



**Lancashire  
Constabulary**  
police and communities together

## **JOINT MANAGEMENT BOARD**

<b>ITEM 2</b>	<b>DATE: 15 NOVEMBER 2018</b>
<b>TITLE:- Blackpool Pride of Place Partnership</b>	
<b>REPORT BY:</b>  <b>Chief Supt Stuart Noble</b>	

The purpose of this report is to update the board with regards the progress that is being made by a public, private and voluntary sector partnership coalesced under Business in the Community (BITC), known as the Blackpool Pride of Place Partnership

**Recommendation**

The Police and Crime Commissioner and Chief Constable are asked to note the report.

## **PART I**

### **1. Background**

- i. According to the last (2015) Index of Multiple Deprivation report (IMD) Blackpool ranks as the most deprived of 326 Local Authority Areas based on average and concentration of deprivation measure. This has been a worsening position since 2004 and highlights the challenges the area has with high unemployment, low educational attainment levels, significant health inequalities and highly transient and unstable communities.
- ii. These factors considered either collectively or individually, present as increasing demand for both the police and the wider public service as more and more of our time is invested in responding to calls for service in these deprived communities.
- iii. Place Based Policing clearly places an emphasis on prevention and intervention but as the economic position is an integral element to the health of any community we, and the wider public sector, have a limited ability to influence this. Recognising the importance of this a public, private and voluntary sector partnership has been developed under the umbrella of Business in The Community (BITC) to complement many of the initiatives already in place to address these issues.
- iv. BITC is the responsible business network registered as one of the Prince of Wales Charities. It is essentially a business – community outreach charity promoting corporate responsibility and is supported by many of the big national organisations as well as smaller, more local companies. Its primary objectives are to coalesce and co-ordinate companies and their response to economic, social and environmental issues.
- v. Over the last 18 months I have been involved in the development of a programme of work with BITC referred to as Pride Of Place which has pulled together leaders and organisations from across the public, private and third sectors to work more collaboratively in a joint vision for the town. Led by Baroness Jo Valentine, previously Chief Executive of London First, the partnership looks to complement and add value to many of the existing projects as well as influence national policy and attract greater inward investment.
- vi. Operating under a regeneration model that recognises the interdependence between four strategic themes; Housing and Communities, Health and Well Being, Employment and Enterprise and Education and Skills the strategy is to transform some of the most deprived communities by stimulating the economy providing greater opportunities and aspirations. This ultimate ambition is most likely going to be intergenerational but short and medium term impact will be delivered and measured in, amongst other PI's, demand reduction.
- vii. Already acknowledged nationally as best practice for BITC, the local Pride of Place Board is led by Christine Hodgson, Chairman of Cap Gemini, and is supported by a national steering group led by John McFarlane, Chairman of Barclays. They are supported by a wider team of public, private and voluntary

sector leaders; all of whom have an interest in or connection to Blackpool. Full Membership of boards is listed at end of this report.

- viii. In addition to the wider programmes of work the key focus on activity to date has been:
- Working with the local authority (LA) to influence housing policy to address HMO stock.
  - Engaging national business sector and interest in new conference centre.
  - Attracted further inward investment and job creation.
  - Created Responsible Business Network supporting local initiatives, support into work, careers advice, work placements.
  - Support to schools, contributing to four or more positive interactions with students.
  - Working with LA in the development of Town Centre Prospectus.
  - Specific Pride of Place Project in Claremont, Steering group established to support Police Now focus and problem solving in that area.
  - Secure Private sector funding to sustain and invest in project.
  - Creation of Alumni network of influential people from the Fylde Coast to act as advocates.
- ix. Our continued involvement in this partnership provides a fantastic opportunity for us to influence an agenda and unlock a previously untapped resource across the private sector. Strategic problem solving the root causes of our demand with a clear plan for socio - economic growth will not only benefit some of our most vulnerable communities but provide some relief to the public services that support them.
- x. Board Membership
- Christine Hodgson, Chair (Chairman of Cap Gemini UK and the Careers and Enterprise Company)
  - Mark Adlestone OBE (Chairman of Beaverbrooks) / Anna Blackburn (MB of Beaverbrooks)
  - Helen Broughton MBE (MD of Danbro)
  - Graham Cowley (LEP and Chair of Blackpool Opportunity Area)
  - Steve Fogg (MD for UK Shared Services – BAe)
  - Sarah Gibbs (Head of Funding – Investment – Big Lottery)
  - Kenny Gilmore (MD of Victrex)
  - Frank Heald (Chairman of Voiteq)
  - Neil Jack (Chief Executive of Blackpool Council)
  - Martin Kelly (Director of Economic Development – Lancs County Council & LEP)
  - Robert Owen (Blackpool Pleasure Beach) – Director of Marketing, Sales & PR
  - Nazir Remtulla (MD of Laila's Fine Foods)
  - Magnus Schoeman (Client Executive – Atos)
  - Kate Shane (Blackpool Cluster Manager of Merlin)
  - Michelle Smith (Chief Executive of Blackpool Carers Centre)
  - Andy Charles (Blackpool project lead, Business in the Community)
  - Stuart Noble (Chief Superintendent of Lancashire Constabulary)
  - Paul Smith (Global Chair, Eversheds Sutherland)
  - Baroness Jo Valentine (Special Projects Director, Business in the Community)