



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 Thursday, 10 June 2021 at the Council Chamber - Civic Centre, Poulton-le-Fylde.

Blackpool, Fylde and Wyre Economic Prosperity Board members present:

Councillor Henderson, Leader of Wyre Council
Councillor Buckley, Leader of Fylde Council
Councillor Smith, Executive Member for Blackpool Council

Apologies for absence:

Councillor Williams, Leader of Blackpool Council
Scott Butterfield, Strategy, Policy & Research Manager, Blackpool Council

Chief Executive Officers:

Neil Jack, Blackpool Council
Allan Oldfield, Fylde Borough Council
Garry Payne, Wyre Borough Council

Co-opted private sector representatives present:

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

Officers present:

Nick Gerrard, Growth and Prosperity Programme Director, Blackpool Council
Daphne Courtenage, Assistant Democratic Services Officer, Wyre Council
Rob Green, Head of Enterprise Zones, Blackpool Council
Paul Walker, Director Development Services, Fylde Council
Marianne Unwin, Democratic Services Officer, Wyre Council
Duncan Jowitt, Democratic Services Officer, Wyre Council
Nicole Billington, Blackpool Airport Enterprise Zone Marketing & Administration Officer, Blackpool Council
Richard Morris, WhistleJacket
Helen MacVicar, WhistleJacket

No members of the public or press attended the meeting.

1 Election of Chairman

Councillor David Henderson, Leader of Wyre Council, was elected as Chairman.

2 Chairmanship of Economic Prosperity Board

The Chairman introduced this item and explained to the board the purpose of the report.

He welcomed the report as it ensured that administrative clerking duties and the Chairmanship of the board would be re-aligned with the same authority. The Chairman proposed an amendment to recommendation two of the report regarding agenda setting meetings. He explained that the individual Chairman should decide this. Councillor Henderson was happy for the agenda to be created without an agenda-setting meeting, but he did request that he saw the agenda in advance of its publication to which the board **agreed**.

Councillor Buckley, Leader of Fylde Council, thanked Lennox Beattie, Executive and Regulatory Manager at Blackpool Council, for his support and assistance during her time as Chairman.

3 Election of Vice Chairman

Councillor Karen Buckley, Leader of Fylde Council, was elected as Vice Chairman.

4 Declarations of interest

None.

5 Confirmation of minutes

The minutes of the meeting held on 25 March 2021 were **confirmed** as a correct record.

6 Matters arising

Councillor Karen Buckley directed the board to point five of the minutes and asked officers for an update, in particular surrounding the coach industry.

7 Dates of future meetings

The Chairman proposed an amendment to the dates and times of the future Economic Prosperity Board meetings to suggest they could be held on either Monday afternoons or Friday mornings in order to accommodate the Leader of Blackpool Council.

Councillor Mark Smith, substitute member for Blackpool Council, agreed to put this suggestion to Leader Lynn Williams, but for now he was happy to leave the dates as they were.

The dates and times of future EPB meetings for the municipal year 2021/22 were **agreed** as:

- Thursday 9 September 2021 2pm
- Thursday 9 December 2021 2pm
- Thursday 3 March 2022 2pm

8 Business Investment Marketing

WhistleJacket, Brand, Design and Communications Agency, submitted a presentation which explained the next stages of the Blackpool Makes It Work – Blackpool’s inward investment marketing campaign.

Nicole Billington, Marketing Officer at Blackpool Council, introduced the two WhistleJacket representatives, Richard Morris and Helen MacVicar, and thanked them for their work.

WhistleJacket presented the changes made to the original campaign brand. Richard emphasised the need to present Blackpool and the Fylde Coast as a place not just for leisure, but for business. This was shown through new brand design assets, such as a new logo, tag line, reformatted website and the use of online case studies. He also explained the impact this had on online engagement. On the 12 June 2020, the Twitter page had 462 followers. This increased to 567 in just over a year, and the LinkedIn page showed a 313% increase in followers and engagement in the same period.

The Leaders of Fylde and Wyre both asked about the inclusion of their boroughs in the campaign.

Richard explained that Blackpool as an initial brand gathers more attention; however, Fylde and Wyre also have a lot to offer and were included in the campaign. He stated that the focus on the Fylde Coast is demonstrated within the case studies. The case studies highlighted the stories of people and their businesses, which are published on the social media pages to help drive online engagement. He emphasised the need for more stories from the three areas.

Peter Worthington, the co-opted private sector representative for Wyre, asked about the campaign’s key performance indicators. It was explained that this would be the next step for Blackpool Makes It Work.

The Chairman thanked Richard and Helen for their presentation.

9 Addressing carbon emissions on the Fylde Coast

The Chairman addressed the board of Scott Butterfield’s absence and that the item will be postponed until the next meeting.

10 Flood Strategy

Paul Walker, the Director of Development Services for Fylde Council, introduced the report on Flood Strategy and explained the key points.

The board expressed their support of the Fylde Peninsular Water Management Partnership and highlighted the importance of collaboration with other authorities to tackle flooding.

A question was raised surrounding the project two bid's next steps and timescales, to which Mr Walker responded.

The board highlighted the drainage issues and localised flooding on the Fylde Coast. They additionally **agreed** to ask the partnership to have more emphasis on reviewing flood risk and surface water management.

The board **agreed** to invite Carl Green, Head of Engineering Services at Wyre Council, to write a report surrounding the opportunity for investment in carbon mitigation strategies, which would come before members at the 9 December meeting.

The Economic Prosperity Board **agreed** to:

1. Note the increasing risk of flooding and importance of surface water management across the Fylde Coast
2. Recognise the success that Fylde, Blackpool and Wyre Councils have had by working in partnership to replace coastal defences and improve bathing water quality
3. Support the respective authorities in addressing the challenge of flooding and surface water management through the Fylde Peninsular Water Management Partnership
4. Invite the Heads of Services to investigate the potential to jointly establish a specialist drainage team (between the three districts and Lancashire CC) pooling existing resources and securing additional resources to allow greater integration of water management across the peninsular. This action is to be delivered as an action through the Fylde Peninsula Water Management Partnership and reported back to the EPB
5. Support the innovation bids as outlined in section 4.5 of the report
6. Invite the Heads of Service to work with United Utilities to identify surface water schemes that will be mutually beneficial in reducing flood risk.

The Chairman thanked Paul Walker for his report.

11 Exclusion of public and press

The EPB **agreed** that the public and press be excluded from the meeting whilst the remaining agenda items 12 and 13 were considered, 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 informations.

12 **Blackpool Airport Enterprise Zone: progress report**

Rob Green, Head of Enterprise Zones, provided the board with an update on the Blackpool Airport Enterprise Zone.

Mr Green updated the board that the public engagement exercise had now commenced and responses were being received. He explained that they were hopeful to organise an open day at South Shore Cricket Club; however, this would be subject to local Covid-19 guidelines.

He updated the board that the planning application for the new highways at Common Edge and the new link road through to the Enterprise Zone would likely be submitted to Blackpool Council in August 2021. He also stated that the planning application for the new sports changing rooms and 3G pitches was approved by Blackpool Council and that it was being heard at Fylde Council's Planning Committee later in the month.

Mr Green explained that Blackpool Airport were currently undergoing a restructure and were advertising for a new airport manager.

He updated the board that the Licensing application was on target for the 30 September takeover by Blackpool Airport Operations.

Councillor Karen Buckley questioned Rob Green on the time scales of the Blackpool Airport link road, 3G pitches projects and the introduction of Fibre Broadband in Fylde.

The board **agreed** to note the report.

13 **Hillhouse Technology Enterprise Zone: progress report**

Rob Green, Head of Enterprise Zone presented an update on Hillhouse Enterprise Zone.

Mr Green updated the board of the interim report on the Fleetwood to Poulton railway line and stated that the summary recommendations explained all three options, heavy rail, light rail and tram-train, should be taken to the next stage.

Mr Green updated the board of a 10-acre enquiry from a company involved in electrolysis. NPL had responded that they did not believe they could accommodate this due to the insufficient electrical infrastructure. He explained that this issue needed to be investigated and put emphasis on the future of green power at both Enterprise Zones.

The board **agreed** to note the report.

The board thanked Rob for his reports and contributions.

The meeting started at 3.05 pm and finished at 4.40 pm.

Date of Publication: 23 June 2021.

BLACKPOOL COUNCIL
WYRE COUNCIL
FYLDE BOROUGH COUNCIL

Update on the Inward Investment Campaign on behalf
of the Growth & Prosperity Team

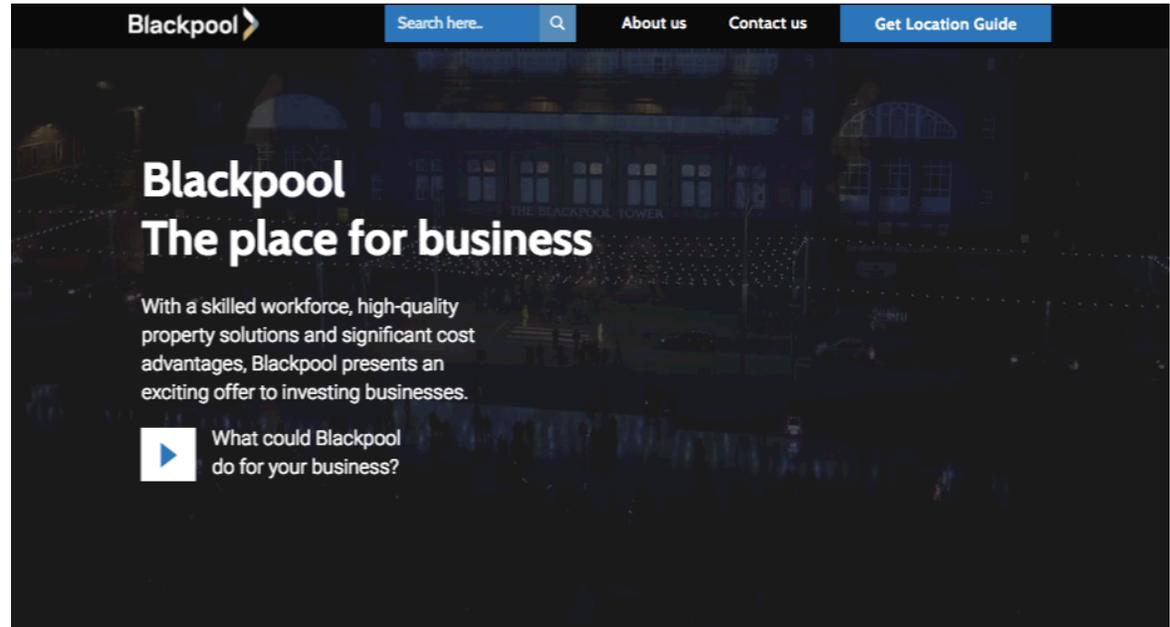
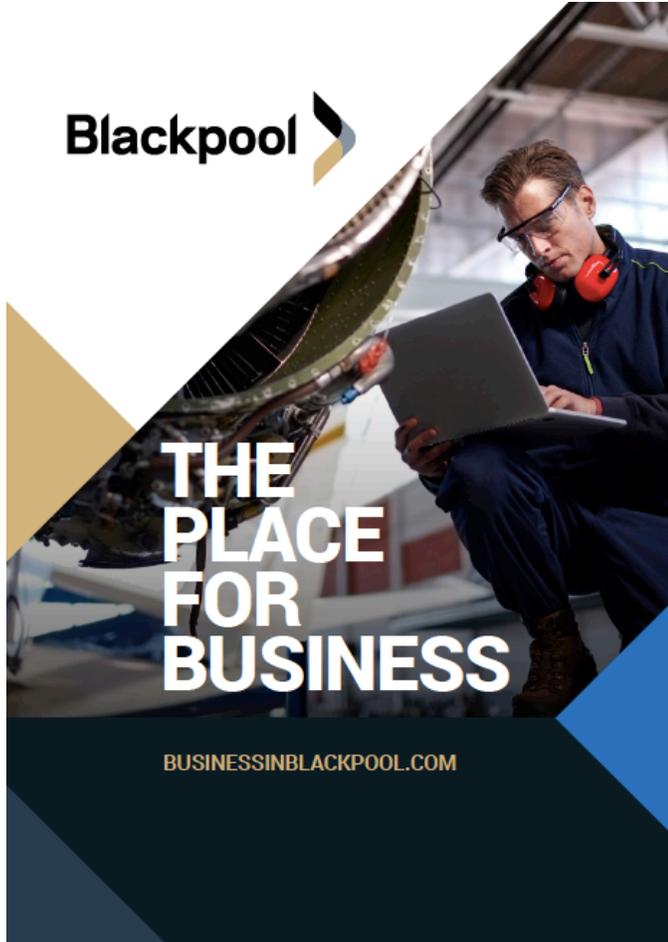
07.06.21

WHERE WE STARTED

Blackpool

The place for business





Logo and strapline



Colour palette

Pantone Black		Pantone 7544		Pantone 7546		Pantone 466		Pantone 285	
C 0	R 29	C 35	R 133	C 73	R 39	C 8	R 211	C 90	R 0
M 0	G 29	M 14	G 151	M 45	G 60	M 23	G 179	M 48	G 113
Y 0	B 27	Y 11	B 163	Y 24	B 78	Y 52	B 125	Y 0	B 185
K 100		K 34		K 66		K 15		K 0	

Font

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Other observed assets or conventions used consistently

The use of 45 degree angles and colour blocks as a layout device, and sector iconography

Page 12

Blackpool

THE PLACE FOR BUSINESS

BUSINESSINBLACKPOOL.COM

Food Manufacturing Cluster

Blackpool is home to a diverse and prospering food manufacturing cluster, characterised by high levels of investment, innovation and value-added products.

BENEFITS FOR YOUR BUSINESS

Workforce
A highly skilled workforce is at the heart of Blackpool's offer across a range of skills levels and sector specialisations.

Sites and Properties
A thriving industrial and commercial centre, Blackpool's property offer includes Enterprise Zone sites and prime town centre offices.

Cost Savings
Blackpool's expertise is combined with highly competitive labour and energy costs, enabling investing businesses to save money without compromise.

Education and Research
Blackpool's labour force is supported by educational excellence, with a proven track record of successful industry collaborations.

Contact the Blackpool team to find out more about growing your business in the Blackpool area.
BUSINESSINBLACKPOOL.COM

Providing direct access to world-class industry clusters, skilled people and high quality properties, combined with significant cost savings for investing businesses.
BUSINESSINBLACKPOOL.COM

Join the Blackpool Team for Business on

Aerospace and Advanced Engineering
Blackpool provides aerospace and advanced engineering businesses with access to the expertise, supply chains and skills of Europe's largest aerospace cluster, combined with significant cost advantages versus key competitor locations.

Advanced materials Technologies
Blackpool is home to a niche cluster of highly specialised advanced materials technology companies, operating at the forefront of their fields.

Energy Sector
Blackpool is located at the heart of a diverse regional energy cluster, incorporating nuclear, unconventional gas, offshore renewables and energy brokerage capabilities.

Food Manufacturing
Blackpool is home to a diverse and prospering Food Manufacturing cluster, characterised by high levels of investment, innovation and value-added products.

Business, Professional and Financial
An established commercial centre, Blackpool combines a transformed town centre office product with a large-scale administrative workforce.

Blackpool - an exciting offer for investing businesses

- Skilled workforce
- High quality property solutions
- Significant cost advantages
- Dedicated business support

Working together to build a stronger, more resilient future. Find out what Blackpool could do for your business.

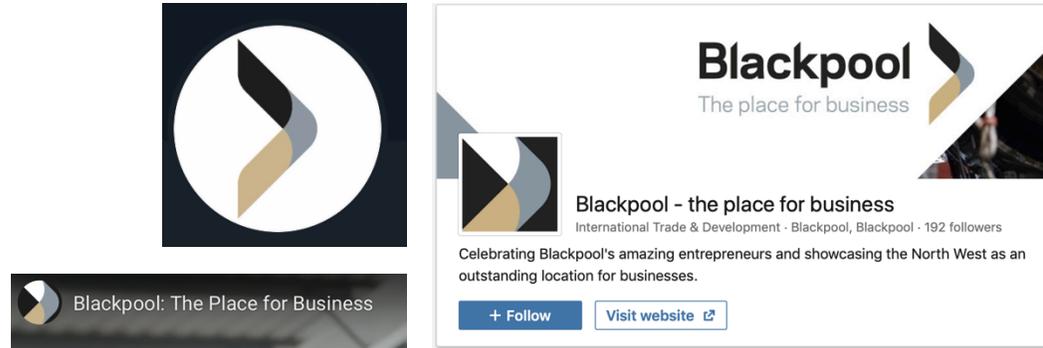
Freephone: 0800 1644922 / Nicole Billington 07393 796951
Email: nicole.billington@blackpool.gov.uk Twitter: @Blackpool_Biz
www.businessinblackpool.com

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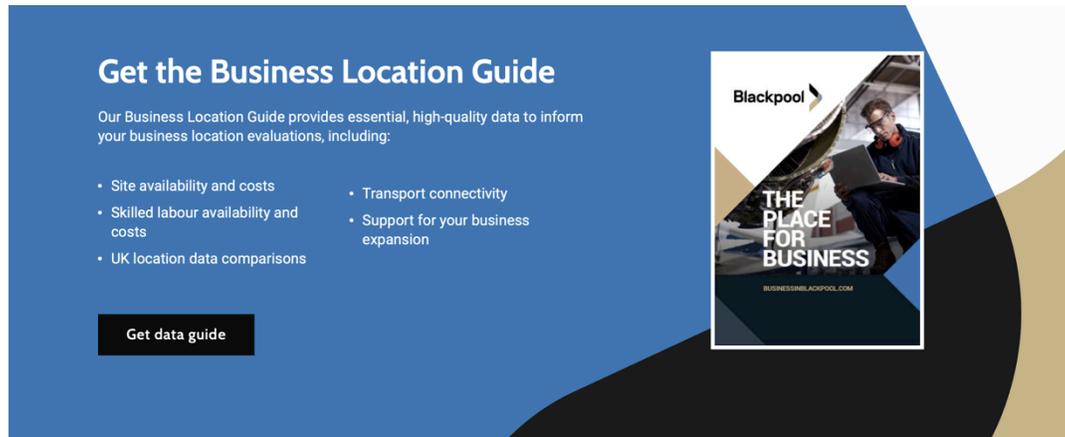
Blackpool
The place for business

BE AN ADVOCATE FOR BUSINESS IN BLACKPOOL

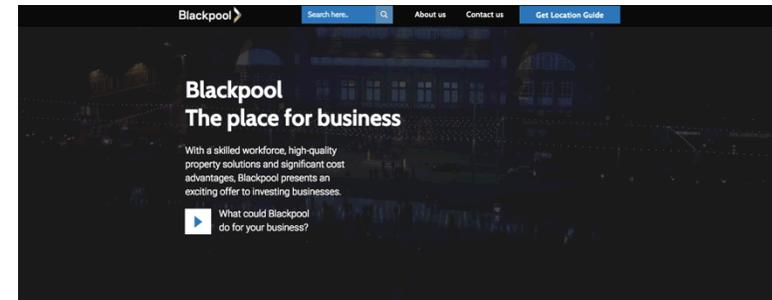
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App icons vary between entire mark and crop of mark



Curved shapes from logo enlarged and cropped – used as a background here on website (contrasted with 45 degree angles used in print)



Font on website is not Robotto



Blackpool - The place for business Retweeted
Blackpool Unlimited @BlackpoolUnltd · Jun 1
 The new #COVID19 discretionary grant fund has gone live today for #Blackpool businesses, but please read the guidance to see if you are eligible before completing your application
blackpoolunlimited.com/c19dgf



Blackpool Council and 7 others

6 3

Blackpool - The place for business Retweeted
Blackpool Council @BpoolCouncil · May 27
 We're excited to say we'll soon see the demolition of the existing Wilko store building, meaning we're one step closer to getting a new passenger interchange at Blackpool North Station, a four-star Holiday Inn hotel & restaurant, new retail & more jobs!
 #MakingBlackpoolBetter



8 19 68

Blackpool - The place for business Retweeted
Blackpool Unlimited @BlackpoolUnltd · May 19
 Wednesday As part of its series of online webinars and discussions focusing on business recovery, the @Lancschamber is partnering with the @GoogleUK #GoogleDigitalGarage to offer a series of free public webinars online. blackpoolunlimited.com/S=0/events/eve...



3 3

Blackpool - The place for business Retweeted
fydeccouncil @fydeccouncil · May 20
 Everyone has a role to play in helping to control the virus by staying alert and following the rules.
 This is how we can continue to save lives as we start to recover from coronavirus.
 #StayAlert



4 5

Blackpool - The place for business @Blackpool_Biz · May 22
 Here's the latest business support from Blackpool EZ team. Please feel free to share and let us know if you would like your own email copy. More business support can be found at blackpoolbiz.com
[blackpoolcouncil.org/1L8J-6VSPD-32/...](http://blackpoolcouncil.org/1L8J-6VSPD-32/)

4

Blackpool - The place for business Retweeted
Blackpool Airport EZ @BlackpoolEZ · May 26
 Great news for local sports clubs - Planning is granted for 12 brand new multi-use grass sports pitches at Common Edge Playing Fields; work starts in June to be ready for the start of Aug 2021 season. Read the full story blackpoolbiz.com/news/



1 10

SOCIAL MEDIA FOLLOWERS: 12.06.20

Twitter Followers	462
LinkedIn Page Followers	185
LinkedIn Feed Followers	350

WEBSITE ENGAGEMENT – 3 months to 12.07.20

Users	350
Sessions	458
Bounce Rate	77%
Visit Time	74 secs

WE DID SOME INTERVIEWS AND WE
LEARNED SOME THINGS...

The brand needed 'More'

“Don't think you can take a formula that's worked elsewhere & just change colour and wording, felt a bit like that.”

“Current material is fine, but swap out the name & it could be anywhere”

“Place for Business Brand is generic, lost & not that true, we should take advantage of Blackpool's unique personality as its business offerings may not be any stronger than anywhere else”

[www.placenorthwest.co.uk](#) › insight › why-rochdale-is-... ▾

Why Rochdale is the place for business - Place North West

28 Oct 2019 - Serial entrepreneur Darren Clancy has a number of **business** interests, including SPC Sheet Metal in Littleborough, where he is the finance ...

[www.discoverpenrith.co.uk](#) › our-town › the-place-for-... ▾

The Place for Business - Discover Penrith

Whether you're already in **business** in Penrith or are thinking of locating here, the town has many competitive advantages to help you succeed.

[dorsetlnp.org.uk](#) › wp-content › uploads › 2019/01 › D... ▾ PDF

the natural place for business - Dorset Local Nature Partnership

THE NATURAL. **PLACE FOR BUSINESS** a Natural Capital investment strategy for Dorset. Dr Simon Cripps, and the Board and Officers of the Dorset LNP ...

[www.astonshaw.co.uk](#) › why-ipswich-is-a-great-place-t... ▾

Why Ipswich Is a Great Place to Start a Business | Aston Shaw

There are some great reasons to start a **business** in Ipswich, in this article, we look at some of the best. For professional advice, contact us.

[www.virgin.com](#) › richard-branson › why-scotland-gre... ▾

Why Scotland is a great place to start a business | Virgin

This rise of Scottish start-ups is currently being led by some fantastic **businesses**, such as: one of the world's most successful new beer brands, Brewdog; and ...

[penzance.co.uk](#) › commerce ▾

Penzance, Cornwall is the Place for Business - Penzance ...

Business and Commerce in Penzance. The market town of Penzance is historically the commercial capital of the Land's End peninsula (known as Penwith).

[www.thetimes.co.uk](#) › article › best-places-for-business-co... ▾

Best places for business: Coventry - The Times

9 Feb 2020 - Coventry has been at the heart of car-making and advanced manufacturing for more than a century, with Jaguar Land Rover and Aston Martin ...

[www.talk-business.co.uk](#) › Strategy ▾

Why Manchester is a great place to set up a business | Talk ...

24 Sep 2019 - For craftspeople, artists, sole traders, and the average Brit looking to start a small **business**, Manchester is a great city. In this guide, we explore ...

[workclockwise.co.uk](#) › 5-reasons-why-liverpool-might-... ▾

Serviced Office Liverpool - 5 Reasons Why Liverpool Is Great ...

Here's 5 reasons why Liverpool is a great **place** for your new office space or ... If you're looking to find the most suitable **business** location for a modern office, the ...

[www.chroniclive.co.uk](#) › ... › Sunderland

Sunderland named among top UK places to start a business ...

11 Feb 2019 - The city comes third in a league of UK cities where start-ups should launch their **business** ventures - and even tops London.

AND THEY WOULD LIKE IT TO BE MORE DISTINCTIVE

“The brand should capitalise on what they actually DO have, not try and ignore it / be something else that is generic.”

“Has warmth - a lot of other places can't do that and don't have the personality that Blackpool has already”

“Blackpool is ‘fun / creative / innovative’

“Blackpool already has a very strong brand, that is too well established as cheeky / brash fun, and they should do that in a good way”

“People have a fondness / nostalgia for Blackpool”

BECAUSE THERE IS A TENSION:

“fun / frivolity not necessarily a negative, but the negative is the portrayal that that is ALL the area has to offer, and also the associated deprivation angle - leaves a question mark around whether there is a serious business community here”

versus

“Felt as if they weren't really recognising what people knew about the area...you can't ignore it. Some element of softening of the brand might be at least worth having a conversation about.”

ARE PEOPLE LOCALLY ENGAGED?

“Messaging not reaching audience”

“Don’t feel engaged as a large company”

Businesses at event launches drift away, no engagement upkeep”

“Not quite got there yet”

“If they don’t buy into it / or are sufficiently bought into it then it’s missing a trick”

”Should know who / where they are / what their network is”

“Blackpool’s own business community ought to be their own best ambassadors, in terms of offer / regeneration etc.

“Blackpool business community is low hanging fruit”

SO WE REDESIGNED THE BRAND, AND
THE MESSAGING STRATEGY

WORKING BRAND PLATFORM

Purpose: Show the world we have the spirit to succeed

Values:

Determination

Enterprise

Ingenuity

Expertise

Emotional Benefit: Reassurance that Blackpool offers all they need - and more

The Role of the Brand: Demonstrate a bigger, better, growing Blackpool

Blackpool

Blackpool makes it work





Blackpool Brand Guidelines

Issued December 2020

Blackpool 

Blackpool Brand Guidelines

Issued December 2020

Blackpool 

The Spirit to Succeed.

Achievement in business isn't down to luck. It's hard won.

Success here comes through grit and determination, from a desire to always find a way forward. It comes with the imagination to innovate and a sense of adventure.

And most importantly it comes from the community pulling together, supporting each other, through working as a team.

In Blackpool, Fylde and Wyre, you'll find the perfect space for your business, from our Enterprise Zones to our multi-million pound town development programmes. We'll help you recruit the right talent for your business. Discover fantastic places to live as well as work. And our Growth and Prosperity Team will offer you all the help and assistance you need as you land in your new home.

We work hard for our rewards and as the world knows, we do it with a smile on our faces.

Blackpool



determination
to succeed



Blackpool makes it work.



Page 28

CAN DO
CAN DO
CAN DO
CAN DO
CAN DO



IMAGINATION
+
DETERMINATION



Blackpool makes aerospace work.

Blackpool makes manufacturing work.



Aerospace and Advanced Engineering

Blackpool provides aerospace and advanced engineering businesses with access to the expertise, supply chains and skills of Europe's largest aerospace cluster, combined with significant cost advantages versus key competitor locations.

Advanced Materials Expertise

Significant cost savings for businesses

Blackpool's compelling business location offer is complemented by a highly competitive cost base. The area's labour costs are significantly lower than the national average, while industrial rents are amongst the lowest for England's essential Enterprise Zone locations.

24,000 Process Plant and Machine Operative Workers
17,700 Science, Research, Engineering and Technology Professionals

Regional Energy Cluster

Blackpool is located at the heart of a diverse regional energy cluster, incorporating nuclear, gas, offshore renewables and energy storage capabilities.

Grade-A Town-Centre Offices

Blackpool's proximity to businesses with prime office requirements has been highlighted through the development of Blackpool One - an entirely new central business district and an upgrade spanning more than 1 million sq. ft of new development.

16,400 sq. ft
GB average 10.1%

10,600 sq. ft
GB average 9.2%

7x GB average
5.5x GB average

-17% vs. GB average in Blackpool

Aerospace and Advanced Engineering: Key data

Total in Employment*
 350,600
 458,700

Aerospace Workers*
 6,200
 7,000

Aerospace Workforce Concentration*
7x GB average
5.5x GB average

Advanced Manufacturing Workers*
 13,800
 14,000

Labour Cost Savings¹¹
 -17% vs. GB average

Property Cost Savings¹²
 -8% vs. GB average

UK Top 100 overall
UK Top 10 ranked engineering courses

Blackpool and the Fylde College¹⁰
Ofsted 'Outstanding' rating
Engineering skills partnership

Lancaster University⁹
UK Top 20 for General Engineering

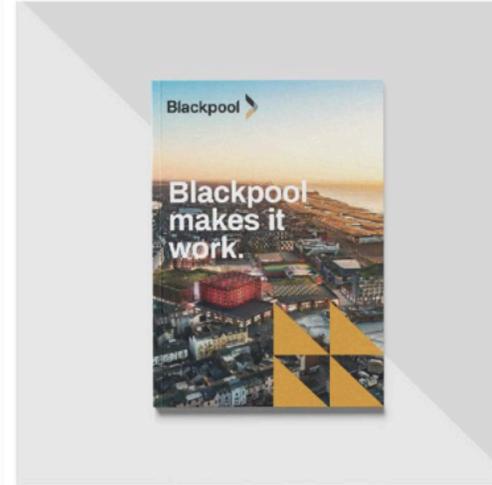
University of Central Lancashire⁸
UK Top 20 for General Engineering

Cross-Sector Energy Capabilities

Significant cost savings for businesses

Blackpool's compelling business location offer is complemented by a highly competitive cost base. The area's labour costs are significantly lower than the national average, while industrial rents are amongst the lowest for England's essential Enterprise Zone locations.

24,000 Process Plant and Machine Operative Workers
13,300 Advanced Manufacturing Workers
17,700 Science, Research, Engineering and Technology Professionals





Blackpool Makes It Work
@Blackpool_Biz

A community of innovators with the spirit to succeed. If you need a way forward for your business, we have the workforce and infrastructure to make it work.

📍 Blackpool, England businessinblackpool.co.uk 📅 Joined May 2019

[Edit profile](#)

Blackpool Makes It Work @Blackpool_Biz · May 13

Find out how @HelispeedLtd have gone from a Blackpool startup to a world leading provider of pilots from Indonesia to America, the UAE and Tanzania.

Read the remarkable story at bit.ly/3y2bVm4

#blackpoolmakesitwork #businessinblackpool



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Blackpool Makes It Work @Blackpool_Biz · Jun 1

Would you like to stay in the know about business updates and highlights in Blackpool, Fylde & Wyre?

Sign up to our new monthly newsletter via the contact form here! bit.ly/3cbPSjV

#blackpoolmakesitwork #businessinblackpool



🗨️ 🔄 📌

Blackpool Makes It Work @Blackpool_Biz · May 25

BAE Systems' Tempest project set to drive innovation and support 5,000 skilled jobs in Lancashire, with the programme expecting to generate £7.9bn for the North West.

Read more about it here: bit.ly/3ufjnr7

#businessinblackpool #blackpoolmakesitwork



🗨️ 🔄 📌

Blackpool Makes It Work @Blackpool_Biz · Jun 3

Blackpool has been rated 7th out of 379 local authorities for its Enterprise Conditions in a recent report by the Legatum Institute.

Find out more about Blackpool's world-class industry clusters here: bit.ly/3fzhwYQ



🗨️ 🔄 📌

Blackpool Makes It Work @Blackpool_Biz · Jun 4

Blackpool's Abingdon Street Market will have eating areas for up to 250 diners as well as a bar and artisan stalls when reopening following a £3.6m investment.

Read more about the investment plans here: bit.ly/3ihstxk

#blackpoolmakesitwork



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Studio LWD: Creative Case Study

Studio LWD is a strategically-led creative agency, founded by Laura Weldon, which has worked with some of the world's most iconic brands, such as Virgin, Nike, Tesco, Aldi and the British Council over the past nine years.

With a record year of turnover in 2020, Studio LWD's story shows how the Fylde Coast can be the perfect place for creative SMEs.

[Read more here](#)



CompTech IT Solutions: Digital Case Study

With Blackpool's recent investment in digital infrastructure, it has become one of the best places in the UK for companies in the digital sector.

We spoke to Mark Hope, Founder of CompTech IT Solutions to hear how his determination and passion have led to the business' success and growth within Blackpool's growing digital scene.

[Read more here](#)



Optimised Group: Energy Sector Case Study

Thanks to its strategic location, diverse energy capabilities and technically skilled workforce, Blackpool's appeal for a range of energy sector businesses is clear. And with new investments and developments rolling out continually, it's growing stronger all the time.

Read about Optimised Group, a full-service energy, renewables and building services consulting business with their headquarters on Blackpool Airport EZ.

[Read more here](#)

Blackpool > About us Contact us Get data guide

Towns Fund tells the story of Blackpool: embedding partnerships and changing perceptions

16 Feb



Get the Business Location Guide
Our Business Location Guide provides essential, high-quality data to inform your business location evaluations, including:

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Blackpool's Towns Fund Transformation: Youth Hub

9 Feb



Get the Business Location Guide
Our Business Location Guide provides essential, high-quality data to inform your business location evaluations, including:

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Blackpool entrepreneurs win national awards for innovative lockdown-born business

30 Feb



Get the Business Location Guide
Our Business Location Guide provides essential, high-quality data to inform your business location evaluations, including:

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University of Central Lancashire receives large-scale funding to help businesses in the emerging drone technology industry

20 Feb



Get the Business Location Guide
Our Business Location Guide provides essential, high-quality data to inform your business location evaluations, including:

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Blackpool's 2030 'Digital Vision' confirms Blackpool & Fylde Coast as future leader in UK's digital offering

13 Feb



Get the Business Location Guide
Our Business Location Guide provides essential, high-quality data to inform your business location evaluations, including:

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Creative business success on the Fylde Coast: Studio LWD case study

25 Feb



Get the Business Location Guide
Our Business Location Guide provides essential, high-quality data to inform your business location evaluations, including:

Get data guide

Creative business success on the Fylde Coast: Studio LWD case study



Share



Blackpool and the Fylde Coast has always been associated with a unique creative flair, particularly through the characterful tourism sector and bright illuminations. However, this creativity and innovation is also found in the growing network of SMEs in the creative sector in the region providing services within media, marketing, branding and design.

With creative hubs such as Manchester and Liverpool on the doorstep, but with significant cost and lifestyle advantages to these city centres, creative businesses have been looking to Blackpool and the Fylde Coast as strong alternative locations.

We spoke to [Studio LWD](#) founder, Laura Weldon, about her experience as a creative business owner on the Fylde Coast.

Tell us about Studio LWD

"Studio LWD is a strategically led creative agency with a predominantly focus on branding – we work with customers and generate a return on investment."

"As a team, we have over fifteen years of experience working with some of the world's most iconic brands, and we've been named in the Council to name drop just a few."

"As a result of our record turnover and growth, we're now looking to add two additional offices in the next six months."

How has the business grown since opening Studio LWD?

"In the past year, we've brought on new clients, entered new sectors, and secured further collaborations with existing partners, leading to our strongest year yet. We've delivered some great projects over the last year for major clients and already have a strong pipeline for the year ahead. We're looking to support businesses who may have had to reevaluate or reposition their offering due to the pandemic, and need to lay the right branding foundations for when things open up again."

"The pandemic has brought its challenges, not least for people on a personal level, but has also demonstrated that talent can emerge anywhere, and that being based in a big, expensive city centre office is not necessary for the creation of compelling brand and marketing campaigns."

"As a collaborative agency our team has always worked remotely, this reduces our overheads significantly, a saving which is passed on to clients. We've always worked for global and national businesses, but that has increased over the last year as attitudes have changed and clients have embraced the new normal, realising they can get the quality of a big agency without the costs."



/// FUTURE AMBITION BLACKPOOL MAKES IT WORK

A bold vision, multimillion-pound investment programmes and the spirit to succeed is transforming the Blackpool business environment

In Blackpool, we know that achievement in business isn't down to luck. It's hard won.

Success here comes through grit and determination, from a desire to always find a way forward. It comes with the imagination to innovate and a sense of adventure and the ability to spot a great idea or an opportunity in the market – and to back it. And most importantly it's delivered by everyone in the community pulling together, supporting each other, through working as a team.

In Blackpool you'll find the perfect home for your business, from our Enterprise Zones at Blackpool Airport and nearby Hillhouse to our multi-million pound Town Development programmes – like the Talbot Gateway Central Business District, Blackpool Central leisure development, and our brand new Conference and Exhibition Centre. Come and see the new 5-star

Sands Resort and Spa Venue development, and how the area is transforming through the Quality Corridors Fund.

We'll help you recruit the right talent for your business – perhaps from the 18 thousand professionals working in science, research, engineering and technology locally. You'll benefit from Blackpool being connected to a new generation subsea fibre optic cable network, joining the UK to North America and Northern Europe and delivering some of the world's fastest and most resilient internet speeds.

And our Growth and Prosperity team are ready to offer you all the help and assistance you need as you land in your new home.

Here in Blackpool, we work hard for our rewards and as the world knows, we do it with a smile on our faces.

Discover for yourself how Blackpool makes it work.



£1 billion+
Growth & Prosperity
programme



£40.5m
Town Deal Funding



Blackpool Central
Masterplan up to
£300m
investment



£28m
Conference and
Exhibition Centre



£220m
Talbot Gateway scheme



ADVERTISING
PROFILE

BLACKPOOL: A GLOBAL GATEWAY

Blackpool's brand new connection to a subsea, fibre optic, Irish Sea cable network will deliver some of the world's fastest and most resilient internet speeds, securing our status as a key international route linking the UK to the rest of the world.

The cable that has landed in Blackpool is the CelticConnect-2, a next generation cable system that is part of the North Atlantic Loop on the Aqua Comms network, delivering a diverse, high capacity network connection to the US and Northern Europe. With Blackpool as a strategic landing point in this global undersea communications system, it not only brings the best available internet capabilities to the Fylde Coast, but also future proofs the North and the rest of mainland UK.

The new fibre optic cable supports the need of the Pan-Atlantic hyper scale providers that underpin today's international cloud industry for global carriers, cloud-based networks, internet service providers, data centres, IT companies and the global media sector.

Tony Doyle
Head of ICT, Blackpool Council

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www.businessinblackpool.com



AND IT'S WORKING...

SOCIAL MEDIA FOLLOWERS: 12.07.20 07.06.21

Twitter Followers	462	567	+23%
Linked In Page Followers	185	765	+313%
Linked in Feed Followers	350	853	+144%

Twitter: Organic Engagement

3 Months to July 20

3 Months to June 2021

Impressions

11825

20990

Profile Visits

172

7337

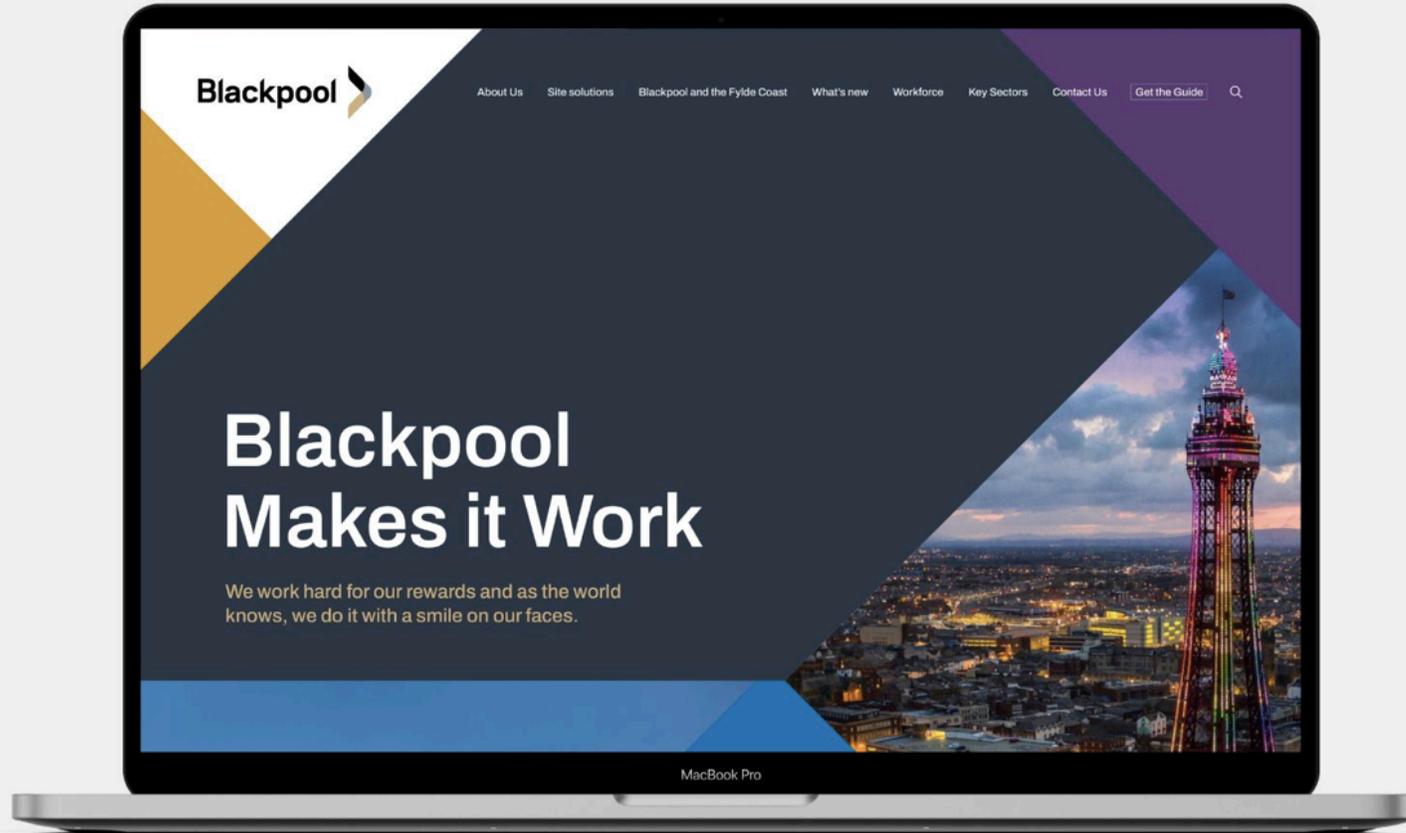
WEBSITE ENGAGEMENT: 90 days to 07.06.21

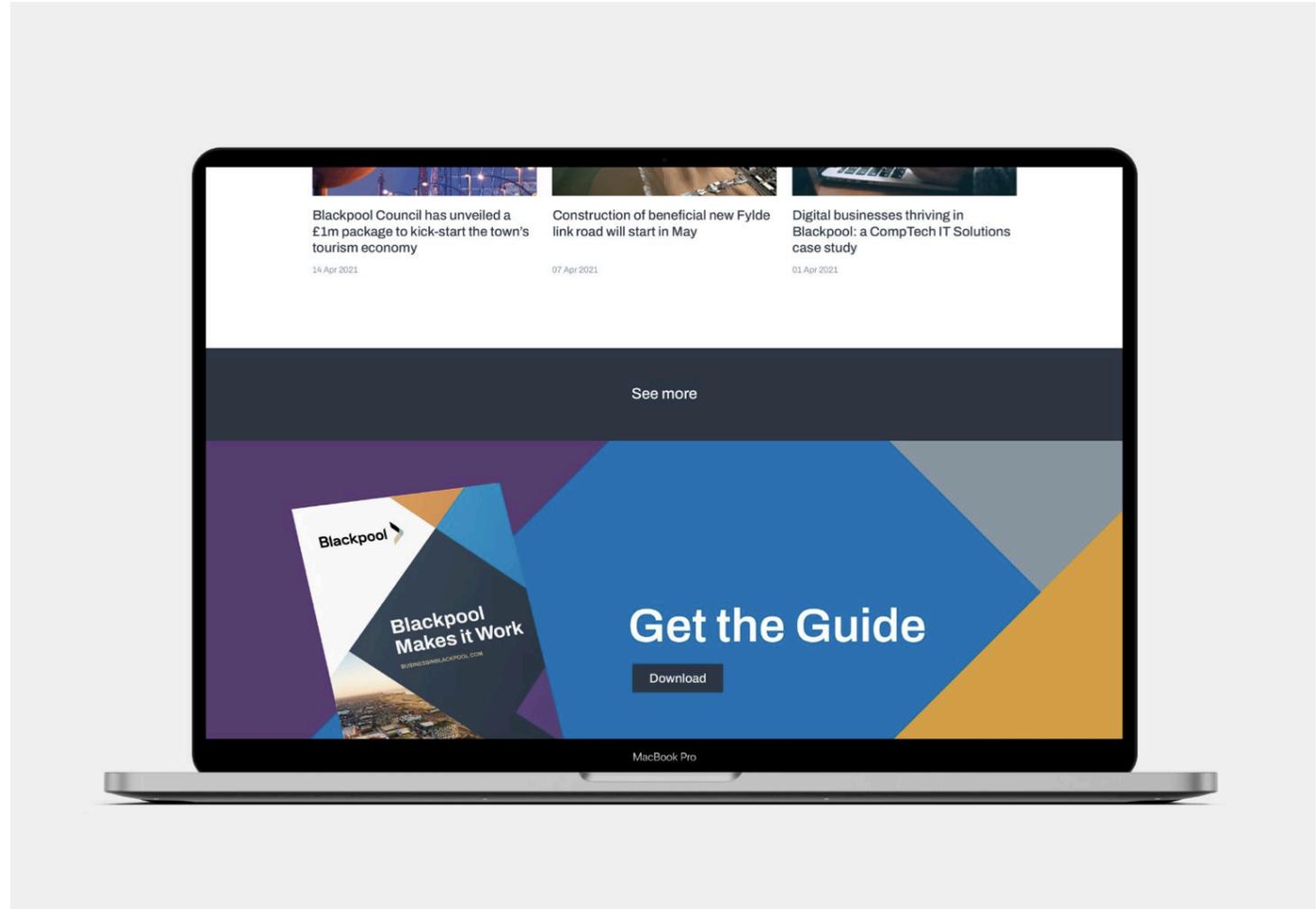
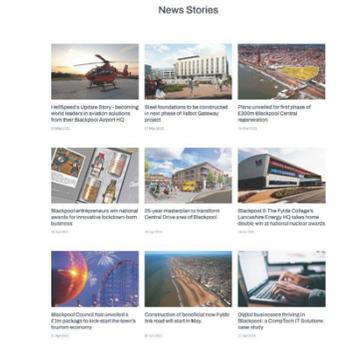
Users	350	1900	+443%
Sessions	458	2500	+446%
Bounce Rate	77%	80%	(4%)
Visit Time	74 secs	97 secs	+31%

WEBSITE ENGAGEMENT: 90 days to 07.06.21

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WHAT DO WE DO NEXT?







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[Blackpool and the Fylde Coast](#)

[What's new](#)

[Workforce](#)

[Key Sectors](#)

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OTHER DEVELOPMENTS

Continue Social Media Feeds and Engagement

Continue email newsletters

Continue Case Studies

Ambassador Engagement

Paid Social and PPC

Events – UK REIFF

Sector Events

HOW CAN YOU HELP

Follow us and engage on Linked In:

Blackpool makes it work

The Team at Blackpool makes it work

(Likes, comments, shares)

Follow us and engage on Twitter

@BlackpoolWorks

Sign up for the newsletter

Feed us news and especially case studies

JUST PUT YOUR LIPS TOGETHER AND WHISTLE

Page 48

If you like what you hear, we'd like to
hear from you.

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