

## **Private and Confidential**

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

**Minutes of the Meeting held on Thursday, 1st September, 2016 at 2.00 pm at the Cabinet Room 'B' - The Diamond Jubilee Room, County Hall, Preston**

#### **Present**

Edwin Booth

Councillor Simon  
Blackburn  
Anthony Lockley

County Councillor  
Jennifer Mein

#### **In Attendance**

Joanne Ainsworth  
Martin Kelly

Kathryn Molloy  
Samantha Parker

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

Chair welcomed members to the meeting and apologies were noted from Malcolm McVicar, Mark Smith and David Taylor.

#### **2. Declarations of Interest**

There were no declarations of interest at this time.

#### **3. Minutes of the meeting held on 7 June 2016**

**Resolved:** Minutes from the meeting held on the 7 June 2016 were agreed as an accurate record.

#### **4. Matters Arising**

There were no matters arising.

#### **5. Terms of Reference**

Members were informed of changes to the Terms of Reference (circulated with the agenda) for the Committee which were agreed by the Lancashire Enterprise Partnership Board on the 14 June 2016.

**Resolved:** The Committee noted and commented on the revised Terms of Reference.

## 6. Positioning and Promotion of Lancashire's Enterprise Zone Programme

Ruth Connor, Marketing Lancashire, tabled the Enterprise Zone Branding Project Workshop Report for discussion.

The purpose of the workshop was to capture progress of the Enterprise Zones and to generate ideas and debate on the potential brand names/logos for the sites.

The report provided detail on the matters discussed at the workshop held on the 4 August which included information on:

- Latest progress on the sites
- Identity of each site
- Target audiences
- Support offer
- Enquiries to date
- Key messaging and proposition

Members were then invited to comment on the tabled report (outlined below):

- It was acknowledged that there was a need to identify how enquiries from companies for the four EZ sites would be handled.
- As advanced manufacturing and energy is a key sector strength of Lancashire, there is a need to ensure this is represented in the branding.
- It was agreed that national and international marketing is important to attract occupiers to the EZs but it is also important to ensure that local companies can be accommodated on high quality local employment sites.
- It was confirmed that Blackpool airport site is doing well due to pent up demand in the area but there is a need to look beyond local need.
- It was reported that Lancashire does not perform as well as it could with regards to attracting international investment through UKTI.

The report outlined the next steps to progress the brand development. Members agreed there was a need to have an extraordinary meeting of this Committee towards the end of September to review the recommendations following feedback on the naming strategy options and to look at some visual representations.

**Resolved:** That;

- i. An additional meeting be convened on the 26 September at 1pm.
- ii. Visual representations be prepared for discussion at the September meeting.

## **7. Reporting to Lancashire Enterprise Partnership Board**

Committee members discussed requests received for update reports on the progress of the four EZ sites and how this could be progressed.

Members agreed that as the Terms of Reference for this Committee had now been updated to reflect the four EZ sites, there was a need to ensure that any reporting to the LEP Board reflects the information detailed within this.

**Resolved:** That;

- i. A brief report be submitted to the Shadow Combined Authority meeting on the 15 September on the four EZ sites.
- ii. A standing item be requested on the EZ progress for the LEP Board meeting agenda.

## **8. Any Other Business**

None.

## **9. Date of Next Meeting**

Extraordinary meeting to be held on the 26 September at 1pm, Lecture Room at Lancashire Records Office, Bow Lane, Preston.

Next meeting of the Enterprise Zone Governance Committee is due to take place on Thursday 27 October at 2pm, Cabinet Room B, County Hall, Preston.