

## LEP - Enterprise Zone Governance Committee

### Minutes of the Meeting held on Tuesday, 15th September, 2020 at 2.00 pm – Virtual meeting

#### Present

David Holmes

Councillor Mark Smith

David Taylor

County Councillor Michael Green

#### In Attendance

Heather Cummings, Democratic Services Officer, Lancashire County Council  
Chris Dyson, Programme Manager, Strategic Development, Lancashire County Council  
Dave Gorman, Senior Democratic Services Officer, Lancashire County Council  
Rob Green, Head of Enterprise Zones, Blackpool Council  
Steve Burns, Head of Strategic Development, Lancashire County Council

#### 1. Welcome and Apologies for Absence

The Chairman, David Holmes, welcomed everyone to the virtual Skype meeting.

Apologies for absence were received from Mark Rawstron, Katherine O'Connor, Paul Evans and Phil Green.

It was noted that County Councillor Michael Green was present as a substitute for County Councillor Geoff Driver.

#### 2. Declaration of Interests

There were no declarations of interest.

#### 3. Minutes of the Meeting held on 12 May 2020

**Resolved:** That the minutes of the meeting held on Tuesday, 12 May 2020 be approved as an accurate record of the meeting and be signed by the Chairman.

#### 4. Matters Arising

There were no matters arising.

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

Rob Green raised the issue of HM Treasury's current 'Business Rates Review - Call for Evidence' and the importance of lobbying for an alternative equivalent support mechanism should the existing 100% business rate exemption for Enterprise Zones be changed in any way. The Governance Committee agreed that this was vital for the future success of Lancashire's four Enterprise Zones and that any response to the 'Call For Evidence' should be a single response led by the LEP.

**Resolved:** That the Chief Executive of the LEP be asked to ensure that a single response on behalf of all four Lancashire Enterprise Zones be submitted to HM Treasury's 'Call for Evidence' setting out the need for the continuation of the existing 100% business rate exemption for Enterprise Zones, or a suitable and equivalent alternative.

## **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 2.00pm on Tuesday, 15 December 2020.

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

**Resolved:** That the meeting move in to 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.

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

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

The report included updates on progress on the Enterprise Zone's Masterplan; fiscal incentives; current phase one activity; the M55 link road; initial speculative development; planning applications; communications infrastructure; marketing; Blackpool Airport; output delivery; the project team; and the risk register.

The committee provided feedback on each area of activity and direction, where appropriate, on future developments.

It was noted that there was still work being carried out on both the delivery plan

and master plan and it was anticipated that approval could be sought from Blackpool Council's Executive in October. The revised delivery plan would then be brought to the next Enterprise Zone Governance Committee meeting in December.

An update regarding the EZ fiscal incentives was given. It was noted that a proposal to continue the fiscal incentives had now been submitted through the LEP network to HM Treasury and the MCCLG. The Committee was informed that a formal response was not expected until the budget next year but that it was looking hopeful for further discussions with officials regarding this.

In regards to development it was noted that the first phase was now underway.

It was noted that the Enterprise Zones were working together to appoint new marketing agents and to revamp all the marketing material. The committee felt that it was important to keep the core of the brand the same and the EZ's together as a group overall.

It was highlighted that to date 321 live enquiries were currently logged for Blackpool Enterprise Zone, 91 businesses located to the Enterprise Zone since 2016, and the cumulative total of jobs is now standing at 1,492.

**Resolved:** That:

- i. The progress report, and updates presented, be noted.
- ii. David Taylor/David Holmes have a conversation with Stephen Young in regards to enquiries received from government agencies in particular around cyber to ensure they are aligned with the Comms and strategy.

## **10. 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 progress on activity since the last meeting including the implementation plan; marketing; site activity; job creation; Hillhouse EZ Board and Project team meetings; Communications infrastructure; fiscal benefits; and forthcoming activity.

The committee provided feedback on each area of activity and direction, where appropriate, on future developments.

An update on site activity was provided to the Enterprise Zone Governance Committee as set out in the report.

It was noted that the Marketing strategy was a reflection of what was happening at the Blackpool Enterprise Zone.

The committee was informed that the hydrogen steering group would be reactivated before the end of the year.

The programme of forthcoming activity as part of plans to finalise the Hillhouse Technology Enterprise Zone's delivery plan was noted.

**Resolved:** That the progress report, and updates presented, be noted.

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

Chris Dyson, Strategic Development Programme Manager, Lancashire County Council, attended and 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 progress on achievements to date; the North West Advanced Manufacturing Research Centre; governance; Commercial Development Framework; Site Wide Utility Strategy; Growth Deal funding; the Asset Management Facility; Warton Aviation Enterprise Zone; and marketing and promotional activities.

The committee provided feedback on each area of activity and direction, where appropriate, on future developments.

It was highlighted that all the Enterprise Zones were working collectively to move the EZ's forward emphasising that they had a strong governance structure, strategic Board and major projects steering board. It was noted that there would be lots of marketing opportunities ahead and that this site, along with the other EZ sites in Lancashire, were keen to be able to help towards the recovery from the effects of the Covid-19 pandemic.

A table showing the KPI's had been included in the report as requested at the previous meeting and this information would be replicated in the reports to the LEP Board ensuring that there was consistency in the information shared. Regular progress updates would be provided at future meetings.

The committee was given an update on the key milestones and it was noted that there were currently 20 live enquiries. Closer working relationships with the occupiers on the Samlesbury Enterprise Zone site were being developed to set an exemplar and maximise the site where possible.

It was noted that the Commercial development framework had been commissioned and the initial fact finding had already begun. Various options going forward were now being explored.

Currently, meetings were being arranged with partners and it was noted that Chris Dyson would facilitate this to ensure that committee members were invited in order to pull on their experience and enable them to add input into the

discussions around the framework.

The committee agreed that it would be beneficial to invite representatives from Marketing Lancashire to attend the next Enterprise Zone Governance Committee meeting in order to provide them with an update from this board highlighting the progress that has been made and requesting them to develop an integrated and revitalised refresh of the communications/marketing plan that can be used going forward in to 2021.

In regards to the Warton Enterprise Zone it was noted that further work was needed to develop the next stages as an Enterprise Zone.

It was reported that the marketing and promotion mirrors what had already been communicated regarding the other Lancashire sites and that options are being considered to increase promotion on this site ensuring closer working with partners to secure a one agent approach recognising that the Warton site has its own unique features that can only be found in Lancashire.

It was noted that the joint LAMEC meetings that have been taking place have proven very productive and the importance of working collectively was highlighted.

Help was offered from committee members to officers around interpreting what comes out of the independent review that is currently taking place and producing a proposal that is compelling and differentiating for the Enterprise Zone Governance Committee to review to consider whether it was something that could be taken forward to capitalise on the two digital strategic outcomes and to turn the outcome of the reviews in to something meaningful that gets Lancashire on the front foot.

It was requested by the committee that Dave Holmes arrange for a short briefing to members to give indications of timelines and to explain the nature of these reviews/processes.

The teams were thanked for their hard work in producing the reports and pulling all the useful information together.

**Resolved:** That:

- i. The progress report, and updates presented, be noted.
- ii. That representatives from Marketing Lancashire be invited to the next meeting so the committee can provide an update on progress with a view to developing an integrated marketing plan across all four Enterprise Zones.