

## Blackpool Town Deal Board Meeting No. 2 Friday, 27<sup>th</sup> March 2020 SKYPE Meeting

### Blackpool Town Deal Board

- Paul Smith (Chair) – BITC
- Alan Cavill - Blackpool Council
- Bev Robinson - Blackpool and The Fylde College
- Jane Cole – Blackpool Transport
- Kate Shane - Merlin Entertainments
- Dick Cartmell – Together in Lancashire (for AOB)
- Linton Brown –Blackpool FC
- Nick Payne - Nikal
- Peter Swann - Coolsilk
- Tracy Hopkins - Blackpool, Fylde & Wyre VCFS
- Tina Redford – Left Coast

### In Attendance

- Nick Gerrard - Blackpool Council
- Antony Lockley – Blackpool Council
- Robert Latham - Blackpool Council
- Scott Butterfield – Blackpool Council
- Andy Charles - BITC
- Graham Russell – Amion

| Notes & Actions   | By Whom |
|---|---------|
| <p><b>1. <u>Welcome, Introductions And Apologies</u></b></p> <p>The Chair welcomed everyone to the meeting which had to be held by electronic means owing to the Coronavirus pandemic. This also meant that several were unable to join the meeting.</p> <p>Apologies for absence were noted from the following:</p> <ul style="list-style-type: none"> <li>• Neil Jack - Blackpool Council</li> <li>• Paul Maynard MP, Blackpool North</li> <li>• Scott Benton - MP, Blackpool South</li> <li>• Anna Blackburn - Beaverbrooks</li> <li>• Steve Fogg – LEP Chair</li> <li>• Kevin McGee – Blackpool Teaching Hospital NHS Foundation Trust</li> <li>• Alison Knight - DWP</li> <li>• Richard Greathead – Nutrition Group</li> <li>• Steve Williams – Force Technology</li> <li>• Katherine O’Connor – BEIS</li> </ul> |         |
| <p><b>2. <u>Minutes Of Meeting No. 1 - 28th February 2020</u></b></p>   |         |

| Notes & Actions  | By Whom                                      |
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| <p>a) The Chair emphasised that the primary purpose of the Town Deal Board was to prepare a Town Investment Plan and that minutes will be made available with papers on the Council website as its deliberations will be made public to ensure transparency.</p> <p>b) It was agreed that the minutes should aim to capture the actions and key points and protect any commercially sensitive information.</p> <p>c) It was noted that all actions were picked up on the agenda</p> <p><b>d) Action: Revised version of the last meeting minutes to be emailed to all Board members for approval prior to publication.</b></p>   | <p style="text-align: center;"><b>NG</b></p> |
| <p><b>3. <u>Terms Of Reference</u></b></p> <p>a) The Board were asked to comment on the proposed draft version of the Terms of Reference (ToR) which detailed the measures that will be taken to ensure good governance.</p> <p>b) It was commented that it is vital that the ToR are clear about the Board's role and do not raise unrealistic expectations.</p> <p>c) It was proposed that the Board await the further guidance to be published by Government before a final version is agreed, as the ToR will need to address this guidance.</p> <p><b>d) Action: Terms of Reference to be brought back to the Board once Government guidance has been issued</b></p>  | <p style="text-align: center;"><b>NG</b></p> |
| <p><b>4. <u>Communications And Community Engagement</u></b></p> <p>a) The Chair reminded the Board that the Government is keen to ensure that community engagement is a strong component of the Blackpool bid. However, until further guidance is received the Board will not be able fully to confirm all the details of how community engagement will take place.</p> <p>b) It was anticipated that Government guidance would be issued in early April, however, this is likely to be delayed due to the Coronavirus pandemic. As of yet the Government have not made any changes to the timescale so we will need to continue to work to the summer submission deadline of the Town Investment Plan so as not to be disadvantaged. Thus it may not be possible to undertake any or all of the proposed engagement activities before submission.</p> <p>c) Comments were made as follows:</p> <ul style="list-style-type: none"> <li>• The importance of involving Blackpool's voluntary sector throughout the engagement process was highlighted in order to avoid disconnection from the community as well as appointing the services of an external consultant (as proposed in the report) to co-produce</li> </ul> |  |

| Notes & Actions  | By Whom   |
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| <p>an engagement plan. A process of mapping all community assets was proposed in order to identify existing opportunities for engagement, community leaders and the mechanisms that currently support Blackpool's social infrastructure. In this way a blanket approach would be avoided.</p> <ul style="list-style-type: none"> <li>In the proposed principles it needed to be made more clear that engagement was not just about numbers but the quality of engagement as well.</li> <li>As community engagement cannot be carried out fully effectively in the current environment (other than potentially by electronic means), it was proposed that the Board agree a Community Engagement brief of requirements including possible use of digital platforms/ social media and procure a preferred consultant in place ready to go ahead as soon as it becomes possible.</li> </ul> <p><b>d) Actions:</b></p> <ul style="list-style-type: none"> <li><b>Prepare paper on community engagement proposals as input into a brief</b></li> <li><b>Set up a Skype meeting with the community representatives, BITC and the Council (TH/DC/TR/PS/ACh/SB/RL) to prepare an engagement brief</b></li> <li><b>For the draft brief then to be circulated to the Board for agreement</b></li> </ul> <p>e) Following the discussion at the last Board a core message outlining the role and purpose of the Blackpool Town Board had been requested and circulated with the papers. Comments made:</p> <ul style="list-style-type: none"> <li>The message covered all the areas needed and that the next steps were to ensure that the right process of engagement is chosen as well as ensuring good management of responding to any questions from members of the public once information is released into the public realm.</li> <li>A frequently asked questions matrix should be put into place to encourage consistency amongst Board members.</li> <li>The document should seek to manage expectations of what can realistically be achieved through the Town Investment Plan.</li> </ul> <p><b>f) Action : The core message to be amended in the light of the above comments and circulated to the Board (nb annexed to these minutes)</b></p> <p><b>g) Action : Prepare a Frequently Asked Questions matrix</b></p> | <p></p> <p>TH</p> <p>NG</p> <p>NG</p> <p></p> <p></p> <p></p> <p>NG</p> <p>NG</p> |
| <p><b>5. <u>Developing The Town Investment Plan</u></b></p> <p><b>a)</b> The Board received a presentation on the 'Developing the Town Deal Investment Plan' report, which has been produced as an attempt to pre-empt Government requirements of the Town Investment Plan. It also proposed a structure to include the proposed projects already in the Town Prospectus</p>   | <p></p>   |

| Notes & Actions  | By Whom                |
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| <p>and others that may come forward so that progress could continue to be made until further guidance is received. The structure is also required by BiTC Pride of Place Partnership in order to ensure synergy between the refreshed Blackpool Town Prospectus and the Town Investment Plan.</p> <p><b>b) Action : The Board agreed the proposed approach set out in the report subject to a review in the light of the further Towns Fund guidance to be issued by Government.</b></p> | <p><b>GR/PS/NG</b></p> |
| <p><b>6. <u>Aob</u></b></p> <p>a) In response to a question it was confirmed that at present there are no indications from the Government to suggest that Town Deal Funds will be diverted away to support the economy in the light of the current Coronavirus pandemic, and the Town Investment Plan will be a vital part of setting out the required agenda to support Blackpool's recovery and growth. The situation would, however, be kept under review.</p>                        |                        |
| <p><b>7. <u>Dates Of Next Skype Meetings</u></b></p> <p>a) <b>Friday, 1<sup>st</sup> May, 13:00 – 15:00</b></p> <p>b) <b>Friday, 5<sup>th</sup> June, 13:00 – 15:00</b></p>  |                        |

## Core Message : Blackpool Town Deal Board

1. In 2019 the Government established the £3.6 billion Towns Fund to enable towns to address growth constraints, against which they launched 3 competitive bidding exercises, each of which has its own bidding criteria which must be met to be successful. Blackpool has successfully got through the first stages of each
  - **Future High Streets Fund (FHSF)** – up to £25m for town centre regeneration
  - **High Street Heritage Action Zone (HAZ)** - £600,000 for the Winter Gardens and Grand Theatre
  - **Town Deal** – up to £25m to help to increase economic growth with a focus on regeneration, improved transport, better broadband connectivity, skills and culture across the whole town.
2. For the Town Deal the Government required each town to establish a **Town Deal Board** to:
  - Develop and agree an evidenced based **Town Investment Plan**
  - Develop a clear programme of interventions
  - Coordinate resources and influence stakeholders
3. In terms of membership, Government said Town Deal Boards must include:
  - The Council
  - Our two Members of Parliament
  - Local businesses and investors
  - Lancashire Local Enterprise Partnership (LEP)
  - Communities: Boards should draw on the local knowledge and insight that communities can provide on the barriers to driving local growth and productivity. It is expected this would be achieved by including community representatives from prominent local civic and faith organisations
  - Other key bodies
4. **Blackpool Town Deal Board** has been established with 20 Members and is chaired by Paul Smith of Business in the Community. Its terms of reference, membership and meeting papers are available on the Blackpool Council website [\(link to be inserted\)](#)
5. In view of the extensive work already undertaken by the **Blackpool Pride of Place Partnership** (Business in the Community, the Council and the Lancashire LEP) and the production of the **Blackpool Town Prospectus** in 2018, Blackpool is at the front of the queue for securing a Town Deal.
6. The **Blackpool Town Deal Board** is well on with developing its Town Investment Plan which will be synchronised with the refreshed Blackpool Town Prospectus which provides the strategic umbrella to achieve the Town's ambitions.
7. The Town Investment Plan will:
  - include all of the major investments underway in Blackpool, and
  - those investments and policy changes that are required to deliver the strategic ambitions set out in the Town Prospectus.

- Its aspirations will not be limited to the current funding available through the Town Deal, the Future High Streets Fund and the High Street Heritage Action Zone and private investment but will provide the strategic context for those and any other funding sources that may become available (recognising that each will have their own criteria).