

Blackpool Town Deal Board Meeting No 8 - Agenda Item 6

Report to: Blackpool Town Deal Board
Subject: Community Engagement Update
Relevant Officer: Nick Gerrard, Growth and Prosperity Programme Director
Date of Meeting: 15th January 2021

1. Purpose of the report

To update the Board on progress towards delivering the Stakeholder Engagement Plan.

2. Recommendation

For the Board to note and comment on the approach.

3. Background

Previous reports to Board have provided details of the Stakeholder Engagement Plan, which is being used to direct engagement activity in a structured way in line with the Towns Fund logic model, and an initial outline of the groups to be engaged and mechanisms to be used on a scheme-by-scheme basis.

The first public engagement exercise undertaken under the Towns Fund banner in July was thematic, and sought to draw out broad ideas and suggestions on issues of interest. In light of the Heads of Terms received from Government, and using public feedback, we can now deliver a more specific exercise which asks for views on the schemes we are intending to take forward, as a precursor to more detailed engagement activity with stakeholders.

4. Next Steps

Continuing our “digital first” approach to engagement in light of continuing Covid restrictions, we will launch a further engagement exercise using the Commonplace tool in early February. This will provide information on each project alongside an opportunity to feedback views and opinions, tailored to the stage of development which the schemes have reached. A social media campaign will encourage people to participate, with results being available in March.

This will prepare the way for more detailed engagement. The engagement leads have met with scheme leads to understand the stages at which each could meaningfully undertake public engagement with the potential to impact on the form of the schemes. Work is now underway to develop a more specific action plan for engagement on schemes based on their stage of development, and which accounts for any project-specific engagement undertaken prior to the provisional award of Towns Fund monies. This is based on the table included in the Community Engagement report to the October Board meeting (reproduced at Annex A) and will be reported to the next Board meeting. The action plan will be developed with the Engagement Team, ensuring that the VCFS Leadership Group has an opportunity to review and ensure the involvement of seldom-heard communities, in addition to key stakeholder organisations. We will use the asset-mapping work undertaken by Locality to reach out to organisations and explore opportunities to connect with those excluded by digital approaches, ensuring that they add value to the investment plans by helping to realise positive outcomes around jobs and opportunities for local people, something which will be particularly important as the restrictions introduced to slow the spread of Covid are relaxed.

In addition to the support offered by the Engagement Team, it is important to note that much engagement, particularly with stakeholders, will occur on a day-to-day basis without the need for a formal process. A basic template will be used to capture this activity, which will also allow the Engagement Team to identify gaps, and to support leads in filling them:

Scheme	Time period	Stakeholders Engaged	Type of engagement	Outcome
Name	Month/date	Organisations/role	Meeting, email etc	Impact on scheme

A synopsis of this activity will be provided in future board reports.

In line with Public Sector Equality Duty requirements against each scheme and at a programme level, the engagement activity will weave in equalities as a key feature through the engagement process, ensuring that representations are sought from relevant organisations involved with, or representing, groups with protected characteristics. The Engagement Team will liaise with the Council’s Equality and Diversity Manager to ensure that this is achieved.

Annex A – Draft Engagement Plan as reported to the Board in October 2022

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 Uni; 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	<p>Key Business groups and Individual businesses for piloting technology, including Blackpool BID; Chamber of Commerce; BITC; Enterprise Zone businesses; Blackpool Transport, Merlin etc.</p>	<p>Make positive use of existing engagement routes and the value of specific ones in addition to these.</p>
Blackpool Airport Enterprise Zone	March 21	<p>Businesses in immediate area of site; Fylde Council</p>	<p>Make positive use of existing engagement routes and the value of specific ones in addition to these.</p>
The Edge – Incubation office space in Stanley Buildingse	March 21	<p>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; 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,</p>	<p>Facilities, services and possible accelerator and complementary business support programmes</p> <p>Input from potential deliverers on complementary business support programmes to support the physical space and enable the incubation centre.</p>

Scheme	Target Business Case Deadline	Key Stakeholders	Outline of Engagement Approach, including broad topics to be covered where possible
		Enterprise4All, CBP etc.; Fylde Coast Digital project Blackpool Civic Trust; Head of Planning and Quality Control	Input on heritage aspects for Locally Listed Building
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/ festivals Morecambe BID; Lancaster BID; Crewe Town Council etc. Private Sector light technology companies that want to work with us to test products	In development
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.

5. Next Steps

Once submitted to MHCLG the project business case development activity will ramp up to allow the anticipated first Business Case to be available for appraisal by May 2021, details of the process having been approved at the November 2020 Town Deal Board.