

## Blackpool, Fylde and Wyre Economic Prosperity Board Minutes

The minutes of the Blackpool, Fylde and Wyre Economic Prosperity Board meeting held on Tuesday, 17 July 2018 at the Lancashire Energy HQ.

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### **EPB members present:**

#### Councillors:

David Henderson, Leader Wyre Council

Susan Fazackerley MBE, Leader Fylde Council

#### Chief Executive Officers:

Neil Jack, Blackpool Council

Allan Oldfield, Fylde Council

Garry Payne, Wyre Council

#### Co-opted private sector representatives:

Neil Farley (Fylde)

Peter Worthington (Wyre)

### **Apologies:**

Councillor Simon Blackburn, Leader Blackpool Council

### **Other councillors present:**

Councillors Mark Smith, Blackpool Council (substitute for Councillor Simon Blackburn)

### **Others present:**

Peter Foulsham, Scrutiny Officer, Wyre Council

Nick Gerrard, Growth and Prosperity Programme Director, Blackpool Council

Rob Green, Head of Enterprise Zones, Blackpool Council

Angela Kershaw, Senior Economic Development Officer, Wyre Council

Steve Smith, Blackpool Airport Enterprise Zone Delivery Manager, Blackpool Council

Nigel Wilcock, Managing Director, Mickledore

One member of the public and one press officer attended the meeting.

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### **EPB 11     Declarations of interest**

None.

### **EPB 12     Confirmation of minutes**

The minutes of the EPB meeting held on 2 May 2018 were agreed as a

correct record, subject to the inclusion of the following under EPB 2:

“It was agreed that, for all future meetings, in the absence of the Chairman the Vice Chairman would chair the meeting.”

### **EPB 13 Business Investment Marketing Perceptions Study**

Blackpool Council’s Growth and Prosperity Programme Director submitted a report informing the Board of the work undertaken by Mickledore on behalf of Blackpool Council to assess the business investment perceptions of Blackpool (and the Fylde Coast) to inform the development of a Business Investment Marketing Strategy to support economic growth in Blackpool and the Fylde Coast.

Nigel Wilcock, Managing Director of Mickledore gave a presentation about the findings. He focused on the approach taken, the baseline economic data and the consultation findings, each of which was covered in detail in the presentation. Recommendations were made against the following outcomes outlined in the brief:

1. Priority investments, actions and support that will be most effective in enhancing the offer
2. Sector prioritisation
3. Harnessing the private sector
4. Harnessing the power of visitor marketing campaigns
5. Harnessing & complementing Marketing Lancashire’s activities

It was acknowledged that *Next Step Blackpool* was already looking at the wider impact on the Fylde Coast, with Blackpool as the known brand. Mr Wilcock confirmed that Blackpool had excellent brand recognition, unlike anywhere else with a comparable population.

### **EPB 14 Economic Prosperity Board Priorities**

Garry Payne proposed the following three priorities for discussion by the Board:

Housing Growth and Quality of Life – Improving the quality of rented housing through new potential flexibilities from Government via the ability to vary HB / LHA rates. Include housing growth in the urban areas and on difficult sites, incorporating affordable energy costs, full fibre networks, access to health and community provision to establish a destination with a ‘sense of place’.

Connectivity – Physical infrastructure and transport improvements to support growth within and around the ‘destination’. Connectivity on a wider Lancashire and North West geographical footprint by promoting the skills, accessibility and provision of the area in comparison to the offering of others. Strengthening partnerships at a Lancashire level driving forward the opportunities to develop higher skills within particular sectors not necessarily covered within the footprint.

Accelerated Growth focussing on Enterprise Zones - Identifying the skills needs to support meaningful growth for businesses and individuals. Identify and develop supply chain networks via partnerships and educational institutions. With particular focus on Research and Development opportunities across Lancashire and the North West. Development to establish best practice, accessibility and promotion of continuing business support initiatives to provide longevity to harness businesses growth aspirations.

### **Decision taken**

Following discussion, it was agreed

- (i) That the three priorities proposed be adopted, subject to some amendments to the connectivity priority to include digital infrastructure, and
- (ii) That a fourth priority be articulated in relation to marketing the leisure and tourism economy.

### **EPB 15 Exclusion of public and press**

The EPB agreed that the reports submitted under items 7 and 8 of this agenda may involve the disclosure of “exempt information”, as defined in Schedule 12A of the Local Government Act 1972, and the following resolution was passed:

“That the public and press be excluded from the meeting whilst the remaining agenda items are 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 information”.

The meeting moved to confidential session.

### **EPB 16 Blackpool Airport Enterprise Zone: progress report (standing item)**

Blackpool Council’s Head of Enterprise Zones, Rob Green, submitted a report to update the EPB on the Blackpool Airport EZ.

### **Decisions taken**

1. The Board considered and noted the progress report.
2. The Board agreed to invite a representative from Marketing Lancashire to the next meeting.

**EPB 17     Hillhouse Technology Enterprise Zone: progress report (standing item)**

Wyre Council's Senior Economic Development Officer, Angela Kershaw, submitted a report to update the EPB on the Hillhouse Technology EZ.

**Decision taken**

The Board considered and noted the progress report.

The meeting started at 2.00 pm and finished at 3.56 pm.

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