

Report to: Blackpool, Fylde and Wyre Economic Prosperity Board

**Report Author: Angela Kershaw, Senior Economic Development Officer,
Wyre Council**

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Hillhouse Enterprise Zone: Progress Report

Masterplan and Baseline Report

The Mott MacDonald led master planning consultancy team have continued to work on the development of the Hillhouse Masterplan and Baseline Report. Initial internal consultation was undertaken by the accountable body, Wyre Council, and it was agreed that the Masterplan will align fully with the emerging Wyre Local Plan. This will mean that the 'full unabridged' document along with the Baseline Report, rather than the 'Summary' document will need to go out to Public and Statutory Consultation for it to be a document that we can use when considering planning applications. How Planning are working with Mott MacDonald to address some of the detail within the masterplan. There will be a six week consultation scheduled to commence in the summer and it is anticipated that a final draft will be published by late July with adoption of the Masterplan by the Council in September.

The Masterplan will be subject to a full review at five yearly intervals to reflect progress and changes to the economy.

Marketing

A Marketing Strategy for Hillhouse Enterprise Zone will be prepared on completion of the Masterplan and will form part of the Delivery (Implementation) Plan. The Strategy will complement the overarching LAMEC branding and marketing approach adopted for the four Lancashire EZ's.

Blackpool Council have appointed a Marketing Officer to focus on promotions, marketing and enquiry handling activity across both the Blackpool Airport and Hillhouse EZ's. We will work closely with the joint Marketing Officer and Marketing Lancashire to develop the Marketing Strategy for Hillhouse.

New site signage will be installed at three locations around the EZ boundary. We have identified site locations and are awaiting ground surveys to be undertaken before installation can occur. The design, manufacture and installation of signage on both sites is being procured jointly by Blackpool Council.

www.hillhouseez.com went 'live' in May 2018. There is some development work to add context to the site including an enquiry handling form. It is the intention that a workshop involving all stakeholders will take place in the near future.

Delivery Plan

Work has commenced on the detailed EZ Delivery Plan in conjunction with consultants Genecon LLP, utilising initial data from the Masterplan and Baseline Report. A final version of the delivery plan will be completed in line with the Masterplan. The delivery plan will account for capital and revenue expenditure required to deliver the EZ, initial indications are that overall costs will be lower than required to enable Blackpool Airport EZ. Alternative options will be investigated regarding the anchor gas fired power station development, which is currently still at National Infrastructure.

Enquiries and Development

Enquiries are continuing to come through on the site. Currently no applications for business rates relief have been received, however it is envisaged that once access to the Northern Zone of the site is gained that this will naturally develop as we attract more businesses to the Business Rates Relief Zone.

The primary focus in terms of new development remains as the proposal for energy generation via a large gas fired power station, which is presently situated at National Infrastructure planning process.

We are currently working on a full output report, which will be produced in the next month.

Forthcoming Activity

- i) First draft masterplan to be ready for public consultation summer 2018
- ii) The Delivery Plan to be finalised by end of summer 2018
- iii) A flood risk assessment is advised to be commissioned for the entire site
- iv) A transport assessment is advised to be commissioned for the entire site
- v) An Environmental and Ecology study is advised to be commissioned for the entire site
- vi) The planning application process for the gas fired power station, will be monitored and support offered as appropriate
- vii) Advice will be obtained on potential State Aid implications of public funding of enabling infrastructure – within this designated EU assisted area