

## **LEP - Enterprise Zone Governance Committee**

### **Minutes of the Virtual Meeting held on Thursday, 18th March, 2021 at 12.00 pm via Zoom**

#### **Present**

David Holmes OBE

County Councillor Michael  
Green  
Mark Rawstron

Councillor Mark Smith

#### **In Attendance**

Nicole Billington – Marketing Officer, Growth and Prosperity Team, Blackpool Council

Chris Dyson – Programme Manager, Strategic Development, Lancashire County Council

Dave Gorman – Senior Democratic Services Officer, Lancashire County Council

Phil Green – Director of Growth, Environment and Planning, Lancashire County Council

Rob Green – Head of Enterprise Zones, Blackpool Council

Sarah Kemp – Chief Executive, Lancashire Enterprise Partnership

Rachel McQueen – Chief Executive, Marketing Lancashire

Anne-Marie Parkinson – Programme Manager, Lancashire Enterprise Partnership

Holly Tween – Democratic Services Officer, Lancashire County Council

Anne Addison – Personal Assistant, Lancashire County Council

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

The Chair, David Holmes, welcomed all present to the virtual meeting and thanked everybody for their attendance.

Apologies for absence were received from David Taylor, Katherine O'Connor and Marianne Hesketh.

#### **2. Declaration of Interests**

There were no declarations of interest.

**3. Minutes of the Meeting held on 15 December 2020**

**Resolved:** - That the minutes of the meeting held on 15 December 2020 be approved as an accurate record of the meeting and be signed by the Chair.

**4. Matters Arising**

There were no matters arising.

**5. Reporting to Lancashire Enterprise Partnership Board**

No items were identified.

**6. Any Other Business**

There was no other business to be considered.

**7. Date of Next Meeting**

The committee noted that the next meeting was scheduled to be held at 12noon on Wednesday 12 May 2021.

**8. Exclusion of the Press and Public**

**Resolved:** - That the meeting move into Part II, Private and Confidential, to consider the remaining reports as they contained information defined as confidential or exempt in accordance with the relevant paragraph of Part I of Schedule 12A to the Local Government Act 1972 as set out in the reports.

**9. Lancashire Advanced Manufacturing and Energy Cluster Marketing Strategy - Workshop Outcomes**

Sarah Kemp, Chief Executive, Lancashire Enterprise Partnership, and Rachel McQueen, Chief Executive of Marketing Lancashire, attended and gave a private and confidential presentation on the outcomes of the workshop to discuss the Lancashire Advanced Manufacturing and Energy Cluster Marketing Strategy.

The purpose of the workshop had been to:

- Assess the effectiveness of the Enterprise Zone marketing strategy and branding with regards to attracting new investment.
- To determine proposals which would increase the success and effectiveness of the marketing strategy.

A SWOT (Strength, Weakness, Opportunity and Threat) analysis had been undertaken for each Enterprise Zone.

Consideration had been given to the target audience of each zone, the strengths and weaknesses of the existing brand and brand development proposals and requirements for a refreshed marketing strategy had been formulated. These would now be considered by the LEP Board and partners.

**Resolved:** - That the presentation be noted and that Sarah Kemp and Rachel McQueen be thanked for their attendance and for taking forward this important piece of work.

#### **10. Blackpool Airport Enterprise Zone: Progress Report**

Rob Green, Head of Enterprise Zones, Blackpool Council, presented a private and confidential report which provided the committee with an update on the Blackpool Airport Enterprise Zone.

The report included updates on activity since the last meeting, including:

- Achievements to date
- KPIs and Milestones, including objectives over 2-3, 5 and 10 years
- Risks, opportunities and issues
- Masterplan and Delivery Plan
- Resourcing: New Project Manager Posts
- Fiscal activity
- Current activity – Phase one
- M55 link road
- Initial speculative development
- Planning applications and ongoing development
- Communications infrastructure
- Marketing
- Blackpool Airport
- Project Team
- Risk Register

Officers responded to the comments and observations made by the committee.

**Resolved:** - That the report, now presented, be noted and officers be thanked for a comprehensive update.

#### **11. Hillhouse Technology Enterprise Zone: Progress Report**

Rob Green, Head of Enterprise Zones, Blackpool Council, presented a private and confidential report which provided the committee with an update on the Hillhouse Technology Enterprise Zone.

The report included updates on activity since the last meeting, including:

- Achievements to date
- KPIs and Milestones, including objectives over 2, 5 and 10 years
- Risks, opportunities and issues
- Delivery Plan
- Marketing
- Hydrogen Steering Group
- Vinnolit
- Victrex
- Forsa Energy
- Hillhouse Board and Project Team Meetings
- Fiscal benefits

Officers responded to the comments and observations made by the committee.

**Resolved:** - That the report, now presented, be noted and officers be thanked for a comprehensive update.

## **12. Samlesbury Aerospace and Warton Aviation Enterprise Zone: Progress Report**

Chris Dyson, Strategic Development Programme Manager, Lancashire County Council, presented a private and confidential report which provided the committee with an update on the Samlesbury Aerospace and Warton Aviation Enterprise Zones.

The report included updates on activity since the last meeting, including:

- Achievements to date
- KPIs and milestones
- Risk, Opportunities and Issues
- The North West Advanced Manufacturing Research Centre
- Commercial Development Framework
- Growth Deal Funding
- Collaboration Agreement with Electricity North West
- BAE Asset Management Facility
- Warton Aviation Enterprise Zone
- Marketing and Promotional Activities

Officers responded to the comments and observations made by the committee.

**Resolved:** - That the report, now presented, be noted and officers be thanked for a comprehensive update.