



# MINUTES

## Blackpool, Fylde and Wyre Economic Prosperity Board

<b>Date:</b>	Tuesday, 4 June 2019
<b>Venue:</b>	Town Hall, St Annes.
<b>Economic Prosperity Board Members Present:</b>	Councillors Susan Fazackerley MBE, David Henderson, Mark Smith (Substitute for Councillor Simon Blackburn)
<b>Chief Executive Officers Present:</b>	Garry Payne, Chief Executive Wyre Council Paul Walker, Director of Development Services, Fylde Council (Substitute for Allan Oldfield)
<b>Co-opted private sector representatives Present:</b>	Martin Long (Blackpool), Neil Farley (Fylde)
<b>Other Attendees:</b>	Rob Green, Angela Kershaw, Nicole Billington, Steve Smith, Alan Cavill, Katharine McDonnell
<b>Apologies</b>	Councillor Simon Blackburn, Allan Oldfield, Peter Worthington, Nick Gerrard

### 1. Appointment of Chairman

Councillor David Henderson was appointed Chairman.

### 2. Apologies

Apologies were received from Councillor Simon Blackburn, Allan Oldfield, Peter Worthington and Nick Gerrard.

### 3. Appointment of Vice Chairman

Councillor Susan Fazackerley was appointed Vice Chairman

### 4. Declarations of Interest

None

### 5. Confirmation of minutes

Minutes of the meeting held on 5 February 2019 were confirmed as a correct record

### 6. Matters Arising

None

### 7. Blackpool Business Investment Marketing Update

Nicole Billington provided an update of the Business Investment Marketing strategy. She showed a short video which had been produced to explain the benefits of investment in Blackpool, the range of diverse industries already operating in Blackpool and the numbers of skilled workers in various specialist fields.

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She advised that the online digital campaign would be lots of video and blogs, and if the board were aware of any businesses or entrepreneurs who wished to be a case study, to put them in touch. She further advised that there would be an initial review of the campaign in early July.

The Board acknowledged that whilst the decision had been taken to use Blackpool for the marketing campaign, it felt like a missed opportunity, and going forward it should be Blackpool and the Fylde Coast.

Nicole reiterated that as the website would be loaded towards blog and video content, it would provide the scope for further explanation and wider context.

**Decision:** The Board noted the update.

## **8. Economic Policy Update: Local Industrial Strategy and Lancashire Plan**

Alan Cavill and Rob Green provided an update on the Local Industrial Strategy (LIS). It was advised that the LIS replaced the Strategic Economic Plan and would be the framework for future deals. It was further advised that STEER had been appointed by Lancashire County Council to undertake the work, and the working draft was passed around the Board for information.

There was discussion regarding the content of the draft and it was suggested that due to a number of omissions and errors, a collective response to it would carry more weight.

Discussion moved onto the Lancashire Plan, which was the strategic framework in which many pan-Lancashire strategies would sit, including the LIS. The Board discussed the proposed timescales, which were felt to be very challenging.

The Chairman commented that a collective Fylde Coast voice, would be beneficial. As a partnership it was better to work together instead of three separate authorities, to have a stronger voice within Lancashire.

It was advised that the LEP had clarified that it would welcome bids to develop an evidence base, following a successful bid from the authorities within the proposed Pendle Unitary.

**Decision:** The Board noted the report.

## **9. Exclusion of the Press and Public**

The Board decided that the public and press should be excluded for the remaining items on the agenda and passed the following resolution; “that the press and public be excluded from the meeting for the remainder of the meeting, 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”.

## **10. Blackpool Enterprise Zone Progress Report (Standing item)**

The Head of Enterprise Zones, Blackpool Council submitted a progress report on the Blackpool Enterprise Zone and provided a verbal update of additional information not contained within the report.

**Decision:** The Board noted the report.

## **11. Hillhouse Enterprise Zone Progress Report (Standing item)**

The Senior Economic Development Officer, Wyre Council submitted a progress report on the Hillhouse Enterprise Zone.

**Decision:** The Board noted the report.

## **12. Dates of forthcoming meetings**

Tuesday 10 September

Tuesday 7 January

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Tuesday 7 April

All meetings would be held in the Reception Room, St Annes Town Hall, to commence at 2pm.

The meeting started at 2pm and finished at 3.15pm

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