



## BLACKPOOL BUSINESS LEADERSHIP GROUP

NOTES FROM MEETING HELD ON NOVEMBER 30, 2012 AT VIVA SHOWBAR

| Name   | Organisation                                    |
|--|---|
| <b>Present:</b>  |   |
| Martin Long (chair)                                      | Napthens  |
| Eileen Ormand  | Town Centre BID                                 |
| Alex McIntyre  | Property Scene                                  |
| Richard Lefton   | Lefton's Group                                  |
| Roger Mellor   | Glasdon   |
| Kate Shane   | Blackpool Tower                                 |
| Andy Higgins   | FP Northwest                                    |
| Jane Littlewood  | Rabbit Design/Wyred Up                          |
| Gary Fearon  | Johnston Press                                  |
| Pauline Waterhouse                                       | Blackpool & The Fylde College                   |
| Amanda Bennett, Sarah Rhodes                             | Marketing Blackpool                             |
| Sharon Brook   | Whitehead Gas Services                          |
| Barry Howard   | McDonalds UK                                    |
| Michelle Smith   | Blackpool Carers                                |
| Philip Owen  | Barclays  |
| Robert Wynne   | West Coast                                      |
| Martin Heywood   | Viva  |
| Pauline Lai  | Mandarin  |
| Claire Smith   | Number One Hotels                               |
| Sean Killingbeck   | Giles Insurance                                 |
| Ed Christiano  | Deeper Blue Design                              |
| Maria Noto   | Lancaster House Hotel                           |
| Colin Johnston   | Blackpool Grand                                 |
| Neil Sutch, Lee Richardson                               | RBS   |
| Nick Holder  | A4E   |
| David Hardy  | Champion Accountants                            |
| Robert Richards  | Napthens  |
| Peter Rawlings   | Tower Employment Services                       |
| John Barnett   | The Wave/Stardream                              |
| Rob Green  | Blackpool, Fylde & Wyre Economic Development Co |
| Pearl Mina, Philip Holmes                                | In The Pink                                     |
| Jonathan Cropper   | Kingswood Stationery                            |
| John Child   | Sandcastle Waterpark                            |
| Ray Eyres, Peter Glenn                                   | Parkinsons                                      |
| Steve Pye  | Federation of Small Businesses                  |
| Michael Williams   | Crown Leisure                                   |
| Wendy Swift  | Blackpool Teaching Hospitals                    |
| Damien Gibbs   | Butson Blofeld                                  |
| Adrian Tottey  | Create Construction                             |
| Annie Heslop   | Keep Britain Tidy                               |
| Jamie Kilgour, Gary Ashton                               | Kilgour Metal Treatments                        |
| Sarah Stone  | Blackpool Theatres Project                      |
| Fred Wills   | First Medical                                   |
| Gill Barker  | Toast   |
| Kathryn Taylor   | NSPCC   |
| Tracey Bell  | Scream Management                               |
| Wayne Smith  | Northern Rail                                   |
| Steve Singleton  | Cuadrilla                                       |
| Nick Leach, Junior Bent, Robert Taylor                   | Natwest   |
| <b>Advisers/Observers/Guests</b>                         |   |
| Carmel McKeogh, Polly Hamilton, Philip Welsh, Peter Legg | Blackpool Council                               |
| Geoff Reeves   | Get Started                                     |
| Shelly Woods   | Paralympian                                     |
| Aspired Futures team                                     | Aspired Futures                                 |
| <b>Apologies</b>   |   |
| Neil Jack, Alan Cavill                                   | Blackpool Council                               |
| Chris Hibbert  | Henco   |
| Declan Dowd/Shilpa Patel                                 | Carlton Best Western                            |
| David Chapman  | Linksgate Leisure                               |
| Gary Smith   | A4E   |
| Alistair Baines  | Cassidy Ashton                                  |
| Helen & Damian Broughton                                 | Danbro  |
| Anne Catterson   | Common Purpose                                  |
| Darren Webster   | Blackpool Zoo                                   |
| David Jones  | Thirty30 Media                                  |
| Michael Hyman  | Leonard Dews                                    |
| Gary Sawyer  | Al Claims                                       |
| Ian Macmillan  | Chamber of Commerce                             |
| Jenn Newton  | Sea Life  |
| Deborah Parker   | Progress Recruitment                            |
| Emma Purdon  | Premiere Recruitment                            |
| David Cam  | Pleasure Beach                                  |
| Debbs Lancelott  | Hounds Hill                                     |
| Jane Cole  | Virgin Trains                                   |
| Susan Bamber   | The Village Heron's Reach                       |
| Coral Horn   | Pink Link                                       |
| Nick Testa   | Imperial  |
| Iain Hawkins   | Merlin  |
| Paul Crossley  | Kenrick & Co                                    |
| Trevor Roberts   | Blackpool Transport                             |
| Helen Goodwin  | Community Foundation for Lancashire             |

### 1. **Welcome and apologies**

Martin Long (chair) welcomed everyone including new members and guests to the meeting. He thanked the staff and management of Viva for hosting the meeting.

### 2. **Minutes of the last meeting/Matters arising**

It was noted that since the last meeting, letters had been sent out to Howard Lewis (thanking him for his contribution to the Blackpool Business Leadership Group over the past three and a half years) and to the chairman of Channel 4, expressing concern over the negative impact of the documentary, 999: What's Your Emergency?

### 3. **Aspired Futures**

Carmen Conquer and representatives from the Aspired Futures charity gave a presentation on their work and an insight into how the business community might be able to help.

- ✚ It is a local charity offering support for vulnerable children and young people aged 2-16 from the Fylde Coast
- ✚ It provides one-to-one mentoring support as well as therapeutic play, leisure and educational opportunities
- ✚ Although it has an experienced professional team and board of trustees, it is dependent on dedicated volunteers of all ages

The Aspired Futures team set out ways in which the business community could assist their work through:

- ✚ Financial support and organisation of fund-raising events
- ✚ Support in kind eg, property maintenance, donation of resources such as arts materials, dressing up clothes, musical instruments or ingredients for meals
- ✚ Becoming a mentor or volunteer support worker
- ✚ Providing complimentary or low cost access to leisure, entertainment or sporting venues

Three young people who had benefited from the services offered by Aspired Futures spoke to the group about their experiences.

It was noted that three open evenings were planned to enable businesses to visit the Aspired Futures centre at Kensington Lodge, Whitegate Drive, Blackpool, and see for themselves the work that is carried out.

These sessions are planned for 5pm-7pm on each of the following days:

- Wednesday 12 December
- Monday 17 December
- Tuesday 15 January

Individual businesses can book appointments by calling 01253 769755 or by emailing [aspired.futures@yahoo.co.uk](mailto:aspired.futures@yahoo.co.uk)

### 4. **2012 Olympic Legacy For Blackpool**

Shelly Woods, the Blackpool-based Paralympic athlete, gave a presentation on her experiences at the London 2012 Games.

Shelly described how after missing out on a medal in the first three events within the Olympic Stadium, she went on to win a silver medal in the marathon.

She described to the group how she had become a world-class athlete despite suffering from a spinal cord injury at the aged of 11.

Shelly said that after winning silver and bronze in Beijing in 2008 and silver in London in 2012 she was committed to pursuing gold at the Rio Games in 2016.

The chair thanked Shelly for finding the time to talk to the group and paid tribute to her for the way in which she had acted as an ambassador for her sport and for Blackpool.

## **5. Creative People & Places**

Polly Hamilton, Assistant Director of Culture for Blackpool Council gave a presentation on the “Playground of Wonders”, a programme aimed at building engagement in the arts in Blackpool and Wyre.

She reported that 69% of residents in Blackpool were not participating in the arts, the 51<sup>st</sup> worst performing area in England.

The “Playground of Wonders” is a three year-programme, aimed at getting more people involved in the arts, facilitated by £3m of Lottery funding from the Arts Council of England.

The consortium that had successfully bid for the funding comprised Blackpool Coastal Housing, The Grand Theatre, Merlin, Blackpool Council and Wyre Council.

Ms Hamilton said that the programme was made up of three strands:

- New, bold, inspirational arts events
- Engagement activities with local communities
- An intensive development programme for local arts organisations

This programme would allow more local people to experience high-quality arts; create stronger, financially sustainable arts organisations; and increase investment in culture.

In turn, this would create a happier, healthier, better skilled local population; develop a more diverse visitor base attracting higher-spending families; strengthen the local economy; and enhance the overall appeal of Blackpool as a place to live, work, study and visit.

One of the proposed activities was the development of “The Wonder Emporium”, an alternative souvenir and gift shop with products designed by artists and inspired by Blackpool.

This emporium would provide a “front” for a creative arts centre and would also provide literary-focused creative activities for children and families in South Shore.

Ms Hamilton said that the programme would benefit businesses in that it would improve the offer to customers and provide interesting ways to engage and motivate the workforce.

She said that businesses might also want to consider opportunities to be a sponsor, board member, mentor or champion of the programme.

Businesses wanting more information about the “Playground Of Wonders” programme or explore how they can become involved should email [polly.hamilton@blackpool.gov.uk](mailto:polly.hamilton@blackpool.gov.uk)

## **6. Post 999: Positive Messages For Blackpool**

Sarah Rhodes (Marketing Blackpool) gave a presentation on the media group that she had established in the aftermath of the 999 documentary series.

She said that the group’s key objective was to bring businesses in Blackpool together to promote positive messages about the town.

Sarah reported that key messages had been produced for visitors and potential inward investors. It was agreed that these messages would be circulated to members of the group for comments and any additional suggestions.

She also reported that Blackpool was the most filmed destination outside London and yet despite this, its portrayal was often negative.

It was important that businesses were prepared to say “no” to filming that threatened to create negative perceptions of the town and help to ensure that, wherever possible, positive messages were sent out to filming companies.

It was agreed that a weekly filming scheduled produced by Marketing Blackpool would be circulated to businesses.

Sarah said that Marketing Blackpool was willing to act as a central resource for film and media enquiries and any businesses that needed advice could contact her on: 01253-478208 or email: [sarahr@marketingblackpool.com](mailto:sarahr@marketingblackpool.com)

## **7. Young Enterprise Challenge**

Geoff Reeves (Get Started) gave a presentation on The Oracle Young Enterprise Challenge, a new initiative aimed at finding the next generation of young entrepreneurs.

He said the programme was split into three parts:

- Part One was a two day-seminar that was recently held at the new Oracle youth enterprise hub with delegates recruited from Job Centre Plus and the Get Started programme. It attracted nine young, unemployed people with a range of skills and ideas.
- Part Two (to be held on December 13) will see the delegates present their ideas to a panel of local businesses and get advice on their progress to date
- Part Three (to be held on January 11) will see delegates pitch their final idea/plan to the panel with the winner receiving £1,000 and six months free rental space at The Oracle

He said that businesses could assist in the programme by helping to reward every delegate that completed the challenge by offering mentoring advice, advertising or tickets for attractions, experiences and sporting events.

He reported that this particular programme was a pilot to be repeated in the latter part of 2013.

Note: If any businesses are interested in supporting the Young Enterprise Challenge, please email [philip.welsh@blackpool.gov.uk](mailto:philip.welsh@blackpool.gov.uk) and details will be sent on to Geoff.

## **8. Business Partnerships Report**

Philip Welsh (Blackpool Council) drew the group’s attention to a number of items within his report:

### **Employee Ownership of Skills Fund**

Noted that a second round bid for a Tourism Academy is to be developed and submitted by the February 2013 deadline. The consortium has now been expanded to include Stay Blackpool and Marketing Blackpool to ensure that there are opportunities for smaller businesses within the visitor economy supply chain.

### **Bathing Waters**

Annie Heslop from the Keep Britain Tidy Group has joined the Blackpool Business Leadership Group and will act as a key contact between the business community and the Fylde Peninsula Water Management Group which is leading on the bathing waters improvement project. It was suggested that Annie give a formal update at the January 2013 meeting.

### **Collective Energy Switching**

The group's attention was drawn to a local authority-led initiative aimed at saving people money on their energy bills. People can register their initial interest in the scheme at [www.readytoswitch.co.uk](http://www.readytoswitch.co.uk) by December 17 2012. PW said that a second phase of the scheme was currently being developed for businesses and he would circulate details of this as soon as possible.

### **Give A Little**

PW thanked those businesses that had already contributed to the Give A Little Christmas campaign to help vulnerable children in Blackpool. He said the deadline for receipt of donations is **Monday 10<sup>th</sup> December**. Items can be donated at the reception points of all the main Council offices and The Gazette offices. Cash donations can also be made at Customer First on Corporation Street.

### **Work Foundation Study**

PW reported that the Work Foundation was seeking local businesses to take part in a study on youth unemployment. Any businesses interested in participating should contact him at [philip.welsh@blackpool.gov.uk](mailto:philip.welsh@blackpool.gov.uk)

## **9. Any Other Business**

### **i) Public Liability Claims**

In his absence, David Cam (Pleasure Beach Resort) had asked for an item to be raised on liability claims. He asked if any businesses were being affected by a resurgence in such claims. He requested that any businesses that had seen a noticeable increase contact him (email: [emma.johnson@bpbltd.com](mailto:emma.johnson@bpbltd.com)) and he will collate evidence that can be presented to MPs prior to proposed changes in "no win, no fee" claims legislation next year.

### **ii) BBC Familiarisation Visit**

Tracy Bell (Scream Management) queried why creative businesses such as hers had not been included on the invitation list for a BBC "Insight Day" held in Blackpool in October. It was reported that the BBC had organised the event and appeared to want to focus its attention on potential venues for filming opportunities. It was noted that a return visit to the BBC had been organised for January 2013 and this would include companies such as Scream.

## **10. Date and time of next meeting**

Next meeting scheduled for **8am for 8.30am, Friday 25<sup>th</sup> January, 2013** at **The Oracle, St Annes Road, Blackpool**. Parking and breakfast arrangements to be confirmed.