

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

### **Minutes of the Meeting held on Thursday 17th November 2022 at 12.00 noon via Microsoft Teams**

#### **Present**

Mark Rawstron  
County Councillor Aidy Riggott

Councillor Mark Smith

#### **In Attendance**

Steve Burns, Head of Service, Strategic Development, Lancashire County Council  
Chris Dyson, Strategic Development Manager, Lancashire County Council  
Rob Green, Head of Enterprise Zones, Blackpool Council  
Hannah Lysons, Democratic Services Officer, Lancashire County Council  
Anne-Marie Parkinson, Head of Service – LEP Co-ordination, LEP  
Holly Tween, Democratic Services Officer, Lancashire County Council  
Andy Walker, Head of Business Growth, Lancashire County Council  
Leigh McLaughlin, Employment and Skills Co-ordinator, Lancashire Skills and Employment Hub

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

Apologies had been received from David Holmes and Martine Winder.

In David Holmes' absence, it was agreed that Mark Rawstron would Chair the meeting.

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

None

#### **3. Minutes of the meeting held on 31 August 2022**

**Resolved:** that the minutes of the meeting held on 31 August 2022 were agreed as an accurate record

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

None

## 5. Draft Enterprise Zone Marketing Strategy

Andy Walker, Head of Business Growth, presented the report (circulated) outlining the 12 month Marketing Strategy for the Lancashire Enterprise Zones. The Committee also considered the action plan in Appendix A.

In considering the papers, it was commented that the joined-up approach with the overarching branding across all the Lancashire sites was still felt to add value.

It was commented that although it was desirable to link the website and other marketing materials with partners and other relevant strategies, these should not hold up the work on the Enterprise Zone marketing, and the Committee expressed a desire for this work to be prioritised, beginning now rather than waiting for Q1 as set out in the action plan timetable.

It was noted that activity was already underway in terms of using the new branding, refreshing the sign boards at the sites, and working with Marketing Lancashire to update the website.

The Committee expressed their thanks for the work done to date.

**Resolved:** the Enterprise Zone Governance Committee approved the 12 month Marketing Strategy, and requested that the Q1 work begin immediately

## 6. Lancashire Enterprise Zones - Key Performance Indicators

Anne-Marie Parkinson, Head of LEP Co-ordination, and Leigh McLaughlin, Employment and Skills Co-ordinator, Lancashire Skills and Employment Hub, presented the report (circulated) proposing Key Performance Indicators and Social Value Metrics for use across the four Enterprise Zones.

The Committee considered the report and the proposed framework. There was support for the framework to capture the work already being done and establish baselines and targets, but it was commented that the measurements must not become obstructive to the actual work. The Committee were reassured that these metrics would follow the same 'non targeted / instructional' approach as with the other Social and Economic Value metrics, with no targets or expectations of changes to organisations systems and processes.

It was also noted that demonstrating delivery against environment metrics puts Lancashire in a strong position to bid for further funding.

There was a discussion around the carbon reduction measure; it was noted that this measure would not expect immediate results but would allow businesses to transition to low carbon.

It was agreed that Leigh McLaughlin would review the proposed framework and make more explicit the delineation between the economic social element and the sustainability element, and redistribute to the Committee.

**Resolved:** the Enterprise Zone Governance Committee approved the list of Key Performance Indicators, Social Value Metrics and timescales, and agreed that the proposed framework would be reviewed to make the delineation between the economic social element and the sustainability element more explicit, and recirculated to the Committee for review

**7. Meeting Schedule 2023-24**

**Resolved:** that the programme of meeting is agreed as below, with all meetings to be held virtually unless otherwise determined:

12.00 18 May 2023  
12.00 31 August 2023  
12.00 23 November 2023  
12.00 22 February 2024

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

None

**9. Any Other Business**

None

**10. Date of Next Meeting**

The next meeting of the Enterprise Zone Governance Committee was scheduled for 12.30 on 21 February 2023 on Microsoft Teams.

**11. 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 to schedule 12A to the Local Government Act 1972 as set out in the report. It was considered that in all the circumstances of the case the public interest in maintaining the exemption outweighed the public interest in disclosing the information.

**12. 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 KPIs and milestones, risks, Masterplan and Delivery Plan, project management, fiscal incentives, current activity, social value and environmental activity, the Blackpool Town Deal, planning applications, communications infrastructure and marketing.

**Resolved:** that the Enterprise Zone Governance committee note the report

### **13. Hillhouse 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, risks and actions, an update on the delivery plan, the Getting Building Fund, residential development, the Fleetwood/Poulton Rail Line, marketing, the Hydrogen Steering Group, the Vinnolit site, new onsite companies, and job creation.

**Resolved:** that the Enterprise Zone Governance Committee note the report

### **14. Samlesbury Aerospace and Warton Aviation Enterprise Zones: 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.

Regarding the Samlesbury site, the report included an update on the site delivery programme for phases 2a and 2b, an update on planning, commercial marketing agents, ancillary accommodation, communications, skills and the low carbon feasibility study.

It was noted that Lancashire County Council had been awarded the Chartered Institution of Highways & Transportation Climate Action Award in recognition of the Highways Decarbonisation strategy. The team were congratulated.

It was agreed that an update on the AMRC would be provided to the next meeting.

**Resolved:** the Enterprise Zone Governance Committee:

- i. Noted the update on both sites
- ii. Agreed that an update would be brought to the next meeting on the AMRC

**15. Enterprise Innovation Centre at Samlesbury Enterprise Zone - Concept Document**

Anne-Marie Parkinson presented a private and confidential report (circulated) including the concept document for the Enterprise Innovation Centre at Samlesbury Enterprise Zone.

**Resolved:** that the Enterprise Zone Governance Committee note the report