

Blackpool Town Deal Board Meeting No 6- Agenda Item 7

Report to: Blackpool Town Deal Board
Subject: Community Engagement Update
Relevant Officer: Nick Gerrard, Growth and Prosperity Programme Director
Date of Meeting: 16th October 2020

1. Purpose of the report

To update the Board on activity required to deliver the Stakeholder Engagement Plan.

2. Recommendation

For the Board to agree the approach to be taken to continued community engagement in line with the agreed Stakeholder Engagement Plan (subject to the outcome of the Towns Fund bid) as set out in the report, and for consideration also to be given to incorporating the Getting Building Fund projects and any successful Future High Streets Fund projects in the Stakeholder Engagement Plan.

3. Background

As part of the Towns Fund submission, the Board approved a Stakeholder Engagement Plan (SEP) which sets out a framework approach to ensuring substantial public and organisational involvement in the development and delivery of the proposed schemes. See below:

Figure 1 Stakeholder Engagement Plan: August 2020 - July 2021

The Plan aims to build on the work reported to Board previously undertaken by Locality via the Commonplace platform, which has been praised as an example of good practice by the Towns Hub. It will reach out to previous respondents as part of a “People’s Panel”-style approach where people have the opportunity to be involved in as many engagement exercises as they wish, and will use the

details gathered in the Asset Mapping work to create a Stakeholder Panel operating on a similar basis.

The next stage will establish what engagement activity needs to be undertaken as part of developing the business cases for each of the schemes, and with whom once the extent of the schemes included in the Heads of Terms to be agreed with Government is known.

4. Next Steps

We intend to tailor the level of engagement to the type of scheme, ensuring a proportionate approach which should maximise our ability to maintain and build general interest throughout the lengthy process of developing and implementing the schemes.

The first stage of this approach is to ensure that the submission is clear and the vision for the town is accessible in language and a format that residents and other stakeholders can understand and engage with, and this will be reflected in the re-launched Commonplace tool, which will be again opened up to all to comment on all of the prospective schemes. Targeted local engagement will also be undertaken with local residents where the projects are sited in a residential area, recognising that other methods of engagement and formal consultation will take place through, for example, statutory planning application processes as well.

With restrictions on personal movement and association likely to remain in place into the New Year, the plan will continue with its “digital first” approach, whilst including opportunities and mechanisms to involve seldom-heard groups and those who would be excluded by digital approaches.

The table below gives a brief overview of the key stakeholders and mechanisms explored thus far and which will be employed throughout the development of the business cases for those schemes that are to be taken forward. It has been developed with the project leads and ensures we continue to follow the six principles of engagement outlined in the SEP and the underlying logic model of the Towns Fund which seeks to create ownership of the schemes amongst local people.

| Scheme | Target Business Case Deadline | Key Stakeholders | Outline of Engagement Approach, including broad topics to be covered where possible |
|---------------------------------------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Grundy Extension Feasibility Study | November 20 | <p>Present visitors/supporters; Strategic Partners/Investors including Arts Council Contemporary Art Society, Art Fund, Tate etc.; Peer Galleries;</p> <p>Education sector; Blackpool Local Cultural Education Partnership; Arts Faculty B&FC; UCLAN; Lancaster University; Young People</p> <p>Local and professional artists (list TBC)</p> <p>Local Cultural Services partners – Libraries, Heritage plus other cultural partners in the town – Grand Theatre, Winter Gardens</p> <p>Local residents and businesses e.g. Catholic Club</p> | <p>Engage co-production expertise in Headstart to maximise young people’s involvement throughout.</p> <p>Feasibility study will include assessment of community and stakeholder interest in the scheme.</p> <p>E-bulletin and social media platforms</p> <p>Engagement in an innovative creative way i.e. working with an artist</p> |
| Innovation Partnership | December 20 | Key Business groups and Individual businesses for piloting technology, including Blackpool BID; Chamber of Commerce; BITC; Enterprise Zone businesses; Blackpool Transport, Merlin etc. | Make positive use of existing engagement routes and the value of specific ones in addition to these. |
| Blackpool Airport Enterprise Zone | March 21 | Businesses in immediate area of site; Fylde Council | Make positive use of existing engagement routes and the value of specific ones in addition to these. |
| The Edge – Incubation office space in Stanley Buildings | March 21 | Current and prospective business tenants and virtual office users; students from Lancaster, Edge Hill and UCLAN universities, and college students from Blackpool & Fylde, Myerscough and Blackpool Sixth form; local young people; BBLG; Chamber of Commerce; FSB; | Facilities, services and possible accelerator and complementary business support programmes |

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| | | <p>Responsible Business Network; Commercial Estate Agents; other networking groups and business collaborations TBC</p> <p>Universities and Colleges as above plus Boost – Lancashire Business Growth Hub; British Business Bank; NW access to finance service; private sector providers such as Winning Pitch, Enterprise4All, CBP etc.; Fylde Coast Digital project</p> <p>Blackpool Civic Trust; Head of Planning and Quality Control</p> | <p>Input from potential deliverers on complementary business support programmes to support the physical space and enable the incubation centre.</p> <p>Input on heritage aspects for Locally Listed Building</p> |
| Youth Hub | May 21 | Residents, Stakeholders and Businesses in immediate area of site; engagement with young people’s groups and via Headstart | Prescribed co-production approach inclusive of residents, local businesses and young people covering all aspects of development and delivery. |
| Southern Quarter/Revoe | June 21 | Residents, Stakeholders and Businesses in immediate area (potentially via Revoelution Big Local project); particular focus on BAME groups, including the Muslim, Hindu, and Eastern European (particularly Romanian) communities | In development |
| Illuminations | June 21 | Fans of Illuminations group Blackpool Civic Voice, Arts Council ACE Light Up the North Festivals; Light artists Education sector Potential external commissioners for delivery of light schemes/ | In development |

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| | | Festivals Morecambe BID; Lancaster BID; Crewe Town Council etc. Private Sector light technology companies that want to work with us to test products | |
| Blackpool Central | June 21 | Residents, Stakeholders and businesses in immediate area of Central and Court sites; visitors | In development |
| Multiversity | September 21 | Residents, Stakeholders and Businesses in immediate area of site; Current school and college students | Needs approach to be agreed with consultant team – procurement exercise underway. |

A clear message arising from the above is the need to co-ordinate engagement activity wherever possible to minimise engagement fatigue, as multiple stakeholders will be engaged across multiple projects. This will in part depend on the detailed project plans for developing the business cases, and the moments at which engagement will be encouraged.

Discussions are also underway with the Blackpool Headstart Resilience Revolution to co-create an involvement process with young people which works around their needs, to be used on any projects which require public engagement. We will give youth and community groups the opportunity to engage on all of the schemes, accepting that for different groups there may be significantly more interest in some of the proposals than others. As youth and community groups will be volunteering their time and effort in to shaping these proposals further we will pay closer attention to the areas that the groups identify as being the most significant to them, but will encourage engagement in all of the schemes. Once youth & community groups have completed their activities around the various schemes a next steps session where it can be clearly communicated how their feedback has been incorporated and what happens next.

The plan is evolving alongside scheme leads and work will be supervised by the Community Engagement Project Team with progress reports provided to project leads and the Town Deal Board on a regular basis.