



**Blackburn with Darwen Strategic Partnership Board  
Minutes of a Meeting held on Monday 15<sup>th</sup> June 2015.**

**PRESENT:**

	Mo Isap
<b>Local Public Service Board</b>	
<b>Community Safety Partnership</b>	Kevin Ruth Garth Hodgkinson
<b>Health and Wellbeing Board</b>	Cllr Mohammed Khan Dominic Harrison
<b>Prosperous Group</b>	Tom Flanagan
<b>Council Officers</b>	Mohsin Mulla Paul Conlon

**1 Nomination of chair and vice chair**

The Partnership considered nominations for the position of Chair for the Municipal year 2015/16.

**It was agreed-** that Mo Isap be appointed chair and Councillor Phil Riley be appointed Vice Chair for the municipal year 2015/16.

**2 Welcome and Apologies**

The Chair welcomed those present to the meeting. Apologies were submitted on behalf of Dominic Harrison, Mike Damms.

**3 Minutes of the last meeting**

**Agreed** – The minutes of the meeting held on 13<sup>th</sup> April 2015 were agreed as a correct record.

**4 Imaging and Marketing update**

Prior to the formal meeting of the board members received a presentation on the image Branding and Marketing of the Borough. The board considered the implications of the presentation and how to develop a Blackburn with Darwen image as outlined in the presentation.

The number of competing brands used within the borough were an issue that needed to be addressed and how we could focus initiatives under one brand with different strands. Attention was drawn to the need for an “elevator Pitch” for the message to be contained in a prospectus for the borough. Attention was drawn to the number of key infrastructure projects that were coming to completion within the next few months and that a launch at this time would be appropriate. The key points of the message should be

- People
- Heritage and tourism
- Blackburn BID.

It was agreed that the council co-ordinates with all key stakeholders to draw up a timetable of key activities in the Borough for the next 12 months and that this calendar be the basis of a roll of events for the borough rather than one off events and that the strategic branding be used on these events to gain the maximum advantage.

The board also agreed that further discussions take place regarding the implantation of a branding strategy based around the “we’re making it”. brand.

#### **5. Priorities for the Plan for Prosperity.**

The board considered the high level performance measures and targets in delivering the plan for prosperity. The measures had now been reduced to a reduced number to reflect high level delivery. Attention was drawn to the Housing target which needed correction. The need to have a limited number of key headline indicators was outlined and these would include

- creating jobs
- Skilled, flexible, productive workforce - Employment and training
- Building new homes
- Nurturing talent and entrepreneurship - fab lab, innovative
- Education central - ensuring all schools are good
- Putting back into our own community through volunteering
- Collaboration - improving the image / perception of Blackburn with Darwen and brand showcase.

These key indicators needed to be communicated to key partners. The prosperity plan would now be updated to include the 31 indicators and the high level indicators agreed at this meeting.

It was agreed that top line indicators be drawn up and these under underlying indicators communicated to Key Partners

#### **6. Membership of the Board**

The board agreed that the following bodies be invited to join the partnership Board

- Blackburn College
- Blackburn Rovers
- ELHT
- Chair of EIP
- An additional place be given to the prosperous group.

**Forward Plan and Progress.**

The board received progress reports on the work of the theme groups as follows-

The prosperity plan- it was agreed that a public annual AGM be held with partners with the issue of how have we contributed to the delivery of the charter considered.

Community Safety- success stories should be circulated. Task and Finish Groups established. Specific actions to tackle issues such as repeat offending being used.

Health and Wellbeing- the group were working on key themes of start well-live well- live long. The peer review had been carried out which had praised most of the initiatives that were being delivered. The board had highlighted the need for the Acute Trust to be on board and this had been agreed.

Prosperity Plan- the hive business awards had taken place which had allowed a showcase for the organisation. The Hive had been registered as a community interest company which allowed donations to be made. The focus of the plan was to get businesses to be proud of the borough. The importance of the hive not being seen as separate to the town was stressed together with the role in supporting small businesses in the transfer of knowledge and links and opening doors. There were now 250 members.

The Third Sector- the work on volunteers week was outlined and that the sector could easily rebrand to a new strategic message. Internal mapping was being carried out and there was some really good work was going on.

It was suggested that each group should hold one event during the year to celebrate the work that was being done by their group.

It was agreed that the work of the Themed Groups be noted and that each group should consider holding one event during the year to celebrate the work that was being done by their group.

**7 Any other business**

The board were reminded that the next meetings are to be held on Monday 5<sup>th</sup> October 2015 and 7<sup>th</sup> March 2016.

It was agreed that an additional meeting be arranged to take place in August/September.

Chair.....

Date.....