



## BLACKPOOL BUSINESS LEADERSHIP GROUP

### NOTES FROM MEETING HELD ON NOVEMBER 29, 2019, AT BLACKPOOL PLEASURE BEACH

Name	Organisation	Name	Organisation
<b>ATTENDEES</b>			
Martin Long (chair)	Napthen's	Aishley & Sam Bell Docherty	Skool of Street
Scott Leadbetter	Cybele Velo	Alan Lockett, Graham Johnstone	People Plus
Kila Redfearn	Blue Skies	Mike Berry	Consultant
Linda Halliwell	Village Hotel	Yvonne Cooper, Julia Brown	DWP
Mike Hartley	Hollowell & Sons Funeral Directors	Coral Horn, Lizzie Beckford	Pink Link
Anthony Brookes	CLVR Money	Carl Petza	Carlton Best Western
Bev Wood	Creative Innovation Zone	Helen Livesey	The Business Clinic
Phil Owen	Consultant	Johanne Agnola	UCLAN
Jake Adams	Mina Group	Stephen Booth	CCATS
Effie Sharp	Randstad Education	John Barnett	The Wave
Debbs Lancelott	Houndshell	Andrew Mellor	Primary Futures
Les Ellarby-Blunt	Chamber of Commerce	Terry Hodgkinson	Blackpool Carers
Steve Williams	Force Technology	Jane Littlewood	Rabbit Design
Paula Davies	The Wave	Ron Bell	Abbey Bell Consultants
Alex Huckerby	Marvin's	Paul Wilcock	Ashton Wilcock Accountants
Neil Johnson	Caterware	Pat Naylor	Homestart Blackpool
Damian Broughton	Danbro	Johnathon Townsend	Lloyds Banking
Nigel Patterson	Blackpool Museum	Robert Owen, Nigel Kilgallon	Pleasure Beach
Stephanie Evans	Imperial Hotel	Pam Isherwood	Renaissance
Rob Green	Airport EZ	Emily Dixon	UCLAN
Shaun Bennett	Links Signs & Graphics	David Ratcliff	Tower Learning
John Holmes	Swallows	Paul Farquhar, Mandy Canning	Wiley's Finest
Alison Ramskill	Platform Two CIC	Simon Smith	Natwest
Colin Taylor	Lights Ambassador	Stephen Knowles	Eric Wright Construction
Andy Charles	Business In The Community	Craig Evans, Paul Simpson	Voiteq
Mike Hardaker	Moore & Smalley	Stephen Margison	Berkeley Nightingale
Nicola Atanassova	VisitBlackpool	Frank Heald	Consultant
Phil O'Brien	Mount View Estates	Mark Croasdale	Whitehead & Howarth
Kev Donnelly	XP Web Services	Chris Hibbert	Henco
Aimi O'Donnell	Positive Steps	Ian White	Stay Blackpool/Chorlton Hotel
Mike Coole	Groundwork	Hamish Hamilton	Vistage
Abbie Monaghan	Grand Hotel Blackpool	Andy Higgins	Postal & Data Systems
Ian Mallam	Digitav	Ric Brame, Rory Southworth	UCLAN
Emma Whitlock	Keep Britain Tidy/Green Key	Shirley Hunt	Cranstone Hotel
Jane Mahon, Daryl Platt	Blackpool & The Fylde College	Anthony Monks	Atlas
Simon Cocker, Jayne Gregson	Voodoo Agency	Sam Flynn	Trams To Lytham
Chris Calvert	Rushton's Accountants	Melanie Whitehead	Electric Sunshine Project
John Child	Sandcastle Waterpark	Sue Ridyard	St Mary's
Sean Gibbs, David Edwards	Harrison Drury	Alex McIntyre	Property Scene
Francis Thorpe	Welcome Deaf Awareness	Sophie Chezene Theophilou	SFPF Awards
Paul Dewick Day	Bella Vista Lodge	Janette Yates	Central Property
John and Jaki Armstrong	Majestic North West	Nicola Stott	Blackpool Promotions
Claire Burrows, Sophie Edwards	Training Works	Martin Heywood, Adam Day	Viva Blackpool
Janet Atkins	Trinity Hospice	Lindsay Campbell	Campbell & Rowley
Jo Duff	Marks & Spencer	Deborah Terras	Washington Group
Andrea Wallace	Wyre Council	Lyn Page, Louise Richardson	Growth Company
Tom Bevan, Simon Black	Bevan & Black	Catherine Holmes	Affinity
Shane Grindey	Blackpool Transport	Michelle Riley	HLS Training
Susan Brown	BITC	Daniel Scott, Sean Vincent	Co-operative Network
Paul Isherwood	Stressbuster works	Colin Johnston	Grand Theatre
Krisztina Szigeti	Happy Creative	Tim Gavell	The Gazette
Craig Townley	NetDec	Shaun Pickup	Dahlia's
Chris Jackson	Northern Rail	Craig Coleman	Blackpool Pride
Daren Baythorpe, Lisa Harding	ITS	Paul Hardy	Napthens
Tracey Clarke	Scanlite	Andy Green	Future Focus Energy
Matthew Burrow	Blackpool Teaching Hospitals	Fiona Reid	Butterworths Solicitors
Ian Wright	Lancaster University	Norry Ascroft	True Potential/Entertainer
Paul Crossley	Kenrick & Co	Debbie Hodson	Blackpool Sixth
<b>OBSERVERS/GUESTS/HOSTS</b>			
Nick Gerrard, Philip Welsh	Blackpool Council	Mark Windows, Tony Doyle	Blackpool Council
Peter Legg, David Slater	Blackpool Council	Rebecca Sandford-Jones, Annette Algie	Blackpool Council
<b>APOLOGIES</b>			
Jane Hugo	Streetlife	Belinda Shore	Santander
Michael Muschamp	Rushton's	Yvonne Fenney	Opening Doors 4U
Jill Gray, Tina Cooper	Blackpool Sixth	David Worsfold	The Hive

Nicole Billington	Airport EZ	Mairead Platt	Brabners
Christine Hodgson	Cap Gemini	Chris Maine	DPA Packaging
Darren Foy	Aiming Higher	Anne Catterson	Common Purpose
Neil Jack, Steve Thompson	Blackpool Council	Tom Mercer, Paul Drury	Handelsbanken
Peter Bennett	Assess Design Develop	Matt Watts	Lancashire Cheesecake Co
Greg Myerscough	RBS	David Jones	Thirty30Media
Matthew Edwards	Mort & Pal	Ray Eyre	Parkinson's
Roger Mellor	Glasdon	Kristen Cunliffe	Red Star Wealth
Steve Godfrey	Fujitsu UK	Rosey Rihani	RR Legal
Philip Helm	Tyson	Stuart Moorhouse	Stuart Jackson Bacon
Pam Swain	British Association of Dental Nurses	Vicki Ivanov	Candy House Entertainment
Vanda de Freitas	Positive Steps	Duncan Wilding	PHX Training
Adrian Tottey	Create Construction	Mark Nelson	UCLAN
Elaine Smith	Friends of Stanley Park	Alexandra Meadowcroft/Mike Lovell	Chameleon Financial Planning
Sham Sangha	Silicon Talent	Grahame Latus	Enterprise Answers
Paul Friday	Future Focus Energy	Tom Metcalf	Little Touches
David Chapman	Linkgate Leisure	Jill Hendry	Electricity North West

**1. Welcome and apologies**

Martin Long (chair) welcomed members and guests to the meeting.

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

Nothing to report.

**3. Welcome to Blackpool Pleasure Beach**

Robert Owen, Marketing Director, Blackpool Pleasure Beach, welcomed the group to the venue. He gave a brief outline of the investment in the new Boulevard Hotel and also the appointment of Amanda Thompson as chairman of the board of directors of IAAPA, the global association for the attractions industry. The group applauded her achievement.

Robert then showed the group a short film showing customer feedback and experiences from the 2019 season.

It was noted that the March meeting of the BBLG would be held at the Boulevard Hotel.

**4. Northern Rail Investment**

Chris Jackson, Regional Director, Northern, gave an update on the huge investment that was taking place in new rolling stock across the Northern network. This amounted to more than 100 trains at a cost of £500m and would result in the phasing out of the old Pacer trains.

He said that as a result of this investment, services to Blackpool North would be operated by new trains by Spring 2020. New six-car trains had already been introduced on the Blackpool to Manchester Airport route, and new three-car trains on the Blackpool to York and Liverpool routes.

By next year, all services to Blackpool South will be operated by fully-refurbished Class 150 or 156 stock with greater passenger capacity than the existing Pacer trains.

Chris acknowledged that there was work to do with passengers to rebuild trust following the disruption to services over the past year. He said Northern was working hard to improve performance and stabilise the Sunday timetable, and was making good progress in the face of significant challenges.

In response to questions from the audience, Chris said that Northern was looking to introduce bi-mode Flex trains which were half diesel, half electric. He said that options to expand the number of services on the Blackpool South line were also being explored.

The presentation can be viewed at [www.bblg.co.uk](http://www.bblg.co.uk) under Reports/Presentations

## 5. **Fibre Blackpool**

Daren Baythorpe, CEO of ITS, gave a presentation on the roll-out of the £3m Fibre Blackpool initiative, aimed at providing full fibre connectivity in the resort.

He said this was being rolled out through Co-operative Network Infrastructure partnership developed in collaboration with Blackpool Council.

The group heard that the investment would facilitate the extension of the fibre network on the Fylde Coast so that homes and businesses could access a reliable broadband and connectivity service from a range of internet service providers with packages to suit all budgets.

A gigabit broadband voucher scheme was also available, providing grants worth up to £2,500 towards the cost of connectivity.

Daren said his company was one of the founding members of the co-operative and anticipated that its first customers in Blackpool would be live before Christmas.

Businesses can register an interest in the Fibre Blackpool scheme at [www.fibreblackpool.com](http://www.fibreblackpool.com)  
The presentation can be viewed at [www.bblg.co.uk](http://www.bblg.co.uk) under Reports/Presentations

## 6. **Green Key Eco Scheme**

Emma Whitlock, Green Key Manager for England, gave a presentation on this international sustainability scheme for the hospitality industry.

She said that 3,000 establishments across 57 countries had achieved the “eco label”. These included hotels, campsites and holiday parks, small accommodations, conference centres, restaurants and attractions.

Emma gave an outline of the application and audit process and also some of the benefits of securing the Green Key accreditation including proof for customers that the establishment had high standards of sustainability and potential cost savings for the business itself.

She said that Keep Britain Tidy had become the national operator of the Green Key scheme in England in 2018. The presentation can be viewed at [www.bblg.co.uk](http://www.bblg.co.uk) under Reports/Presentations

## 7. **Creative Innovation Zone**

Bev Wood, Head of Business Engagement at UCLAN’s Creative Innovation Zone, gave a presentation on the collaborative work undertaken with businesses.

She said that businesses were invited to set real challenges for students who would then develop ideas, options and solutions. Bev gave a case study of how a business had used this approach.

Bev said that matching students to challenges in this way gave a three-way benefit:

- ❖ Businesses were able to get an innovative approach to a challenge and also take the opportunity to spot potential new talent.
- ❖ Students were able to expand their skills and experiences, and make valuable business connections.
- ❖ Academics were able to forge new relationships with business and develop new content to support course development.

For further information on the Creative Innovation Zone, go to [www.uclan.ac.uk/ciz](http://www.uclan.ac.uk/ciz) or email: [bwood3@uclan.ac.uk](mailto:bwood3@uclan.ac.uk)

## 8. **Better Start Update**

Annette Algie, Business Manager for Blackpool Better Start, gave the group an update on the work that has been undertaken to date on this £45m project focused on early years child development.

She said that the strategy was two-pronged and aimed at reducing “stressors” such as drugs and alcohol, mental ill-health, relationships and domestic abuse and isolation, while also building capabilities around parent and child relationships, parenting skills and knowledge, and social cohesion.

Interventions include: Raising community awareness; improving green spaces; providing community budgets; supporting Blackpool’s transformation; workforce development; early years support; and clear, consistent messaging.

This had been underpinned by various campaigns and calls to action to help promote awareness and understanding of issues such as diet and nutrition, speech and language, and consumption of alcohol during pregnancy.

Annette outlined what Blackpool Better Start could offer to the business community including:

- ❖ Information, support and guidance
- ❖ Procurement opportunities
- ❖ Strengthening early years provision
- ❖ Training and development for staff and volunteers

Further details can be found at [www.blackpoolbetterstart.org.uk](http://www.blackpoolbetterstart.org.uk)

Annette’s presentation can be viewed at [www.bblg.co.uk](http://www.bblg.co.uk) under Reports/Presentations

## 9. **Introduction to T-Levels**

Jane Mahon, Partnerships & Careers Manager at Blackpool & The Fylde College, gave the group an insight into the introduction of the new T-Levels in 2020.

She said that the qualifications were essentially for young people who are academically strong and have a skilled career route in mind. Designed with employers, they provide a two-year technical qualification equivalent to three A-levels, and are part of the Government’s plan to transform UK education to fill the need for highly-skilled workers.

Courses will be career-based rather than subject-based and will include a 325-hour industry placement (equivalent to 45 days). Participants will develop the knowledge and skills required for university, highly-skilled employment or degree apprenticeships.

Jane said that Blackpool & The Fylde College is the only college in the North West to be chosen by the Government to deliver all three T-Levels in 2020. These comprise Digital Production, Design and Development; Design, Surveying and Planning (Construction); Education.

More T-Level pathways will be rolled out in 2021 including Finance & Accounting; Engineering & Manufacturing; Creative & Design.

Jane’s full presentation can be viewed at [www.bblg.co.uk](http://www.bblg.co.uk) under Reports/Presentations

**10. Cybele Velo**

Scott Leadbetter, Founder and Director of Cybele Velo, gave the group an introduction to his endurance and wellness brand.

The Cybele brand includes yoga and cycling studios, a range of performance and casual wear, coaching and wellbeing sessions.

Scott said the bikes were precision engineered, manufactured in Lancashire and now exported globally.

He said he had already opened clubhouses in Blackpool, Brussels and Singapore, and was offering franchise opportunities.

His full presentation can be viewed at [www.bblg.co.uk](http://www.bblg.co.uk) under Reports/Presentations

**11. Business Partnerships Report**

Philip Welsh (Blackpool Council) drew the group's attention to the town centre Christmas Lights Switch-On event which was being held in St John's Square the following day.

**12. Any Other Business**

Nothing further to report.

**13. Date and Time of Next Meeting**

Scheduled for 7.30am (breakfast) for 8.30am (meeting) on Friday 31 January at Blackpool Football Club. Full joining details to follow.