

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

**Minutes of the Meeting held on Monday, 6th March, 2017 at 10.00 am at the Cabinet Room 'B' - The Diamond Jubilee Room, County Hall, Preston**

### **Present**

Edwin Booth (Chair)

Malcolm McVicar

David Taylor

County Councillor Jennifer Mein

### **In Attendance**

Joanne Ainsworth, Lancashire Enterprise Partnership and Special Projects Manager, LCC.

Mick Allen, Department for Business, Innovation and Skills.

Ruth Connor, Chief Executive, Marketing Lancashire.

Heather Gittins, Business Support Officer, Lancashire County Council.

Rob Green, Blackpool Council.

Martin Kelly, Director Economic Development, Lancashire County Council.

Anthony Lockley, Blackpool Council.

Kathryn Molloy, Head of Service LEP Coordination, Lancashire County Council.

Katherine O'Connor, Department for Business, Innovation and Skills.

Samantha Parker, Democratic Services Officer, Lancashire County Council.

Eddie Sutton, Director Development and Corporate Services, Lancashire County Council.

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

The Chair welcomed everyone to the meeting and noted that apologies had been received from Mark Smith and Councillor Simon Blackburn.

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

No declarations of interest were made in relation to items on the agenda.

#### **3. Minutes of the meeting held on 1 and 26 September 2016**

**Resolved:** That Minutes of the meeting held on the 1<sup>st</sup> and 26<sup>th</sup> September 2016 were confirmed as an accurate record and signed by the Chair.

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

There were no matters arising.

#### **5. Marketing and Enquiry Handling Protocol Report**

Kathryn Molloy, Head of Service LEP Coordination and Ruth Connor, Marketing Lancashire, presented the report circulated with the agenda which proposed a set of principles and objectives to manage and coordinate strategic marketing activity and enquiry handling arrangements across Lancashire's four Enterprise Zone (EZ) sites.

At the last two meetings, the Committee had looked at branding and had agreed the naming and logo for the Lancashire Advanced Manufacturing and Energy Cluster (LAMEC). It was reported that they were now ready to take the next steps and to focus on strategic marketing activity and the enquiry handling arrangements.

It was explained that the cluster has the potential to generate high value jobs and build on its position as one of the UK's leading centres of excellence in advanced manufacturing.

The Committee were informed that the LEP will work with partners to establish and develop the LAMEC brand as part of the wider Lancashire offer to new investors and business occupiers. Further details on how the four EZ sites are developed, promoted and delivered are set out in the agenda papers.

It was noted that marketing activity was key and that there was a need to market the EZ sites in a collaborative way to ensure there was consistency across the four sites.

The Committee were referred to the flow chart (Appendix 'A') that set out the enquiry handling principles. It was noted that an investor first approach had been taken and that there would be a single agent across the four EZ sites to ensure strategic handling.

It was noted that all referrals will be shared with BOOST, Lancashire's Business Growth Hub to assess the wider business support needs of potential investor/business occupiers and that the exchange of data on the Evolutive System would be subject to an appropriate data sharing and use policy. It was highlighted that all enquiries would be regarded as commercially confidential.

Members were advised that the enquiry pipeline would be reported regularly to the individual EZ Project Boards and to each meeting of the Enterprise Zone Governance Committee (EZGC).

The Committee noted that agreed business rate relief protocols would be adopted for all four EZ sites and that consideration would be given to requesting an extension to the current business rate relief periods for Salmesbury and Warton.

Committee members were advised that in relation to Hillhouse and Blackpool Airport EZ sites, marketing plans were required to be submitted with the delivery plans by the 31 March 2017 deadline. However, it was confirmed that an extension to this deadline had been requested. Members agreed that any dates previously identified to look at marketing could be brought forward.

The Committee were informed that the signs for each EZ site should be in place in the next couple of months.

**Resolved:** That;

1. The report and comments be noted.
2. Marketing Lancashire to act as the central coordinating function for strategic marketing activity and enquiry handling arrangements be approved.
3. The appointment of a shared Commercial Agent on a fee-finding basis with the LEP financing the appointment and local partners making supporting contributions be approved.
4. The LEP to finance initial development for the overarching LAMEC website, which will include the four EZ specific sites, supporting sector propositions and marketing collateral be approved.
5. Implement agreed enquiry handling arrangements from 1 June 2017, subject to agreement with local partners and landowners be agreed.
6. Authorisation for Marketing Lancashire, supported by local public and private sector delivery partners, to develop a strategic Marketing Plan for consideration and approval at a later EZGC meeting be agreed.
7. Authorisation for Marketing Lancashire to lead on the development of sector propositions for each EZ site, in consultation with national and local partners be agreed.
8. The use of the Evolutive System as the CRM system for EZ enquiry handling be agreed.

## **6. EZ Performance Monitoring**

Martin Kelly, Director of Economic Development, Development and Corporate Services, delivered a verbal update to the Board. It was noted that as previously discussed it was important to have consistent and high quality reporting and that the project boards will look to meet in a more structured way. It was noted that they will work with local partners to agree and capture enquiries discussed at project boards and report back to the EZG Committee.

It was highlighted that it was vital that they replicate protocols as in Growth Deal Management Board and that the reporting fits in with partners reporting

timetables to ensure the same figures are reported at the same time.

A report on Salmesbury Phase 2 delivery package will be brought to the next EZG Committee meeting which will then go to the LEP Board.

**Resolved:** That the following be reported at the next meeting of the Committee;

1. The masterplan for Blackpool Airport and Hillhouse
2. Salmesbury Phase 2 delivery package
3. Blackpool Fylde and Wyre Economic Development Company confirmed membership

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

Items to be referred to the LEP Board were discussed as part of item 6.

## **8. Any Other Business**

There was no other business.

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

It was noted that the next scheduled meeting of the Enterprise Zone Governance Committee was 10:00am on the 14<sup>th</sup> June 2017 in Cabinet Room B, County Hall, Preston.