

Parking and Blue badges

- 1) That Blue badges provide no more than 3 hours free parking to ensure fairness and availability of parking for all in the Borough.
- 2) That the Council undertakes more publicity (focusing on social media) to ensure that residents and particularly family members and friends of blue badge holders are fully aware of the rules of using a blue badge, as well as the negative impact misuse by able-bodied people has on genuine blue badge holders.
- 3) That an online reporting mechanism for members of the public to report suspected cases of misuse of a blue badge be developed.
- 4) That the Executive Member considers an annual programme of 'mini blitz' enforcement exercises which focus on preventing the misuse and fraudulent use of blue badges be undertaken.

Growth Agenda

- 1) That the Committee wishes to see at the heart of the Council's growth Agenda a vibrant night time economy for both Blackburn and Darwen town centre.
- 2) That the Committee wish to see the Council draw up a comprehensive strategy for the night time economy in the town centre to set out what we would like to see in the town centre in the evening and at night together with a set of actions to achieve it. This should be linked to any new town Centre capital projects and the wider strategy for economic development and growth.
- 3) That the Council, economic partnership agencies, Police and the night time businesses develop robust mechanisms to ensure night time businesses and other key stakeholders are effectively engaged in planning for the future improvements to the town centre.
- 4) That the Council's PR and Communications team and the Regeneration portfolio support the night time economy in the town centre by putting out positive messages to assist in increasing footfall by promoting the existing night time offer in the town centre (to increase footfall and trade).
- 5) That the Council and its partners work together to seek to address the future skill requirements of each sector of the local economy to ensure the whole town benefits and drives the Council's growth agenda.
- 6) That the Council continues to promote the development of the creative industries sector in the Borough; in particular around Blackburn's heritage.

- 7) That business' successes in Blackburn and the Borough are publicised to raise the profile of Borough (and the region) to people locally and more widely.
- 8) That the Council develops user friendly policies and practices which are welcoming and enable a quick response to investor queries.
- 9) That in trying to encourage economic growth the Council takes active steps to make better use of social and digital media by developing a digital media strategy around business and investment issues.