

## **LEP - Enterprise Zone Governance Committee**

**Minutes of the Special Meeting held on Monday, 26th September, 2016  
at 1.00 pm at the Lecture Room, Lancashire Records Office, Bow Lane,  
Preston**

### **Present**

Edwin Booth (Chairman)

Councillor Simon Blackburn  
Malcolm McVicar

County Councillor Jennifer Mein  
David Taylor

### **In Attendance**

Ruth Connor, Chief Executive, Marketing Lancashire  
Beckie Joyce, Head of Service Strategic Economic Development, Lancashire County Council  
Martin Kelly, Director of Economic Development, Lancashire County Council  
Anthony Lockley, Strategic Head of Development, Blackpool Council  
Andy Milroy, Senior Democratic Services Officer, Lancashire County Council  
Kathryn Molloy, Head of Service, LEP Coordination, Lancashire County Council  
Simon Turner, Freshfields

#### **1. Welcome and Apologies for Absence**

The Chairman, Edwin Booth, welcomed all to the meeting. Apologies for absence were noted from Professor Mark Smith.

#### **2. Declarations of Interest**

None

#### **3. Creating a New Brand Identity for Lancashire's Enterprise Zones**

Simon Turner, Freshfields and Ruth Connor, Marketing Lancashire gave a presentation on the creation of a new brand identity for Lancashire's Enterprise Zones.

A summary was provided of the work undertaken to create designs for logos and marketing material for the four Lancashire Enterprise Zones. This included cluster naming options and naming options for each individual zone.

After considering the various options, the Enterprise Zone Governance Committee expressed a preference for Cluster Naming Option 1 – Lancashire Advanced Manufacturing & Energy Cluster (Powering Success).

With regard to the specific logo route, the Enterprise Zone Governance Committee agreed to use logo route 1.1 which was the different shapes and colours logo in Museo Sans font.

With regard to the names of the individual sites, Councillor Simon Blackburn advised that the preference of Blackpool Council was to include the word "Airport" within the Blackpool Energy Enterprise Zone. The Committee debated this suggestion and concluded that various marketing and promotional campaigns would be undertaken to advertise the various industries and activities operating within each zone. The majority of the Committee expressed a preference to retain one key word within the zone names.

It was noted that all stakeholders (including the local authorities) will be consulted on the naming exercise before a final decision is taken.

**Resolved:** The Enterprise Zone Governance Committee

- (i) Noted the presentation regarding the brand identity for Lancashire's Enterprise Zones.
- (ii) Approved that Cluster naming option 1 – Lancashire Advance Manufacturing and Energy Cluster (Powering Success) was the Committee's preferred naming option.
- (iii) Approved Logo route 1.1. as the Committee's preferred design style; and
- (iv) Noted that the final naming of each Enterprise Zone would be subject to consultation with all stakeholders.

#### **4. Date of Next Meeting**

It was noted that the next Enterprise Zone Governance Committee was scheduled to be held on 27<sup>th</sup> October 2016, 2pm, Cabinet Room 'B', County Hall, Preston.

Chairs Signature:

Date: