



BLACKPOOL BUSINESS LEADERSHIP GROUP

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

Name	Organisation
Present:	
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
Advisers/Observers/Guests	
Carmel McKeogh, Polly Hamilton, Philip Welsh, Peter Legg	Blackpool Council
Geoff Reeves	Get Started
Shelly Woods	Paralympian
Aspired Futures team	Aspired Futures
Apologies	
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

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 51st 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

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

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 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 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 10th 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

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) 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 25th January, 2013** at **The Oracle, St Annes Road, Blackpool**. Parking and breakfast arrangements to be confirmed.