreed the time, date and venue for the first meeting of 2019/20 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.

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