

## **Lancashire Enterprise Partnership Limited Board**

### **Minutes of the Meeting held on Friday, 30th October, 2015 at 2.30 pm at the Cabinet Room 'D' - The Henry Bolingbroke Room, County Hall, Preston**

#### **Present**

Edwin Booth (Chairman)

Mike Blackburn  
Jim Carter  
Mike Damms  
Councillor Stuart Hirst  
Dr Malcolm McVicar

County Councillor Jennifer Mein  
Councillor Phil Riley  
Councillor Mark Townsend  
Mike Tynan

#### **In Attendance**

Harry Catherall, Chief Executive, Blackburn with Darwen Borough Council  
Ruth Connor, Chief Executive, Marketing Lancashire  
Andrew Good, Head of Service Financial Management, Lancashire County Council  
Mike Horner, Muse Developments  
Neil Jack, Chief Executive, Blackpool Council  
Martin Kelly, Director of Economic Development, Lancashire County Council  
Andy Milroy, Company Services Officer, Lancashire County Council  
Kathryn Molloy, Head of Service LEP Coordination, Lancashire County Council  
Lorraine Norris, Chief Executive, Preston City Council  
Sarah Perry, thinkingplace  
John Till, thinkingplace  
Karl Tupling, North West Regional Director, Homes and Communities Agency  
Ian Young, Company Secretary

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

The Chairman, Edwin Booth, welcomed all to the meeting. Apologies for absence were presented from Councillor Simon Blackburn, Graham Cowley, Professor Mark Smith, Cliff Robson, David Taylor and Richard Evans. With officer apologies from Jo Turton.

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

None

#### **3. Update on Developing a Strategic Marketing Proposition for Lancashire**

Ruth Connor, Chief Executive, Marketing Lancashire, John Till and Sarah Perry (both thinkingplace) gave a presentation on the work they had been

commissioned to do by the LEP regarding marketing of the LEP and Lancashire as a whole.

The Board was reminded of the remit of the marketing commission, which was to improving the positioning of Lancashire and the LEP and stimulate investment enquiries.

It was reported that work undertaken to date included publication of articles and interviews in various publications including The Times, Commercial Property Monthly, Insider Magazine and The Lancashire Business Brief.

To date a Steering Group with key local stakeholders has been established to develop "The Lancashire Story" which will contain various themes to promote the success of Lancashire.

The next steps include the creation of a Place Board which is to be "guardians of the Lancashire Story and brand". The Place Board will provide a strategic business led view and leadership for the promotion and development of Lancashire regionally, nationally and internationally.

In addition it was reported that an event will be arranged for February 2016 to promote the launch of the Lancashire Story which will engage with a largely business audience of 150 – 250 people.

A "Place Ambassador Programme" will also be launched to promote and develop the County. This will assist with cascading the Lancashire Story, promote best practice, widen ownership and highlight opportunities.

Some examples of similar work undertaken in Coventry and Warwickshire, and Burnley were demonstrated to the Board.

Finally, it was reported to the Board that the next stages of the marketing strategy were:

- For SKV and thinkingplace to meet on 9 November 2015 to identify the key achievements and messages that best portray the Lancashire story to target audiences.
- SKV to confirm the LEP strategic media and communications strategy.
- The LEP Board to be provided with a bi-monthly update of key messages.
- The LEP newsletter and twitter account to be launched by Christmas.
- To develop visual identity, website and Lancashire Leaders proposition, and
- To identify opportunities, marketing activity, collateral and costs to showcase the Lancashire Story regionally and nationally.

**Resolved:** The LEP Board noted the work undertaken to date by Marketing Lancashire, SKV and thinkingplace and noted that the LEP Board will be provided with bi-monthly updates.

*Ruth Connor, John Till and Sarah Perry left the meeting at this point.*

#### **4. Any Other Business**

None

#### **5. Date of Next Meeting**

It was noted that the next LEP Board meeting was scheduled to be held on Tuesday 15<sup>th</sup> December 2015, 6pm at County Hall, Preston.

### **Part II (Private and Confidential)**

#### **6. Update on Major Investment Priorities in Preston**

*At this point the LEP Board approved that the meeting move into Part II, Private and Confidential to consider the remaining items which contained exempt information provided in confidence as defined in the Freedom of Information Act 2000. It was considered that in all the circumstances of the case the public interest in maintaining the exemption outweighed the public interest in disclosing the information.*

Lorraine Norris, Chief Executive, Preston City Council, Karl Tupling, Homes and Communities Agency and Mike Horner, Muse Developments joined the meeting at this point to give a presentation to the LEP Board on the major investment priorities in Preston.

The presentation highlighted the work of the 10 year City Deal agreement including progress made on housing, highways, community infrastructure, employment and disposal target achieved during year one of the City Deal.

With regard to Preston City Centre, it was reported to the Board that the University of Central Lancashire, Preston City Council and Lancashire County Council have formed a Collaboration Board to steer growth opportunities in Preston. An update on the Fishergate area of Preston was provided.

It was reported that four key areas of focus for the development of Preston are Housing Zone, UClan Masterplan, Railway Station and City Centre North Leisure and Cultural Quarter developments.

An update was provided on the progress made on each of the four key areas of focus, with work progressing well.

With regard to the City Centre North developments it was reported to the LEP Board that the Leisure and Cultural Quarter includes the revitalised Guild Hall; modern new Harris Library, a dynamic new food market; a vibrant Youth Zone incorporated into the refurbished bus station and plans for a hotel.

The anchor is a transformational and landmark leisure development to unlock

wider regeneration benefits. In addition it was reported to the LEP Board that there is evidenced based demand for a 14 cinema screen 1600 - 2000 capacity facility with a desire to create new vibrant public spaces with permeable cafes and restaurants and modern parking facilities.

It is estimated that the potential City Centre North development will generate 250 new jobs and £8M Gross Value Added (GVA) to the City Deal targets and broader Lancashire economy.

It was proposed to the LEP Board that the LEP considers approving the creation of a reserve which would support Preston City Council to support the Head Lease in the scheme by way of a supported covenant.

**Resolved:** After consideration, in Part II, the LEP Board agreed in principle its support for the proposal, given its strategic link to wider LEP priorities (especially SEP/City Deal) but any financial support/commitment would be subject to a further report for consideration and approval.

*Karl Tupling and Mike Horner left the meeting at this point.*

## **7. Update on Combined Authority**

Harry Catherall, Chief Executive, Blackburn with Darwen Borough Council presented a report (circulated) that provided an update on Combined Authority proposals.

It was reported that the proposals contained within the report will be considered by the Lancashire Leaders Group on Monday 2<sup>nd</sup> November 2015. Subject to approval, throughout November and December the fifteen councils will be taking the Governance Review and draft scheme to their relevant decision making bodies to note the contents and findings of the Governance Review, note the draft scheme, agree to participate in the public consultation and agree in principle to become constituent members of a Lancashire Combined Authority.

A six week public consultation will be undertaken in January/February 2016 with stakeholders, residents, businesses, community groups, neighbouring areas etc invited to put forward their views on the proposals. The LEP Board was asked to offer their support to the public consultation.

Having given consideration to the outcome of the public consultation, those authorities who wish to form a Combined Authority will submit a proposal to the Secretary of State for consideration which may include devolution proposals for freedoms, flexibilities and powers to help the Combined Authority drive forward Lancashire's ambitions alongside demonstrating the robust governance structures to be put in place outlined in the draft scheme.

**Resolved:** The LEP Board:

- (i) Noted the contents of the report as presented.

- (ii) Endorsed the approach taken by the Local Authorities in exploring governance options.
- (iii) Noted the contents of the Lancashire Governance Review and recommendation to form a Combined Authority for Lancashire.
- (iv) Noted the contents of the draft Scheme for a Combined Authority.
- (v) Endorsed the public consultation in January/February 2016 which will seek views on the formation of a Combined Authority for Lancashire.