



## BLACKPOOL BUSINESS LEADERSHIP GROUP

### Business Partnerships Report – September 26, 2014

#### Section 1: Visitor Economy

##### RETURN OF STRICTLY



The BBC has confirmed that Strictly Come Dancing will be returning to Blackpool this autumn.

The resort is set for a whole weekend of high-profile TV entertainment as hit show Strictly returns to the Tower Ballroom on Saturday 15 November, with the North West broadcast for the Children In Need telethon hosted from the Tower Circus on the previous evening.

This year's Strictly celebrity line-up includes pop star Pixie Lott (who starred at this year's Illuminations Switch On event); Radio 1 DJ Scott Mills; tennis coach – and Andy Murray's mum – Judy Murray; Casualty actress Sunetra Sarker; Masterchef judge Gregg Wallace; Blue singer Simon Webbe; Saturdays' pop star Frankie Bridge and rugby player Thom Evans.

Strictly was first broadcast from the Tower Ballroom when the final took place there for the 2004 series. The show was also here in 2009, 2010 and 2013, with the grand final in the ballroom in 2011.

## SWITCH ON WEEKEND



The decision to revert to a free Friday night Illuminations switch on event appears to have been fully justified with over 75,000 applications for free wristbands received for the event and over 18,000 people attending on the night.

For the first time, the switch on celebrations were extended to three nights with ticketed concerts being held on Tower Festival Headlands on the Saturday and Sunday, and a new food festival being staged between the switch on arena and Central Pier.

Around 3,500 tickets were sold for each of the ticketed concerts. Response to the new-look festival has been extremely positive, with a number of hotels reporting significantly enhanced room occupancy over the weekend.

An audit of media activity over the weekend revealed that the resort received in excess of £750,000 of PR coverage in newspapers, magazines, TV, radio and online. This included daily coverage from media partner Rock FM, regional television coverage, numerous national newspaper reports and a wide range of reports on some of the most viewed websites in the world.

The Switch-On weekend began with Britain's most popular comedian, Peter Kay, switching on the lights after a star studded night of entertainment featuring some of the most popular names in British music including superstar girl band, Little Mix, supported by Texas, Pixie Lott, Union J, Neon Jungle, George Ezra and Matt Cardle.

Saturday night featured a series of live West End shows and Sunday was headlined by Rebecca Ferguson. The first ever switch on Food Festival ran throughout the weekend on Blackpool Promenade.

A decision will be made over the next few weeks as to whether to repeat the same weekend-long formula next year.

## **BLACKPOOL'S BACK!**

The Blackpool's Back marketing campaign, underpinned by the first destination-based TV ad for Blackpool in many years, appears to have been extremely successful, both in terms of increasing the numbers of people visiting the resort and in changing media perceptions of Blackpool.

A series of hugely positive travel pieces about the resort have appeared during the summer across a range of regional and national newspapers and magazines.

The campaign is due to continue until the end of September when a full review of activity will be undertaken by Blackpool Council and Merlin Entertainments, who jointly funded the marketing activity.

## **MAMMA MIA! ENDS ON A HIGH**



The 12-week run of Mamma Mia! ended on September 14 with over 2000 people packed into the Opera House for the final performance.

It brought to an end a record-breaking season in which more than 100,000 people watched the show, generating in excess of £3.2m in box office takings.

The international production of Mamma Mia! was the first full summer season show for a decade and the Opera House was the only place that people in the UK could see the show outside London during 2014.

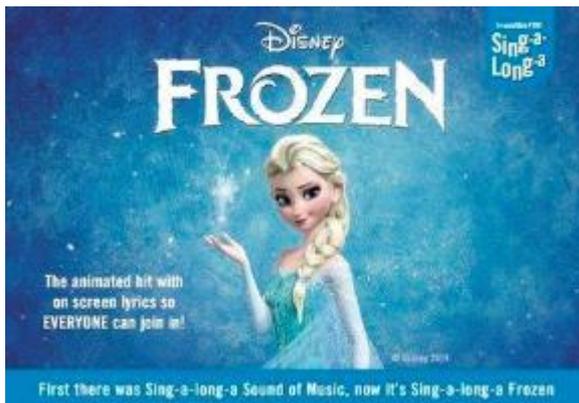
During their stay in Blackpool, the cast have worked with local businesses on promotional events and also supported local charities including raising funds for Trinity Hospice.

Discussions are now underway with leading theatre promoters as to the possible options for next year's summer season at the Opera House. It is hoped a decision will be announced in late autumn.

## **WORLD FIREWORKS**

The final night of the World Fireworks championships will be held on the evening of Friday 26 September. The growing popularity of the event – coupled with good weather for the first three displays this year – has resulted in massive crowds gathering on the area between Central and North Piers. The final night features a celebration display from the UK's Titanium team and the announcement of the winner from the three competing nations. Following the disturbances at the penultimate firework event on September 19, extra police will be patrolling the town centre and promenade areas.

## SING A LONG A FROZEN



Blackpool's Grand Theatre will host *Sing-a-long-a Frozen*, when a unique, interactive screening of the worldwide film phenomenon *Frozen* rolls into town as part of a nationwide UK tour.

The production on Saturday 27 September features a screening of the Disney movie with lyrics on screen so that the audience can interact. *Frozen* has become the biggest animated film in the world and the fifth biggest film of all time.

## BLACKPOOL ILLUMINATIONS

Initial reaction to the 2014 display has been extremely positive with the new features including the Alice's Garden tableau (sponsored by the Hounds Hill Shopping Centre) and Dr Who Island (on Gynn Roundabout) attracting significant attention.

Although it is early days, the Promenade collection is already ahead of 2013 at the same point and it is hoped that this momentum will be helped by a new map and guide, containing £25 of discount vouchers for attractions and parking, which is being distributed at the arrival points. A copy of the map/guide can be viewed here:

<http://www.visitblackpool.com/illuminations/infographic/>

The business collection has also started well and stood at 10% of last year's total before the Illuminations were switched on. It is becoming evident that the work being undertaken with the private sector-led Friends Of The Illuminations is yielding an increased understanding of why local businesses should support the show. The Friends have also developed a new website to promote the Illuminations: [www.theblackpoolilluminations.info](http://www.theblackpoolilluminations.info)

Blackpool Illuminations department has successfully tendered to provide the full design and equipment list for Sunderland's 2014 illuminations show. The team has been working with Sunderland for two years, but this year's enhanced project includes the lighting up of the whole of Sunderland's promenade with a mixture of new and traditional designs, largely based on an Alice in Wonderland theme. Income from the project will be used to support Blackpool's own Illuminations budget.

## LET IT BE

Following its hugely successful run in London's West End, the hit Beatles show *Let It Be* is coming to Blackpool this autumn.

It will run at the Opera House from Tuesday 30 September to Sunday 12 October. The show, which includes more than 40 Beatles' hits, has toured all across the world.



**NOTE: The Winter Gardens is offering an exclusive two tickets for the price of one discount for BBLG members. The offer is available for all performances with the exception of Friday and Saturdays. The promotional code is SUN and can be used online, at the Winter Gardens box office and through Ticketmaster.**

### **WHERE ELSE BUT BLACKPOOL?**

A fish and chip supper at the end of Central Pier has been officially confirmed as the best of the UK's "simple pleasures".

That pastime enjoyed by generations of visitors over the years topped a 2014 poll to find the nation's most enjoyable, technology-free days out. Carried out by VisitEngland, the list is a fascinating insight into lazy summer days enjoyed by today's 40 and 50-somethings when they were growing up.

The results of the survey have now been compiled into a specially commissioned illustrated story book entitled "Simple Pleasures" and featuring Christopher Robin, Winnie The Pooh and friends as they go an adventure through the various experiences, starting right here in Blackpool.....



To view the whole story, go to this link: <http://www.visitengland.com/blog/great-outdoors/august-2014/winnie-poohs-simple-pleasures>

### **BLACKPOOL ROCKS**

Blackpool's biggest indoor winter festival, Blackpool Rocks, is moving to a new home in Blackpool Tower.

Organised by Radio 1 DJ Danny Howard, the event, now in its second year, will take over Blackpool Tower on Saturday 20<sup>th</sup> December with a line-up of some of the best dance and R&B performers. Last year's event attracted over 6,000 people.

This year's event will see the venue, including the Ballroom and Circus, transformed into a unique indoor festival site, with over 10 rooms of music to keep festival goers entertained from 8pm on Saturday 20<sup>th</sup> December, right through until 6am on the Sunday morning.

### **DREAMLAND**

Blackpool has donated items to Britain's oldest amusement park, Dreamland in Margate, ahead of its reopening next year.

The Grade II listed amusement park opened under the name Hall-by-the-Sea before changing its name in 1920 and going on to become a hugely popular UK tourist attraction. However, it fell on hard times and closed in 2003 to be redeveloped.

It has remained closed ever since while the current owner and the Dreamland Trust try to safeguard its future.

Drawing on a shared amusement park heritage, Blackpool Council has offered a helping hand by donating some classic illuminations to the project. They include light fountains, giant snowflakes, angels and devils, sparkling light features and other decorative items.

Lancashire-born designer Wayne Hemingway, is heavily involved with the restoration prior to reopening, offering his assistance with design.

## **ONE DIRECTION IN BLACKPOOL**



One Direction, the world's biggest boy band - or at least their wax equivalent - have arrived in Blackpool for a two-month stay.

Hundreds of fans queued to see the band's wax figures unveiled at Madame Tussauds on Central Promenade.

A team of 40, including sculptors, moulders, hair stylists, colourists and wardrobe experts worked flat out for four months to create the figures which each cost £150,000 to make. The figures will be in Blackpool until November 9.

## **BLACKPOOL MUSEUM PROJECT**

Work is now progressing on the Blackpool Museum project, following the Heritage Lottery Fund (HLF) grant award of £1.24m earlier this year.

The grant has enabled the team to begin a development phase which will lead to a full-scale application for £20m of funding being submitted towards the end of 2015.

There are three major contracts to award during the development phase – project management, architect design team and interpretative design team.

The Council's procurement team is supporting this process and it is anticipated these contracts will be awarded by the end of the year. Nine new posts in relation to the project have been advertised.

Interviews are taking place during September with a view to the team being in place late autumn. The Blackpool Museum, planned for the Winter Gardens building, will tell the extraordinary story of the world's first working-class seaside resort, celebrating its contribution to British and Western popular culture.

As well as displaying the council's own nationally-significant collections in an imaginative, interactive way, there will be quality space for temporary exhibitions, co-created with communities, the V&A and others.

## **BLACKPOOL IN NEW STAMP COLLECTION**

Blackpool Pleasure Beach features in a new set of stamps celebrating the architecture of the UK's seaside resorts.

The White Tower building is among 10 seaside attractions included in the collection, which includes architecture from large and small resorts from the Victorian and art deco eras to 1930s modernism and up to the present day.



Royal Mail said all the attractions had been newly-photographed for the stamps to mark the "resurgence of interest in the British seaside" in the past two decades.

## Section 2: Town Centre Economy

### **EMPTY SHOPS**

Latest research shows that the number of empty shop units in Blackpool town centre has fallen. The vacancy rate in the core retail area has fallen to 13.5% - the lowest figure since the counts were started.

Newly-vacant units include: Burger King (Church Street); Blackpool FC Store (Houndshell); Expressions (Topping Street); Hong Kong Garden (Cookson Street); Squeakies (Deansgate); Roasting Today (Cheapside); Carlton House Hotel (Abingdon Street) and one of the units occupied by Kids Collection on Talbot Road.

Since May, a number of businesses have taken over vacant units. These include: Subway, Ninety9, Mobile Doctor and IT Components R Us (all on Church Street); Bargain Book Time (Victoria Street); The Vapour Corner and Room Lytham (Houndshell); Uniform & Leisurewear (Clifton Street); Bella A Nika (Abingdon Street); E-cig Switch (Cedar Square); The Land of Makebelieve, Cake Tin Delights and Karisma (Topping Street). The Chinese Buffet is due to open in the former JJB Sports outlet on Church Street before the end of September.

### **CAR PARKING**

#### Bank Street

Bank Street car park, which is close to the new Talbot Gateway development, has reopened after extensive improvement works. The car park has been completely resurfaced and new lighting has been installed throughout. The entrance has also been resurfaced and work is ongoing at present to improve the signage to the car park. There are two cash Pay & Display machines in the car park, but these will be soon updated to take debit and credit card payments. It has 230 car bays, 16 disabled bays and nine coach bays.

#### Talbot Road

The first independent chip coin validator has been put in place with one of the large town centre hotels for Talbot Road multi-storey car park. This arrangement means that the guests have their chip coins validated at the hotel at a special rate, which they then pay when they return to the car park to pick up their vehicles. It is hoped that this system will be taken up by other similar hotels for their customers who will contribute to the already improving patronage of the newly-refurbished car park.

### South Car Park

Work has started to introduce a number of coach bays within South car park. Ten coach bays will be created in this car park to assist coach drivers bringing visitors to Blackpool. Coach bays are also available in Seaside, Foxhall Village, Gynn Square and Bank Street car parks.

### **CHRISTMAS CAMPAIGN**

The Town Centre BID is co-ordinating a Christmas campaign that will see an official switch on event in St Johns Square on Saturday 22 November. The town centre Christmas lighting will be extended to cover more streets this year.

### **WINTER GARDENS CINEMA**

A live satellite screening of an iconic West End musical and special showings of classic films are among the features lined up for the autumn following the opening of the Winter Gardens cinema.

Opera House Cinema Nights features a host of classics like When Harry Met Sally, Brief Encounter, Top Gun and Casablanca.

Billy Elliot, The Musical, one of the West End's most popular shows, will also be screened on Sunday 28 September live via satellite from the Victoria Theatre in London.

In October, there will be three special screenings of just-released Elaine Constantine picture, Northern Soul, together with a Northern Soul-themed after party in the Winter Gardens' iconic Spanish Hall.

The project utilises Blackpool's iconic Opera House to bring cinema back to the Winter Gardens for the first time in almost 40 years.

A brand new, state-of-the-art digital cinema screen – believed to be the biggest in the North West – and a brand new surround sound system has been specially installed for the project and further showings are already being planned.

### **BLACKPOOL VENUES GRANT SUCCESS**

Two of Blackpool's key town centre cultural venues have been successful in their applications to the Arts Council of England to continue to be National Portfolio Organisations for a further three years from April 2015 to March 2018.

The Grundy will receive a total grant of £129,366 over the three years towards the presentation of a high-quality contemporary art exhibition programme and associated engagement programme with the community and young people.

The Grand Theatre will receive a total grant of £479,976 over the three years for the presentation of a high-quality contemporary dance programme. The Grand was one of a small number of organisations across the country to receive an increase in NPO funding.

## **TOWN CENTRE ROADS CONSULTATION**

A consultation has been launched on a proposal to make two Blackpool town centre roads two-way.

Blackpool Council has written to local residents and businesses to propose the changes to Coronation Street between Hornby Road and Adelaide Street and Hornby Road between Park Road and Coronation Street.

The measure is designed to help improve traffic flows and could provide the following benefits:

- Considerably less bus traffic on Coronation Street
- Simpler access and reduced journey time to the shopping centre and other town centre businesses
- Simpler access to the Hounds Hill car park, access to is currently only possible to traffic coming from Central Drive via an indirect route along Albert Road, South King Street and back along Adelaide Street.

The proposal follows discussions at the Highways Consultative Forum – the new group set up by Blackpool's cabinet member for highways and transport, Cllr John Jones, to improve communication with businesses and residents on highways issues.

The suggestion was widely supported by local residents and businesses at the forum. The proposal also includes a further measure which could help businesses – the introduction of a number of new loading and/or parking bays on the west side of Coronation Street with the existing car parking arrangements on the eastern side remaining as they are.

If you haven't received a letter but wish to feedback on the proposal, email [traffic.management@blackpool.gov.uk](mailto:traffic.management@blackpool.gov.uk) **Note** that the closing date for feedback is Friday 26 September.

## **ARTIST STUDIOS**

New and affordable studio space for artists is being developed in the heart of the town centre in a new initiative led by LeftCoast and Blackpool Council. Situated above Abingdon Street Market, Abingdon Studios will be artist-run and will encourage them to collaborate with each other and develop new work.

The space is being created to help to build the reputation of Blackpool as a place where high quality visual arts production takes place as well as giving it a much-needed space for talented emerging local artists to base themselves and continue to grow in Blackpool.

The studios will initially host six artists plus an open space on the upper floor which will be developed for exhibitions and provide opportunities for artists to share their work with the surrounding communities. The spaces are priced between £60 and £100 per studio per month and LeftCoast is now inviting applications from interested artists.

The deadline for applications from artists is Friday 3 October at 11.59am. To download an application form or for more information, visit [www.abingdonstudios.org.uk](http://www.abingdonstudios.org.uk) or call 01253 477973.

### **TOWN CENTRE CRACKDOWN**

A new initiative has been launched to help crackdown on bad behaviour in Blackpool town centre.

The new joint-working initiative pairs up council and police officers who together take a measured approach to solving the problems.

In the first instance, the officers approach problem individuals such as beggars, illegal street traders, problematic or suspicious charity collectors, drunks, people behaving in a lewd manner or owners of run down properties.

They talk to them about the problems they are causing to themselves, others and the town, the reasons for those problems and how they can be addressed.

People are then offered help and support and are offered assistance in accessing services which may help. If they refuse help and support, robust enforcement action is immediately taken.

The initiative is now running seven days a week and is already yielding results with three men set to appear before the courts in connection with begging offences.

They could now be given criminal anti-social behaviour orders (CRASBOs) which would ban them from entering designated areas of town.

One of the men, who was not receiving any form of benefits, is alleged to have been involved in more than 15 incidents of begging this year while another is alleged to have been spotted begging 76 times since 2011 and has previous convictions.

## **Section 3: Enterprise & Economic Development**

### **TANGERINE CONFECTIONERY**

Blackpool Council has worked closely with Tangerine Confectionery since its announcement that its Clifton Road plant is earmarked for closure in 2015. Through the Blackpool Investment Fund, the Council has been able to award a £125,000 grant to help relocate 35 jobs associated with a confectionery production line.

The capital grant will contribute to some £375,000 total investment in the Vicarage Lane plant necessary to accommodate the move. The company will continue to explore other employment opportunities in the interim and collaborate with the Council and other local partners to offer a full package of advice and support to workers facing redundancy.

### **BLACKPOOL PILOTS SUPPORT SCHEME**

Blackpool has been invited to pilot a new programme of integrated support for up to 1,000 unemployed residents with low to moderate mental health conditions.

Blackpool has been chosen as one of four areas in the country along with Manchester, Newcastle and West London as part of the local Growth Deal. The Government recognises that certain benefit groups (such as Employment Support Allowance) perform poorly in terms of accessing the labour market.

Employment programmes are not always designed to deal with mental health conditions. Blackpool Council is working closely with the Cabinet Office, Lancashire County Council, Jobcentre Plus and other third sector partners to design an appropriate two-year pilot worth up to £1.5m with delivery commencing from April 2015.

### **GETTING STARTED**

The Get Started service operated by Blackpool Council's Economic Development service continues to provide effective support to Blackpool residents wishing to start a business.

In the period from January to August, 268 people have attended the initial 'Road to Enterprise' workshop and since April, 39 have gone on to start a business. The team is on target to assist 90 businesses to start in 2014/15.

The Get Started team has been especially effective in helping start-ups take advantage of the various Government Start Up loan schemes with 91 clients assisted to obtain over £575k of unsecured loans since 2012.

European funding from Start Up Lancashire has allowed the recruitment of a second Small Business Advisor and a greater focus on 'post-start' support to help improve the survival rate of young businesses in Blackpool. The expectation is that some 50 new businesses will receive additional specialist support in 2014/15 to help them survive.

New businesses helped by Get Started span a huge range of fields from film production, tradesmen and gardeners to artists and IT experts.

### **PRIME IN BLACKPOOL**

One of The Prince's Charities has been engaged to work in Blackpool to offer a free course to mature entrepreneurs who are looking to start their own business.

The Prince's Initiative for Mature Enterprise (PRIME) is working with Social Enterprise Solutions (based in the New Blackpool Enterprise Centre on Lytham Road) to deliver the accredited course to over 50s in Lancashire.

The course runs over three sessions with ongoing support and covers everything someone will need to know about starting their own business. It starts in autumn 2014 and anyone wanting more information should contact SES on 01253 344123.

### **PROJECT SEARCH**

A project to help young people with disabilities into full-time work has started its first term.

Project Search, a programme run by Blackpool Council, The Royal Mencap Society (Mencap), Blackpool and the Fylde College and the town's three special schools - Park, Woodlands and Highfurlong - has opened its doors to 10 new students.

The young people will undergo a year of classroom-based activities in the new Council offices on Bickerstaffe Square, as well as gaining work experience within the Council, in order for them to graduate into full-time employment in May.

The students will take part in two months of learning skills to make them more employable, before going out in to different areas of the Council to gain work experience in their chosen career.

The students work with special education teachers from Blackpool and the Fylde College, as well as a support worker from Mencap, to help them achieve their goal of a permanent job.

### **BEST IN CLASS!**

A trainee accountant working for Champion Accountants in Blackpool has received the highest exam mark across the world.

Ben Clarkson, aged 20, joined the company in 2012, having attended Lytham St Annes Technology College, then Blackpool Sixth Form.

He recently passed one of his qualifying exams with a pass mark of 100%, which was the joint highest mark of more than 17,000 entrants worldwide.

## Section 4: General News

### **BLACKPOOL AIRPORT SALE**

Blackpool International Airport has been put up for sale. Owner Balfour Beatty says its strategy has changed and it wants to end its involvement in running regional airports. The company has appointed advisors Zolfo Cooper to conduct the process. Flights to and from the airport will continue as normal during the sale.

Three scheduled airlines operate from the airport, as well as charter holiday flights in the summer months. The largest operator is Jet2, which currently flies to 13 destinations. Several private aircraft operators also use the airport. More than 100 people are employed there.

### **STANLEY PARK**

Blackpool's Stanley Park has received a Green Flag Award, confirming its status as one of the best in the UK. It is the ninth time that the park has received such an award from the environmental charity, Keep Britain Tidy, which recognises and rewards the best parks and green spaces in the country. The award follows the recently received "certificate of excellence" from review website Trip Advisor.

### **FOXHALL VILLAGE**

Good progress is being made on the both the western and eastern parts of the Rigby Road housing development site close to Blackpool Football Club.

Hollinwood Homes will be handing over the first tranche of the 70 homes for Great Places before Christmas. An additional 56 homes for private sale are being constructed concurrently and 20 of these have already been reserved off-plan. Hollinwood are also preparing public realm proposals for the surrounding area to ensure that the development has the best possible neighbourhood environment.

### **BLACKPOOL SIXTH**

Felicity Greeves, Principal of Blackpool Sixth, is to take up a new post as Chief Executive of the Fylde Coast Academy in the New Year. She will be replaced by Jill Gray, currently deputy principal of Runshaw College in Leyland.

## **YEADON WAY CLOSURE**

The £3.6 million project to repair Yeadon Way this autumn will be carried out AFTER the Illuminations have finished.

Initially it was proposed that the road would need to be closed between October and April for vital repair work to be carried out.

After listening to the views of Blackpool residents and businesses and speaking to contractors the commencement of the work will now be delayed until November 10.

It is hoped that the work will be completed in time for the start of the Easter holidays.

In addition to the structural repairs needed to the road, work also needs to be carried out to improve the drainage in the surrounding area.

The exact timetable for closure is currently been drawn up and will be published along with diversion routes once it is finalised. This will be distributed to residents, businesses and visitors. There will also be a public exhibition held in the town centre before the work begins.

## **RAIL INVESTMENT**

Network Rail is to make a further investment in the line between Preston and Blackpool North.

A new signalling system is to be installed and the track layout changed at Blackpool North to allow longer trains to serve the resort.

Plans to electrify the line have already been announced and the works will take place simultaneously so that there will be only one period of closure. The work is to start in mid-December 2016 and take three months.

Final confirmation is still awaited for the re-introduction of direct London services from Blackpool North in December this year. It is anticipated that once the go-ahead is given, the service will be a Monday to Friday one leaving Blackpool North early morning with the return departing London late afternoon.

## **RAIL FRANCHISES**

The Government has announced a shortlist of train companies competing to win the franchises for services across the north of England, including Blackpool. The shortlisted bidders to run the two franchises are:

### **Northern**

Abellio Northern

Arriva Rail North

Govia Northern

### **TransPennine Express**

First Trans Pennine Express

Keolis Go-Ahead

Stagecoach Trans Pennine Express Trains Ltd

All of the businesses have successfully passed the pre-qualification stage, and will now be asked to develop their plans for the franchises before they receive an invitation to tender in December.

Both franchises are due to be awarded by October 2015 and as they develop their bids each of the bidders will need to set out how they will capitalise on the Government's £1bn investment programme for the rail network in the north of England.

### **BIBA WINNERS**

Two Blackpool businesses won coveted awards at the annual Be Inspired Business Awards (BIBAs) event staged at Blackpool Tower.

More than 1,000 people gathered in the Tower to see 19 awards presented to the Lancashire business community.

Blackpool-based Chelsom won two awards – Exporter Of The Year and Creative Business Of The Year. The family owned firm, which was established in 1947, designs and creates high-quality lighting for the hospitality industry and has commercial contracts worldwide.

Blackpool Zoo was named as Leisure Business Of The Year, the second time that the zoo has won a BIBA.

## Section 5: Requests for private sector support

### **STREETLIFE**

Streetlife, a local charity that provides shelter and support to vulnerable young people in Blackpool, is seeking business support following reductions in its grant funding.

Streetlife helps around 400 young people each year, many of whom have nowhere else to turn.

The charity is asking businesses to consider:

- Adopting Streetlife as their pet charity
- Providing a one-off cash donation
- Asking staff to support a fund-raising initiative (see [www.justgiving.com/streetlife](http://www.justgiving.com/streetlife))
- Organising a fund-raising event
- Helping with weekend bag packing events
- Considering joining the board of directors

For further information about Streetlife services go to [www.wearestreetlife.org](http://www.wearestreetlife.org)

If you are willing to offer support please contact Jane Hugo at [jane@wearestreetlife.org](mailto:jane@wearestreetlife.org)

## **BRITAIN'S BEST BREAKFAST**



The Carers Trust will launch its first ever 'Britain's Best Breakfast' national fundraising campaign from 17th-19th October to raise money to help support more unpaid carers and give them a break from their caring role.

As a network partner of Carers Trust, Blackpool Carers Centre will be holding a breakfast event at the Hilton, Blackpool on Saturday 18th October from 9.30am-12noon.

If you would like to attend, please call Julie on 01253 393748 or email [julies@blackpoolcarers.org](mailto:julies@blackpoolcarers.org) to book your place by Friday 3rd October.

## **BIGGEST COFFEE MORNING**

Blackpool Tower Ballroom is hosting a "World's Biggest Coffee Morning" event on the morning of Friday 26 September, in support of Macmillan Cancer Support.

Note that the finishing time has been extended to 12 noon to allow BBLG members to attend the BBLG meeting and then go on to support the coffee morning if they are able.

## **DEMENTIA AWARENESS**

Businesses are being invited to support a day of action in support of a Government-led initiative, Dementia Friends.

The free event is being staged at St John's Conference Centre in Blackpool town centre on Tuesday 30 September at 10am and is the first step in setting up a Dementia Alliance in Blackpool.

The day of action comprises an hour-long training package to help people in business and the local community to be more aware of the symptoms of dementia.

Anyone interested in attending can book online at [www.blackpool.gov.uk/BDA](http://www.blackpool.gov.uk/BDA)

**Philip Welsh**  
**Head of Marketing Services**