

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

**Minutes of the Meeting held on Tuesday, 7th June, 2016 at 10.00 am at the Cabinet Room 'B' - The Diamond Jubilee Room, County Hall, Preston**

### **Present**

Edwin Booth

Malcolm McVicar

David Taylor

### **In Attendance**

Joanne Ainsworth  
Stephen Decent  
Beckie Joyce  
Martin Kelly

Anthony Lockley  
Kathryn Molloy  
Eddie Sutton

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

Chair welcomed members to the meeting and apologies were noted from County Councillor Jennifer Mein. In addition, Stephen Decent attended in place of Mark Smith and Anthony Lockley in place of Cllr Simon Blackburn.

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

There were no declarations of interest at this point.

#### **3. Minutes of the meeting held on 26th January 2016**

**Resolved:** Minutes from the last meeting were agreed as an accurate record.

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

There were no matters arising.

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

The updated terms of reference were circulated to the committee.

**Resolved:** The Committee:

1. Noted the amended terms of reference
2. Noted that further updates were to be completed to reflect the four Enterprise Zone sites

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

Kathryn Molloy, Head of LEP Coordination, outlined the report circulated to the Committee which presented options for positioning and promoting Lancashire's Enterprise Zone Programme, including giving consideration to the naming of individual sites as well as the cluster of four sites within the context of the LEP's strategic marketing and communications approach.

### Samlesbury

Committee members were advised that the current focus at Samlesbury has been on the conclusion of the land agreement and delivery of the spine road work.

It was confirmed that the spine road work commenced in April 2016 along with the delivery of a new access point to the Enterprise Zone from the A677.

The land deal between BAE Systems' Pension Fund and the County Council has been completed through a land option agreement.

The land agreement supports three development routes. Colliers International have been retained as the commercial agents to identify potential end-users. In addition BAE Systems were reported to be in discussion with companies in their supply chain (nationally and internationally) to locate to the Enterprise Zone.

In relation to securing a North West facility of the Advanced Manufacturing Research Centre (AMRC) at Samlesbury, it was reported that a Growth Deal 3 submission has been made to the LEP. Committee members agreed this was a significant opportunity for Lancashire. In addition, a model to engage with SME's was being considered.

The Training and Logistics facilities were confirmed to be completed in the Autumn. It is expected that 120 apprentices were due to start at the Training Centre in September and 150 jobs are to be created through the opening of the Wincanton Logistics facility.

### Warton

The report provided an update following the implementation of a new 10 year Local Development Order. Preparatory work was reported to be underway with BAE Systems to understand possible infrastructure requirements to enable delivery of the Enterprise Zone.

### Positioning and Promotion

Ruth Connor, Chief Executive, Marketing Lancashire, was welcomed to the meeting to discuss the positioning and promotion of Lancashire's Enterprise Zones.

It was reported that there were two upcoming national events (Farnborough Air Show in July and MIPIIM UK in October). As the Farnborough Air Show is in July, it was suggested it could be used to promote the Samlesbury site of the Lancashire Enterprise Zone. Ruth confirmed that press releases are due to be issued regarding the appointment of Colliers International.

Committee members agreed that this was a good time to focus on marketing and there was a need to give significant time and consideration to ensure a coherent marketing strategy of the four sites which had the right balance between the individual locations (to show the different characteristics of each site) and the collective programme of sites. It was also agreed that there was a need for this to be a collaborative piece of work with local authority partners and landowners as well as wider stakeholders.

A commitment was identified to address any gaps in governance and to agree a set of protocols between the sites to ensure that the right companies are located to the right site and to minimise the potential risk of competition between sites

It was suggested that a marketing group could be set up to come together in the Summer to look at this in greater detail to come back to the next meeting of the Committee in September.

**Resolved:** The Committee:

1. Noted and commented on the contents of the report, including progress made in delivering the Samlesbury and Warton sites of the Lancashire Advanced Engineering and Manufacturing Enterprise Zone
2. Considered and agreed the role of Lancashire County Council Developments Ltd, on behalf of Lancashire County Council, in delivering direct development on the Samlesbury Enterprise Zone site
3. Considered and discussed options for naming Lancashire's four Enterprise Zone sites, as set out in the report
4. Agreed to the appointment of Freshfield to create visual concepts with supporting narratives to inform the naming, positioning and promotion of Lancashire's Enterprise Zone Programme, including the naming of Lancashire's Enterprise Zone cluster and/or its for individual sites
5. Approved the use of up to £5,000 from the LEP's agreed Strategic Marketing budget to commission the proposed work from Freshfield
6. Requested the Chief Executive of Marketing Lancashire and the Head of LEP Coordination and Development, in consultation with local authority partners and key Enterprise Zone landowners to work with Freshfield to produce visual concepts and naming options for consideration by the Enterprise Zone Governance Committee
7. Recommendations 8 and 9 to come back to the September meeting

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

It was confirmed that there was to be a focus on regular updates for LEP and a request for a specific agenda item for Enterprise Zone updates.

**8. Any Other Business**

None.

**9. Date of Next Meeting**

1<sup>st</sup> September at 2pm, Cabinet Room B, County Hall, Preston

**10. Blackpool Airport and Hillhouses Energy and Chemicals Enterprise Zones**

*(Not for publication – Exempt information as defined in Paragraph 41 of the Freedom of Information Act 2000. It was considered that in all the circumstances of the case the public interest in maintaining the exemption outweighs the public interests in disclosing the information).*

Anthony Lockley, Strategic Head of Development, Blackpool Council, took committee members through the report circulated which set out the proposals of Blackpool Fylde and Wyre Economic Development Company Ltd regarding the proposed governance and operation of the Enterprise Zones at Blackpool Airport and Hillhouse International Business Park.

**Resolved:** The Committee:

1. Noted and welcomed the early progress made by local partners in advancing the Blackpool Airport and Hillhouse Enterprise Zones
2. Endorsed the governance and management arrangements for Blackpool Airport and Hillhouse Enterprise Zones as set out in the report
3. Considered the request to nominate a member of the Enterprise Zone Governance Committee or another LEP Director to the proposed Programme Board
4. Requested Blackpool Fylde and Wyre Economic Development Company Ltd to advise the Enterprise Zone Governance Committee of any proposals to change the agreed Enterprise Zone governance and delivery arrangements
5. Maps tabled at the meeting to be appended to the minutes