



BLACKPOOL BUSINESS LEADERSHIP GROUP

NOTES FROM MEETING HELD ON JULY 31, 2015 AT THE WINTER GARDENS, BLACKPOOL

Name	Organisation	Name	Organisation
ATTENDEES			
Martin Long (chair), Malcolm Ireland	Napthens	John Derbyshire	Obelisk Tours
Jane Littlewood	Rabbit Design/Wyred Up	David Chapman	Linksgate Leisure
Bev Robinson	Blackpool & The Fylde College	Justin Allitt	Allitt Estate Agency
Clare Taylor	Duxbury's	Sam Smith	Support The Young
Cath Stewart	Community Foundation	Nicola Atanassova	VisitBlackpool
Andy Higgins	The Mailing Room	Rob Knighton, Tony Clayton	Eclipse Developments
Michelle Smith	Carers' Trust	Carley Harrison, Debbie Taaffe	Santander
Neil Foulkes	HSBC	John Barnett, Karen Woolton	The Wave
Iain Hawkins	Merlin	Susan Bamber	The Village
David McGing	Ibis Styles	Nigel Kilgallon	Blackpool Pleasure Beach
Charlotte Gili-Ross	Ribby Hall	Andy Charles	Business In The Community
Karen Lambert, Simon Brooke	Happy Creative	David Hardy	Champion Group
Sam Schofield, Eric Vaughan, Steve Singleton	Cuadrilla	Christopher Houston, Matthew Hankinson	Farrell Heyworth
Coral Horn	Pink Link	Alex McIntyre	The Property Scene
Natalie Dobson	Blackpool Sixth	Laurence Kelly	Moore & Smalley
Phillip Parramore	8 Business Networking	Graham Wood	The WEC Group
Wendy Harrison	Café Fresch	Sean Morris	Coral Island
John Keen	RKMS	Darren Webster	Blackpool Zoo
Rob Green	Blackpool, Fylde & Wyre EDC	Steve Gill, Graham Arnold	Fylde Promotional Merchandise
Ian Mallam	Digitav	Sarah Rhodes	Rhodes Media
Liz Edmondson	Johnston Press	Tracy Hopkins	Citizens Advice Bureau
Richard Lefton	The Lefton Group	Jackie Skeer, Hamish Hayes	SESS Surveying
Lesley Heatley	Inenco	John Armstrong	Developer
Joan Blackburn	Spire Healthcare	Mike Bell Smith	Ludlow Wealth Management
Julia Eastwood	Artisan Tiles	John Magee	Freeport
Paul and Karen Friday	Future Focus Energy	Peter Dobson	Market Place Lettings
Keith and Kathryn Lindsay	Guests	Caryn and David Steele	Balloonatics
David Houston	Trinity Hospice	Susanne Johnson	Johnsons of Bond Street/FSB
Chris Maine	DPA Packaging	Amanda Reynolds	Marks & Spencer
Debbs Lancelott	Houndshill	Roger Mellor	Glasdon
Deborah Brookes, Gary Smith	People Plus	Michael Williams	Winter Gardens
Lisa Green, Steven McKenzie	PHX Training	Chris Hibbert	Henco
Joe Bullock	Whitbread	Martin Stuart Ferne	Job Centre Plus
Jane Kelly	Sandcastle	Shaun Pickup	Dahlia's Kitchen
Kevin Donnelly	XP Web Services	Ian McGawley	Sainsbury's
Joan Nickson	Northern Rail	Lindsay Campbell	Rowleys
Shaun Bennett	Links	Mick Grewcock	Burbage Group
Philip Owen	Barclays	Jeff Smith, Scott Rogers	JSM Group
Stephen Bolton	Lancashire Business View	Robin Ross	Sand, Sea & Spray
Sarah Mortimer	Fulfilling Lives	Yusuf Musa	Winning Pitch
Anne Catterson	Common Purpose	Simon Booth	Astute Motoring
Eileen Ormand	BID	Philip Saunders	Natwest
Malcolm Ireland, Kelly Mather	Napthens	Nicola Spencer	M&S Outlet, Fleetwood
David Clewes, Susie Gallagher	Store It	Mark Yates	Brooks Collectables
Colin Taylor	Illuminations Ambassador	Erica Crompton	Big Foot Events
Kenny Mew	The Blackpool Tower	Ruth Patton	The Patton's Community
Howard Plant	Blackpool Car Parks	Annie Ogilvie	Blackpool Transport Services
Stuart Livesey	Consultant	Iain Hawkins	Merlin Entertainments
OBSERVERS/GUESTS			
Philip Welsh, Peter Legg	Blackpool Council	David Slater	Blackpool Council
APOLOGIES			
Peter Mulder	Chamber of Commerce	Matthew Rose	TISS
Paul Whelan	Tyson	John Kavanagh	Three Piers
Louise Logan	Career Ready	Peter Bennett	Assess Design
Neil Jack	Blackpool Council	Barry Howard	McDonalds
Justin Allitt	Allitt Estate Agency	Vito Cinardi	Litigation Solutions
Dan Wootton	Dan Wootton Photography	Steve Pye	Addison Academy
Peter Jefferson	Visionistic	Steve Whitehouse	FTS Group
David Cam	Consultant	Norry Ascroft	Consultant/Entertainer
Damian, Helen Broughton	Danbro	Jonathan Cropper	Kingswood Stationers
Vicky Reynolds	Ashworth Treasure	Philip Crowther	Helms Briscoe
Shirley Hunt	Cranstone Hotel	Pam Swain	BADN
Dale Lawrenson	Natwest	Vicky Rogers	Candy House
Deborah Terras	UR Potential	Jeremy Smith	Lytham Coffee Co
Andrew Wareing	Voucher Packs	Rebecca Murdoch	Total Finance
Carmen Conquer	Aspired Futures	Gerry Lynch	Gem Associates
Jon Paul Jackson	Jacksons Coaches	Steve Hill	MENCAP
Matt Wells	Lancashire Cheesecake Co	David Hoyle	Happy Days

1. Welcome and apologies

Martin Long (chair, Napthens) welcomed members and thanked Winter Gardens for hosting the meeting.

2. Minutes of the last meeting/Matters arising

No issues to report.

3. Shale Gas: What Next?

Eric Vaughan, Well Services Director for Cuadrilla, gave a presentation on the next steps following Lancashire County Council's refusal of two planning applications relating to shale gas exploration at two sites on the outskirts of Blackpool - Roseacre Wood and Preston New Road.

It was noted that the company had stated its intention to appeal the refusals, but Mr Vaughan said that process could take between one and two years before a decision was made.

Mr Vaughan then answered a number of questions relating to shale gas, including any potential impact on the environment, effects on property prices and home insurance*, and the economic benefits to the area.

A full copy of Mr Vaughan's presentation can be viewed at www.bblg.co.uk under Reports/Publications.

*Following the meeting, Cuadrilla asked for the following link to be sent to members of the BBLG in relation to home insurance and shale gas operations. It can be viewed at this [link](#).

4. Town Centre BID – Next 5 Years

Eileen Ormand, manager of Blackpool Town Centre BID, gave a presentation on the campaign to secure a third five-year term for the BID.

She set out the key priorities contained within the business plan and said that the voting among BID members would take place between August 1 and 28 and the result of the ballot would be known in the w/c August 31.

The BID five year business plan can be viewed at: <http://library.myebook.com/pyro/blackpool-bid-proposal/195/>

5. Support For Business

Richard Harrison, Director of Innovaris, gave a presentation on how businesses can achieve continuous high growth through a programme of training, coaching and associated support services.

A copy of his full presentation can be viewed at www.bblg.co.uk under Reports/Publications.

Note: Since the presentation, Innovaris have developed a smaller version of the course which is aimed at companies of ANY size (including departments within bigger organisations).

The course is shorter, but less expensive (£2.5k) and can, in most cases, be covered by a Growth Accelerator intervention.

6. **Resort Marketing/Promotion**

John Darbyshire from Obelisk Commercial gave the group a presentation on a retail-based app called Shop See Do, which is aimed at driving footfall and economic activity in town centres.

He said that the app had the potential to give significant enhancement to marketing and promotion of the destination.

He said the mobile technology would support self-managed listings for participating retailers and also a local loyalty reward scheme if required.

Promotion of the town centre retail offer could be achieved at three different levels using static listings, geo-fenced notifications or general push notifications relating to special offers etc. The app could also be linked to augmented reality technology.

Any business wishing to get a separate presentation on the potential usages of either the Shop See Do app or the augmented reality technology is invited to contact John at J_darbyshire@btconnect.com

A copy of the presentation can be viewed at www.bblg.co.uk under Reports/Presentations

7. **Business Partnerships Report**

Philip Welsh tabled his report in advance of the meeting.

He drew the group's attention to the following items:

LightPool Ambassadors

PW introduced the audience to two of the new resort ambassadors, appointed as part of the Coastal Communities Funded LightPool programme.

He said that while their main role would be to promote the new LightPool features within the 2015 Illuminations display, they would be out and about in the resort pre and post Illuminations periods.

He said that any attractions or event organisers interested in utilising the ambassadors should contact Mandy Tythe-McCallum in the first instance, email mandy@visitblackpool.com

iFest Weekend

It was noted that more acts would be added to the Friday night switch-on concert over coming days, with the switch on celebrity to be announced in early August.

Town Centre Restaurants

PW drew the group's attention to a number of restaurants that were due to open in the town centre and central promenade over coming months. He said that these openings matched the aspirations within the new Destination Management Plan to bring a more family-focused food and drink offer to the resort.

Museum For Blackpool

PW drew the group's attention a special event to be staged in the Winter Gardens on August 28 and 29, where people would be able to get a taster of the proposed Museum For Blackpool. He said that the project director, Belinda Betts, would also be updating the BBLG on the museum project at the September meeting.

8. **Any Other Business**

No other items of business. Martin Long thanked the various speakers.

9. Date and time of next meeting

Scheduled for 7.45am for 8.30am on Friday 25 September at The Imperial Hotel, Blackpool. Further joining instructions to follow