

Blackpool Town Deal Board Meeting No 1 Friday, 28th February 2020 Bickerstaffe House, Room 3E, Blackpool

Blackpool Town Deal Board

- Paul Smith (Chair) – BITC
- Neil Jack - Blackpool Council
- Alan Cavill - Blackpool Council
- Anna Blackburn - Beaverbrooks
- Bev Robinson - Blackpool and The Fylde College
- Jane Cole – Blackpool Transport
- Kate Shane - Merlin Entertainments
- Dick Cartmell – Together in Lancashire
- Linton Brown –Blackpool FC
- Nick Payne - Nikal
- Paul Maynard + 1- MP, Blackpool North
- Peter Swann - Coolsilk
- Scott Benton +1 - MP, Blackpool South
- Steve Fogg – LEP Chair
- Tracy Hopkins - Blackpool, Fylde & Wyre VCFS
- L. Jamieson – Left Coast
- Alison Knight - DWP

Also In Attendance

- Katherine O'Connor - BEIS
- Nick Gerrard - Blackpool Council
- Michael Hodgson - Blackpool Council
- Robert Latham - Blackpool Council
- Andy Charles - BITC
- Graham Russell – Amion

Notes and Actions	Action
<p>1. <u>Welcome, Introductions And Apologies</u></p> <p>a) Apologies for absence were noted from the following:</p> <ul style="list-style-type: none">a. Steve Williams – Force Technologyb. Richard Greathead – Nutrition Group	

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<p>b) Paul Smith welcomed everyone to the Town Deal Board explaining its establishment by Blackpool Council and the Blackpool Pride of Place Board in response to the Government's invitation to Blackpool to bid for a Town Deal.</p> <p>c) Blackpool's approach to the invitation had been governed by the existing collaborative work undertaken on the Blackpool Town Prospectus, published by the Pride of Place Partnership in 2018.</p> <p>d) In November 2019 it was agreed that a sub-group of Blackpool Pride of Place would become the Town Deal Board to focus on the Town Investment Plan.</p>	
<p>2. <u>Blackpool Town Prospectus (Blackpool Pride Of Place Partnership)</u></p> <p>a) He explained that in November 2018, the Pride of Place submitted the "Blackpool Town Prospectus- 2030 Agenda for Action", setting out the partnership's vision and strategic objectives, inviting Government to work with Blackpool to address its opportunities and long-term challenges and to meet some specific requests of Government.</p> <p>b) The original intention had been to use the Town Prospectus to provide a sound basis for lobbying to secure the second Town Deal in the country but, notwithstanding the progress that Blackpool had made, changes in Government superseded those plans with the subsequent launch of the Towns Fund in November 2019.</p> <p>c) Blackpool, through the Council and the Pride of Place Board, responded immediately to the invitation recognising that the work undertaken to date had put Blackpool in a strong position to be in the first wave of those receiving a Town Deal under the new arrangements.</p> <p>d) As part of the Blackpool response it is intended to refresh and update the Town Prospectus and respond to the requirements of the Government's Towns Fund prospectus.</p>	
<p>3. <u>The Towns Fund Prospectus (Government)</u></p> <p>a) The Towns Fund Prospectus was introduced by the Chair. The objective of the Fund is to drive the economic regeneration of towns to deliver long term economic and productivity growth through:</p> <ul style="list-style-type: none"> • Urban regeneration, planning and land use • Skills and enterprise infrastructure: driving private sector investment and ensuring towns have the space to support skills and small business development • Connectivity: developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity <p>b) Key points highlighted included:</p>	

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<p>a. Blackpool Council intends to bid for funding from the Towns Fund (up to £25 million), which will be additional to any funding received from the planned bid to the Future High Street Fund (FHSF).</p> <p>b. The two principal tasks required by the Prospectus, and the reasons for this meeting, are to establish a Town Deal Board with the clear and defined purpose of preparing a Town Investment Plan for submission in Summer 2020 which sets out the priorities to ensure economic growth and alleviate social deprivation.</p> <p>c. Further guidance on the nature and form of the Town Investment Plans is still to be published by Government (anticipated in early April). It will be a locally-owned plan which seeks to align Government investment with the activities of business, investors, education providers and civil society; attract private investment including overseas investors; help to support people to access traineeships and apprenticeships.</p> <p>d. It is intended to ensure that the refreshing of the Town Prospectus and the production of the Town Investment Plan are integrated to provide an overarching strategic plan for Blackpool. This will not only support bids for a Town Deal and Future High Street Funds but also future funding bids and resource planning.</p> <p>e. He emphasised the importance and need for the Board to be transparent and to ensure information is available for public viewing but to also bear in mind that some information will be commercially sensitive and needed to be respected as such.</p> <p>f. ACTION: The governance, terms of reference and non-confidential papers will be publicly available. These arrangements will be finalised once further guidance is published.</p>	<p>PS/NG</p>
<p>4. <u>Town Deal Board Membership</u></p> <p>a) A paper was presented outlining the rationale and proposed Board membership prepared in the light of the Towns Fund Prospectus.</p> <p>b) The Board agreed the proposed membership as below subject to the addition of a representative of Blackpool Teaching Hospital Trust as the largest employer in the Town. It was also noted that for the sake of continuity there would be a policy of no substitutes.</p> <ul style="list-style-type: none"> • Paul Smith (Chair) – BITC • Neil Jack - Blackpool Council • Alan Cavill - Blackpool Council • Anna Blackburn - Beaverbrooks • Bev Robinson - Blackpool and The Fylde College 	<p>All</p>

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<ul style="list-style-type: none"> • Jane Cole – Blackpool Transport • Kate Shane - Merlin Entertainment • Dick Cartmell – Together in Lancashire • Linton Brown –Blackpool FC • Nick Payne - Nikal • Paul Maynard - MP • Peter Swann – Coolsilk • Richard Greathead – Nutrition Group • Scott Benton - MP • Steve Fogg – LEP Chair • Steve Williams – Force Technology • Tracy Hopkins - Blackpool, Fylde & Wyre VCFS • Tina Redford – Left Coast • Alison Knight – DWP • Kevin McGee – Blackpool Teaching Hospitals NHS Foundation Trust (tbc) 	NJ
<p>5. <u>Town Deal Boundary</u></p> <p>a) The Board considered a paper outlining the rationale for changes to the proposed Town Deal boundary from that originally proposed by Government, to include the whole of the Blackpool Local Authority area and the whole Blackpool Airport Enterprise Zone, part of which extended into Fylde. These amendments had been agreed by Government subject to the Town Deal Board’s agreement.</p> <p>b) The Board agreed to the Town Deal boundary as set out in the report</p>	
<p>6. <u>Town Investment Plan</u></p> <p>a) It was emphasised that the Town Investment Plan will need to be sufficient to qualify for £25 million funding. In order to achieve this a plan that meets government processes will be created, which will also highlight existing key projects and interventions.</p> <p>b) Members’ of the Board provided a short overview of how they are currently involved in the development of Blackpool and their willingness to support the work of the Town Board. Key points made included:</p> <ul style="list-style-type: none"> • the great opportunity this presented for Blackpool and the vital need to maintain the momentum already achieved through the Town Prospectus to ensure Blackpool stayed at the front of any queue to drive forward the ambitions for the town. • the opportunity presented by the Government’s ambition to level up. • the opportunity of Blackpool Central to reinforce Blackpool’s reputation as a visitor destination on the world stage and the need to successfully secure the relocation of the courts from the site. • the opportunities that would be presented by establishing a public sector office hub in Talbot Gateway, Blackpool’s first 5 star hotel and Merlin Entertainments continued business partnership with the Council 	

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<ul style="list-style-type: none"> • Blackpool and the Fylde College’s role as an organisation aligned to industry that wants to support the plan, and the opportunities in the town centre to bring in more B&FC students and staff through the Multiversity concept which sought to align HE more closely with the economy. • the faith communities’ work with some of the most vulnerable and underprivileged members of the community and that Blackpool should be seen as a place to improve and promote good health with any proposed improvements/ developments to take into consideration the impact upon residents’ health and wellbeing. • the creative people and places project work with the community to ensure that Blackpool culture and art are socially useful • Blackpool, Fylde & Wyre VCFS which represents 40 organisations and could provide mechanisms for meaningful engagement with communities. • Blackpool Transport’s recently drafted new investment plan focused on improvements to Blackpool transport to serve the community and underpin what is needed to improve local transport links. New projects will include transport links from Talbot Gateway, Poulton to Kirkham, and extension of the tramways. • Some of the big issues faced were those of improving connectivity, having genuinely affordable housing and ensuring that we addressed the climate change agenda, and one of the critical asks of Government needs to be the reform of housing policy. <p>c) The Chair confirmed that as the Town Investment Plan developed specific projects would be discussed at future meetings.</p> <p>d) Graham Russell of Amion was introduced who had been appointed to support the development of the Town Investment Plan to ensure that it met with the Government guidance and Treasury Green Book assessment criteria.</p> <p>e) He delivered a detailed presentation on the Blackpool Town Investment Plan outlining the Government’s requirements, as known prior to the issue of further guidance, the relationship that would need to be addressed between the Town Prospectus and the Investment Plan, the issues to be addressed in the Green Book business case and the timetable which required the submission of the Investment Plan by Summer 2020 with Town Deals being agreed in 2020/21.</p> <p>f) It was noted that once the guidance had been issued Blackpool Council and BITC would work with Amion Consulting to bring initial proposals back to the Board.</p>	<p>PS/NG/GR</p>
<p>7. <u>Communications And Engagement</u></p> <p>a) The Board considered a paper setting out the Government’s expectations that in producing their Town Investment Plans that Boards undertake wide ranging community engagement activity to find out directly from the public what they love about their place and how they want to see it grow.</p>	

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<p>b) The Government has also launched an online media platform campaign called MyTown which aims to inform people of the opportunities of the Towns Fund and encouraging local people to get involved and to generate ideas. It was noted that only one comment had so far been made. https://mytown.communities.gov.uk/</p> <p>c) He emphasised that it was vital to ensure that the Town Deal Board has clear objectives of what is to be achieved and that it conducts effective community engagement to gauge public opinion on what is considered important and the changes needed.</p> <p>d) He asked members of the Board to use their networks to help achieve effective communication and promotion of the Town Board's objectives.</p> <p>e) The following points were raised by members of the Board:</p> <ul style="list-style-type: none"> ○ There needs to be a clear overriding and consistent message of the Board's role and purpose. ○ The Town Investment Plan needs to address the issues relevant to Blackpool's residents as well as visitors. ○ Consideration needs to be given to developing an overall communication and engagement strategy ○ A strategic and layered communication process needs to be put into place to ensure that public awareness is raised. ○ There is a need to address issues of well-being and protecting the reputation of Blackpool as a visitor destination ○ It is important not to distract the Board from the relatively narrow task it had to secure a Town Deal and the resources that come with it <p>f) Action: Develop proposals for a communication and engagement strategy</p>	<p>PS/AC/NG</p>
<p>8. <u>Next Steps</u></p> <p>a) Refresh the Town Prospectus</p> <p>b) Develop an approach to produce the Town Investment Plan once Government guidance is published</p> <p>c) Develop terms of reference and governance arrangements</p> <p>d) Develop a communications and engagement strategy.</p>	
<p>9. <u>Dates Of Next Meetings</u></p> <ul style="list-style-type: none"> ● Friday, 27th March, 13:00 – 15:00 ● Friday, 1st May, 13:00 – 15:00 ● Friday, 5th June, 13:00 – 15:00 	