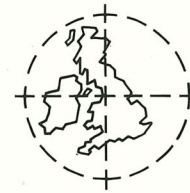


Circa
1990

BUILDING
a better
BLACKBURN



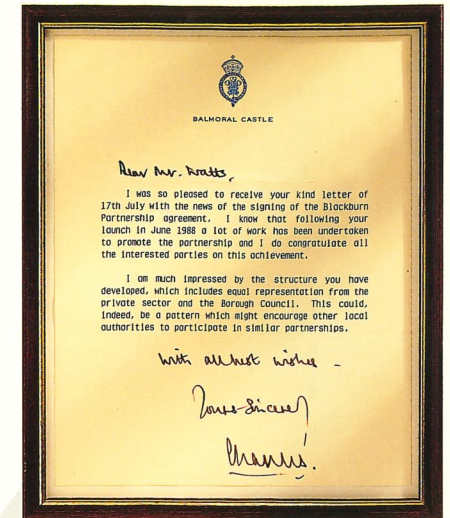


the BLACKBURN PARTNERSHIP

The spirit and intent of Blackburn Partnership is symbolised by its unique Charter. Its signing by Partnership Chairman Bob Watts and Blackburn Borough Council Chief Executive Gerald Davies marked a national first. When they put pen to paper it signified that they had achieved an effective working relationship between all the people of the community of Blackburn which will have enormous benefits for the future. This Charter confirmed that Blackburn Partnership was fulfilling all the hopes expressed by HRH The Prince of Wales when he launched the pioneering project in 1988. Blackburn's business community, local authority, voluntary sector and trade unions agreed to form a strategy board of 14 members. From the private sector came leading businessmen, the Chief Executive of the East Lancashire Chamber of Commerce & Industry, the Chairman of the East Lancashire Training & Enterprise Council,

the Lancashire Council of Mosques and the Blackburn Groundwork Trust. From the public sector came the Leaders of the main political parties and the Chairmen of the main committees of the Blackburn Council. They were joined by the Chairman of the Blackburn & District Council for Voluntary Services and the Secretary of Blackburn Trades Council. The Partnership's aim of economic regeneration had united these representatives of the people of Blackburn with a common purpose and a renewed sense of civic pride.

Blackburn's Mayor, Councillor George Bramley-Howarth, summed up the Charter's importance in a single word, "Momentous". Bob Watts said, "It was an article of faith in the future". Council Leader Peter Greenwood was "Delighted the Partnership now had a long term future". The Charter's agenda has come as a surprise to no one in Blackburn. They already know that Partnership works.



the AIMS

The aims of The Blackburn Partnership as recorded in the Charter are –

- To secure economic regeneration, increase economic activity and reduce unemployment for the benefit of all local people of the Borough of Blackburn.





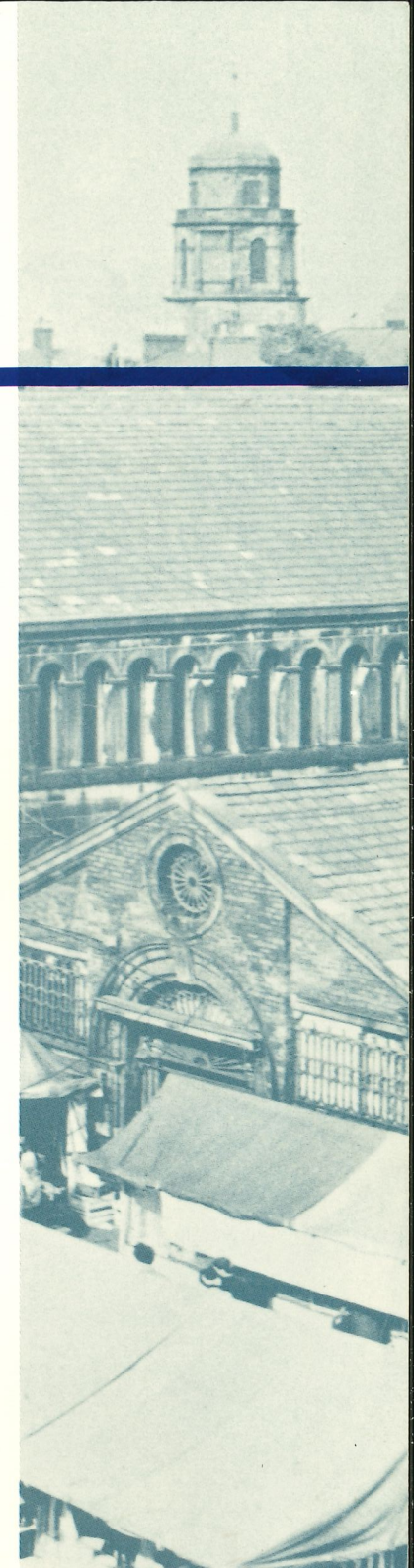
the PARTNERSHIP at WORK

You can see the impact of The Blackburn Partnership on people's faces. It is already affecting the lives of all the people of the Borough of Blackburn for the better. Partnership has helped youngsters plant trees at school. It has assisted people on one of the town's most isolated housing estates to find jobs. It has played a key role in backing bids for new roads. It has given vital assistance to help people sort out debt problems. It has worked to bring new companies and shops to boost the local economy. Now it is working to transform an area around which 45,000 people live and work.

Inside this publication you will find out how Blackburn Partnership is succeeding in bringing back civic pride and commitment to the 140,000 citizens of the Borough. The Partnership was founded in June 1988 when Blackburn was chosen for a special urban regeneration project by Business in The Community, a national organisation founded by HRH The Prince of Wales and sponsored by major UK companies.



Blackburn Partnership has gone on to develop its own unique character. It has found there is little that cannot be achieved





the ENVIRONMENT

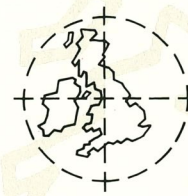
Partnership's commitment to the environment has helped build the country's largest and most active Groundwork Trust. As the environmental arm of The Partnership, the Blackburn Groundwork Trust is playing a vital role in the regeneration of the Borough, making sure that economic progress and environmental improvements go hand in hand. With its community teams it translates resources from Blackburn's public and private sectors into action on the ground. In just its first 12 months, Groundwork has involved 12,000 local people in its projects, spending more than £200,000 in the Borough. People at work, people at home and young people in schools have all been recruited to improve the environment and inspire civic pride. The work-place was judged a key area to begin. Groundwork Landscape Architects and its Environmental Review Team – the UK's first – encourage firms to make their sites attractive and their work environmentally sensitive. Groundwork believes a company's environmental efficiency is a foundation for economic success. It provides employers with help to tackle local and national environmental issues and encourages employees to take part in improvements both around their



Young people throughout the borough have been pacesetters in environmental work. Here they carry out a project with the help of a Groundwork team.

EDUCATION and TRAINING

Education and training are seen as keys for unlocking a brighter future for Blackburn, whose people must maintain world class skills to face the economic challenges ahead. So Blackburn Partnership works closely with the East Lancashire Training & Enterprise Council and Blackburn College, two organisations dedicated to meeting exacting targets for education and training in the next century.



the EMPLOYERS' FORUM



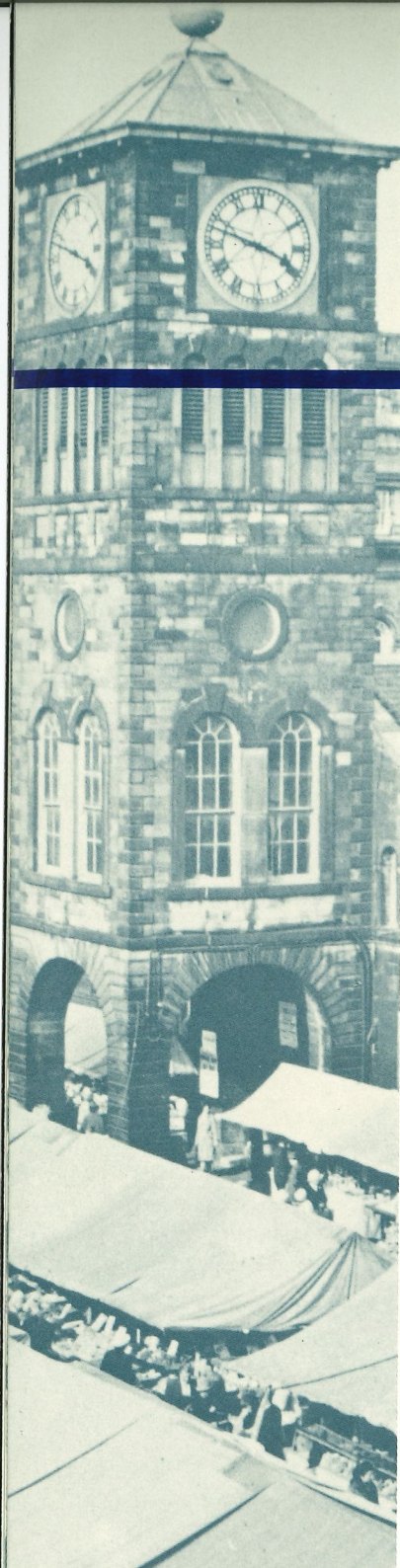
No area was more worthy of The Partnership's attention than Blackburn's Roman Road Housing Estate. This estate of 1,100 homes was built in the early 1970's more than two miles from the town centre. Unemployment is over 65 per cent, there is a higher proportion of single parent families, a higher incidence of vandalism, theft and despair than in any other part of the Borough. The Council really got things moving in a physical sense when it teamed up with the North British Housing Association to refurbish boarded up homes and offer them for sale at prices realistic enough to encourage low income households to become home owners. But this was not sufficient in itself. What about self respect, the feeling that someone actually cares, jobs, education and pride in your surroundings. A study commissioned by the Council from Warwick University highlighted key areas where Partnership could step in. Hard on its heels, The Blackburn Partnership launched the Roman Road Employers Forum. All the companies within a mile radius of the estate readily agreed to support the Forum, which looked at all the problems and tried to do something about them. To date, Roman Road has its own newspaper, a football pitch created out of open land with



Blackburn Groundwork Trust to restore the setting of its public house in the centre of the estate and it was made available for use by the community. From the start Forum companies saw increased employment as a key to success. They have been keen to see residents fill job vacancies at their own companies and have offered local people extra training opportunities. Job vacancies are being advertised on the estate daily and this has led to unemployed people acquiring work. Two primary schools on the estate long deprived of the simplest of material needs are now feeling the benefit of adoption by the Forum. This initiative is being led by employees of two Forum companies. Liz Fisher, Head Teacher of one of the schools, said: 'Until the Forum

the ADVICE CENTRE

Blackburn Partnership was able to play a key role in providing the town with a Money Advice Centre believed to be unique in the country. Councillors had become concerned about the increasing debt problems people were facing because of the recession, but



the LOBBY GROUP

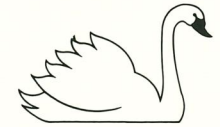
The green light given to East Lancashire's lifeline M65 Motorway link was a milestone for The Blackburn Partnership. A 20 year dream came true with the successful outcome of a public inquiry into a key section of the road joining Blackburn to the M6 and the national motorway network. The unified voice with which Blackburn's public and private sectors backed the new road at the inquiry showed just what they could achieve when they worked together in Partnership. The Motorway success was co-ordinated by the Partnership's lobby group, which has become one of its driving forces. It continues to work hard for better road and rail services for Blackburn and is pressing to have the next two phases of the town's inner relief road completed. It is meeting the challenge of revitalising Blackburn's 1960's shopping and commercial centre and is attracting interest from major developers for projects that will add up to more than £38 million.



Blackburn shopping centre.

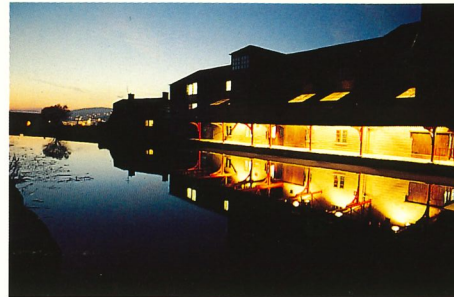
ETHNIC MINORITY COMMUNITY

Blackburn and Darwen has a thriving ethnic minority community. The Partnership is keen to foster the community's spirit of enterprise and help it meet the extra challenges it faces. That is why the community is represented at the highest level on the Partnership Strategy Board. An example of the work being carried out was a new joint survey of the community and major local employers commissioned by the



• The Leeds and Liverpool Canal •

BLACKBURN WATERSIDE



The flagship Eanam Wharf development.



The rejuvenated Daisyfield Mill.



More than a century ago the Leeds & Liverpool Canal brought prosperity to the mill town of Blackburn. And in the 1990's a £50 million development is bringing hope that the canal could repeat that feat.

Today a stroll along the four-mile stretch of waterway will take you past developments that already include an Olympic standard ice arena, hundreds of new modern homes, high tech industrial units, a business centre with start-up units and a retail park that boasts some of Britain's biggest national chains. From Whitebirk to Feniscowles, contractors are taking Blackburn into the 21st century, courtesy of the 19th century's lifeline. Complementing the multi-million pound development are small-scale environmental projects by firms and individuals, co-ordinated by the Groundwork Trust. The waterway is again becoming a source of pride for the town, a centre for work, recreation and leisure and a symbol of the progress made in rejuvenating Blackburn. The Waterside area covers 1,000 acres, or two per cent of the Borough. It has 17,000 homes and 45,000 people live within a 10 minute walk. Blackburn Council and The Partnership,





'We would like to extend an open invitation to you, the reader, to visit Blackburn and see at first hand how Blackburn Partnership is doing the 'Business in The Community' '.



Bob Watts

Bob Watts
Chairman, Blackburn Partnership

Peter Greenwood

Peter Greenwood
Leader, Blackburn Borough Council

NORTH WEST ENGLAND VITAL TO BRITAIN



If you would like to know more about the transformation taking place in Blackburn, please contact.
Peter Robinson, Chief Executive, Blackburn Partnership, 11 Richmond Terrace, Blackburn, BB1 7BD