

Blackpool Council



wyre  
council

24 May 2019

## **BLACKPOOL, FYLDE AND WYRE ECONOMIC PROSPERITY BOARD**

Tuesday, 4 June 2019 at 2.00 pm  
in Council Chamber, Town Hall, St Annes

### **A G E N D A**

**1 APPOINTMENT OF THE CHAIRMAN**

**2 APOLOGIES**

**3 APPOINTMENT OF VICE CHAIRMAN**

**4 DECLARATIONS OF INTEREST**

Members will disclose any pecuniary and any other significant interests they may have in relation to the matters to be considered at this meeting.

**5 CONFIRMATION OF MINUTES**

(Pages 1 - 6)

To confirm as a correct record the minutes of the previous meeting.

**6 MATTERS ARISING**

**7 BLACKPOOL BUSINESS INVESTMENT MARKETING UPDATE**

Short video and update from Nicole Billington, Marketing and Administration Officer.

**8 ECONOMIC POLICY UPDATE: LOCAL INDUSTRIAL STRATEGY AND LANCASHIRE PLAN** (Pages 7 - 10)

Report of the Growth and Prosperity Programme Director, Blackpool Council.

**9 EXCLUSION OF PUBLIC AND PRESS**

If the discussion during items 6 and 7 of this agenda involves the disclosure of “exempt information”, as defined in Schedule 12A of the Local Government Act 1972 and the board wishes to move to confidential session, it may at any point pass the following resolution: “That the public and press be excluded from the meeting whilst the agenda item(s) is/are considered, on the grounds that their presence would involve the disclosure of exempt information as defined in category 3 (Information relating to the financial or business affairs of any particular person, including the authority holding that information) of Part 1 of Schedule 12(a) of the Local Government Act, 1972, as amended by the Local Government (Access to Information) Variation Order 2006 and, that the public interest in maintaining the exemption outweighs the public interest in disclosing the information”.

**10 BLACKPOOL AIRPORT EZ PROGRESS REPORT (STANDING ITEM)** (Pages 11 - 14)

Report of the Head of Enterprise Zones, Blackpool Council.

**11 HILLHOUSE TECHNOLOGY EZ PROGRESS REPORT (STANDING ITEM)** (Pages 15 - 18)

Report of the Senior Economic Development Officer, Wyre Council.

**12 DATE, TIME AND VENUE OF NEXT MEETING**

Suggested dates for 2019/ 2020 – suggestions for welcomed:

Tuesday 10 September 2019

Tuesday 7 January 2019

Tuesday 7 April 2019



## **Blackpool, Fylde and Wyre Economic Prosperity Board Minutes**

The minutes of the Blackpool, Fylde and Wyre Economic Prosperity Board meeting of Wyre Borough Council held on Tuesday, 5 February 2019 at the Committee Room 2, Civic Centre, Poulton-le-Fylde.

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**Blackpool, Fylde and Wyre Economic Prosperity Board members present:**  
Councillors Simon Blackburn, Susan Fazackerley M.B.E. and David Henderson

**Chief Executive Officers present:**  
Neil Jack, Chief Executive Blackpool Council  
Allan Oldfield, Chief Executive, Fylde Council  
Garry Payne, Chief Executive

**Apologies for absence:**  
None

**Co-opted private sector representatives present:**  
Martin Long (Blackpool)  
Neil Farley (Fylde)  
Peter Worthington (Wyre)

**Other officers present:**  
Nick Gerrard, Growth and Prosperity Programme Director, Blackpool Council  
Rob Green, Head of Enterprise Zones, Blackpool Council  
Steve Smith, Blackpool Airport Enterprise Zone Delivery Manager  
Marianne Hesketh, Service Director Performance and Innovation  
Duncan Jowitt, Democratic Services and Councillor Development Officer

No members of the public or press attended the meeting.

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**28        Declarations of interest**

None

**29        Confirmation of minutes**

The minutes of the previous meeting were confirmed as a correct record.

**Matters arising**

The Growth and Prosperity Programme Director, Blackpool Council (GPPD) provided an update on the Economic Impact Model and Transforming Cities Fund items.

The GPPD confirmed that discussions had taken place with regard to the Economic Impact Model and Wyre were now satisfied with the proposal and that consideration had been given to the possible roll out to other Lancashire authorities. If it were rolled out in this manner, the cost would increase proportionately and it was going out to tender with a facility for other authorities to be included at their own expense and the Lancashire Economic Development Officers Group would also be looking at it.

He stated that the Transforming Cities Fund had been agreed and approval given to the Preston bid (which includes proposals for Preston, South Ribble and Fylde) to move onto the next phase of development. This would include work on South Fylde Line Loop. The overall work will be led by Lancashire County Council and an inception meeting is to be held on 6 March 2019 with the Department for Transport and an officer group established to take it forward including Fylde and Blackpool officers.

The Chief Executive, Wyre Council asked the GPPD about the Land Release Fund for the building of residential homes on land at Blackpool Road, Poulton and whether it was time-restricted. The GPPD confirmed that it was and that, as Wyre hoped to gain approval of the Local Plan at an extraordinary meeting scheduled for 28 February 2019, he would double check and confirm the timeline in order to ensure that the funding would not be lost.

**Blackpool Business Investment Marketing Strategy**

Nick Smillie of Clarity Inward Investment Marketing Strategies provided a presentation to the Board on how Clarity and Diva were developing Blackpool's investment promotion propositions & brand.

The Board heard about the advancement of sector value propositions as a solid basis for brand development and the following sector strengths of Blackpool and its hinterland:

- aerospace & advanced engineering – the aerospace cluster and related sectors
- advanced materials – the intersection of chemicals and advanced engineering
- energy – nuclear, unconventional gas, offshore renewables
- food manufacturing - value-added products, clustering and cost advantages
- business, professional and financial services.

He said that Blackpool and the surrounding area had a value combination of quality and reduced costs to encourage profitable business growth, including:

- innovation in food manufacturing & advanced materials
- technology-focused market opportunities integral to world-class industry clusters in aerospace, energy and advanced engineering
- significant costs advantages and investor incentives like the Enterprise Zones
- access to a large, highly skilled workforce at both technical and professional skills levels and access to leading universities and skills providers
- large-scale town centre investment and reinvention with Grade A office proposition, conference centre and infrastructure
- good connectivity.

The presentation focussed on how the brand would help raise the profile of Blackpool and the surrounding areas as a value-added location for businesses looking to relocate or expand and deliver a powerful business proposition by shifting current perceptions of Blackpool as a tourist destination.

He explained that the rationale behind using Blackpool as the unembellished brand name was because of its instant recognition and geographical context and said that the brand would be bold, confident, business-like, serious and forward looking to challenge and contrast with existing perceptions & assumptions. Important aspects were:

- clear and coherent positioning to send powerful value proposition messages
- versatility & flexibility - supporting multiple industry sectors and messages
- compatibility with identified high-technology & high-growth sector strengths.

Next steps included an Inbound Internet Marketing Campaign to attract inward investment with key elements of

- pro-actively building online business and intermediary networks
- publishing and distributing content via website & business social media
- projecting Blackpool's 'Value Proposition' and 'Influencer' messages to provide support for the content
- utilising multiple content formats - text, video and infographics
- attracting audiences to the campaign's 'publishing website' to consume content and then identifying those site visitors in order to build relationships
- researching and identifying target business decision makers, influencers and intermediaries
- including sponsored content

There would be an initial focus on awareness raising via the messages "Blackpool Seriously Means Business" and "Blackpool, the place for business" and a strategic launch event to stimulate interest from Fylde Coast businesses and challenge perceptions which was to be held after May 2019.

Members discussed the information presented and agreed to the choice of Blackpool as the marketing brand name as brand recognition would be of the greatest practical value and potential investors would be unconcerned with municipal boundary lines.

As the proposals included the making of a Blackpool promotional video, the Chief Executive, Wyre said that a planned video promoting Wyre would be put on hold.

The Board agreed that the campaign should move onto the next phase.

The visual presentation is appended to these minutes.

**32 Lancashire ESIF Programme 2014-20 Forward Planning update**

The Growth and Prosperity Programme Director, Blackpool Council submitted a report setting out a possible approach for the commitment of unallocated ESIF funds prior to a detailed paper being presented to the Lancashire ESIF Committee in January 2019 with a view to agreeing a plan for allocating remaining ESIF funds by the end of 2019.

**Decision**

The Board noted the report.

**33 Exclusion of public and press**

The Board decided that the public and press should be excluded for the remaining items on the agenda and passed the following resolution: "That the public and press be excluded from the meeting for the remainder of the meeting, on the grounds that their presence would involve the disclosure of exempt information as defined in category 3 (Information relating to the financial or business affairs of any particular person (including the authority holding that information)) of Part 1 of Schedule 12(a) of the Local Government Act, 1972, as amended by the Local Government (Access to Information) Variation Order 2006 and, that the public interest in maintaining the exemption outweighs the public interest in disclosing the information".

**34 Blackpool Airport EZ Progress report (standing item)**

The Head of Enterprise Zones, Blackpool Council submitted a progress report on the Blackpool Airport Enterprise Zone and provided additional information which elaborated on more recent and unfolding developments.

**Decision**

The Board noted the report.

**35 Hillhouse Technology EZ Progress report (standing item)**

The Senior Economic Development Officer, Wyre Council submitted a progress report on the Hillhouse Enterprise Zone. The report was presented at the meeting by Marianne Hesketh, who confirmed that Wyre was still awaiting comments from the NPL Group regarding phasing and costings in order to progress the Implementation Plan.

**Decision**

The Board noted the report.

**36 Lancashire Economic Development Officers Group (LEDOG) – Lancashire Project Summary Form**

The Growth and Prosperity Programme Director, Blackpool Council submitted a report informing the Board of the process to complete LEDOG Local Authority Project Templates.

**Decision**

The Board noted the report.

**37 Date, time and venue of next meeting**

The Board agreed the time, date and venue for the first meeting of 2019/20 as 2pm on Tuesday 4 June 2019 in the Council Chamber at the Town Hall in St Annes.

The meeting started at 2.00 pm and finished at 3.14 pm.

**Date of Publication:** 7 February 2019

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## Agenda Item 8

<b>Report to:</b>	<b>Blackpool, Fylde and Wyre Economic Prosperity Board</b>
<b>Report Author:</b>	<b>Nick Gerrard, Growth and Prosperity Programme Director, Blackpool Council</b>
<b>Date of Meeting:</b>	<b>4<sup>th</sup> June 19</b>

### **ECONOMIC POLICY UPDATE: LOCAL INDUSTRIAL STRATEGY and LANCASHIRE PLAN**

#### **1.0 Purpose of the report:**

**1.1** To inform the Board of the Government requirement for Local Enterprise Partnership (LEP) to develop a Local Industrial Strategy (LIS) and Lancashire Plan .

#### **2.0 Background**

**2.1** In November 2017 the “**Industrial Strategy: Building a Britain fit for the Future**” was launched. It set out the Government’s ambition to increase productivity and earning power across the country.

The Government stated it would do this by:

- 1. Strengthening the foundations of productivity** – the fundamentals that support a skilled, innovative, geographically-balanced economy. The five foundations are:
  - **Ideas:** encouraging the UK to be the world’s most innovative economy
  - **People:** ensuring good jobs and greater earning power for all
  - **Infrastructure:** driving a major upgrade to the UK’s infrastructure
  - **Business environment:** guaranteeing the best place to start and grow a business
  - **Places:** creating prosperous communities across the UK
- 2. Building long-term strategic partnerships with businesses** through Sector Deals between government and industry.
- 3. Taking on Grand Challenges** – the society-changing opportunities and industries of the future. The first four Grand Challenges are focused on global trends to transform our future:
  - AI and data: putting the UK at the forefront of the AI and data revolution,
  - Ageing society: harnessing the power of innovation to meet the needs of an ageing society,
  - Clean growth: maximising the advantages for UK industry from the global shift to clean growth,
  - Future of mobility: becoming a world leader in shaping the future of mobility

The recently published “Strengthened Local Enterprise Partnerships” set out how LEPs will adopt a single mission to promote productivity by delivering Local Industrial Strategies.

Local Industrial Strategies will build on existing Strategic Economic Plans (SEP) in each LEP area and specifically will need to -

- Be developed locally and agreed with Government and aligned to the national Industrial Strategy.
- Look long term, based on clear evidence noting distinctive strengths and addressing weaknesses and market opportunities.
- Set out clearly defined priorities/objectives for how an area will maximise their contribution to UK productivity, better co-ordinating economic policy at the local level.
- Address the 5 Industrial Strategy foundations (noted above).
- Inform local choices, prioritise local action and help to inform decisions at the national level
- Provide a strategic overview which will inform LEP approaches to any form of future funding deployed through them. This will include providing a local approach to maximising the long term impact of the new UK Shared Prosperity Fund (once details of its operation and priorities are announced).
- Set out the spatial impacts of national and local policy across Lancashire cities, towns and rural areas.
- Be the product of extensive consultation with a broad range of public bodies, private business and the civil society sectors.

## **2.2 Indicative Timetable**

The first LIS's were agreed with Government by March 19. These are the so called 3 “Trailblazer” areas which include the Greater Manchester and West Midlands Combined Authorities and Oxford-Milton Keynes-Cambridge Growth Corridor area.

Lancashire LEP has been formally approached by Government and are now required to have a LIS in place by early 2020.

On the 4<sup>th</sup> January Hatch Regeneris ran a facilitated workshop with the Lancashire Leaders Economic Development Group to understand respective priorities of the group and emerging landscape in terms of strategy development. On the 7<sup>th</sup> February that same workshop was held with LEDOG members and a report produced.

Building on that, the LEP have appointed STEER Economic Development to provide consultancy support to drive forward a programme of work to frame a LIS for Lancashire. The activity has 3 rough phases:-

### **Phase 1 : Developing the Evidence Base**

A key challenge is to gather and review an already extensive amount of data and look at drivers of change etc. to produce a SWOT analyses and strategy that is reality checked prior to strategy development and development of propositions.

### **Phase 2 : Developing Strategic Priorities**

Informed by the evidence base above, draw in public, private and voluntary sectors to identify priorities and options and build consensus on the way forward.

As part of this they have been tasked initially with speaking to 20 key figures by early May, to include all Council Chief Execs. A plenary workshop was held on the 15<sup>th</sup> May at Brockholes.

A workshop targeted at Lancashire industry and business sectors is to be held on the 3rd June.

### **Phase 3 : Action Plan**

Based on the above, there will be a well-informed evidence base created, with investable propositions noted within an overarching action plan. A further workshop is proposed for July to review this draft, with a further document targeted for LEP Board approval around October, with a view to final submission before December end, well ahead of the March 20 deadline.

## **3. Lancashire Plan**

The Lancashire Leaders Group at their 5<sup>th</sup> March meeting, determined that a “Lancashire Plan” will be developed which will provide the strategic framework within which multiple pan-Lancashire strategies and priorities (including the LIS) will sit. The Plan will set ambitions and targets for Lancashire which emerging policy demands such as the LIS will respond to.

The Lancashire Plan and its development was the subject of a Leaders meeting on the 17th May, the precise detail of which is awaited. However, it is clear that the Lancashire Plan development must dovetail with the LIS delivery timetable process, minimising duplication and overlap.

## **4.0 Recommendation(s):**

**4.1.** To note the report and to discuss any issues arising from these processes from a Fylde Coast perspective.

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**Report to: Blackpool, Fylde and Wyre Economic Prosperity Board**

**Report Author: Rob Green, Head of Enterprise Zones, Blackpool Council**

**Date of Meeting: 4<sup>th</sup> June 2019**

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

### **COMMERCIALLY CONFIDENTIAL**

#### **a) Masterplan**

We have yet to receive any formal feedback from MHCLG with regard to the masterplan and delivery strategy and continue to work on the basis that no news can be taken as implied approval. In the light of some recent significant changes in land ownership around the former Wellington Bomber Factory and the way this may now be developed, together with the evolving proposals for the Sports Village we are contemplating bringing forward a full review of the masterplan and consequently the Delivery and Implementation plan. The Marketing Strategy will continue to be implemented for the Enterprise Zone. A familiarisation site visit by MHCLG officials is still anticipated at some stage in the next three months and the EZ continues to host regular Ministerial visits – the most recent by BEIS minister Lord Henley on the 17<sup>th</sup> May 2019.

#### **b) Development and investment partnerships**

Eight of the thirteen respondents to the initial PIN notice inviting interest from potential developers and investors have been interviewed. The intention is now to proceed to formal procurement in July to appoint a development management advisement partner for the whole EZ. A decision on appointing a developer for the phase one development will be deferred until there is greater clarity of the delivery programme for the Sports Village and Eastern Gateway access road later in the year.

#### **c) Current activity - Phase one**

Architecture planning and surveying practice Cassidy + Ashton have submitted on 16<sup>th</sup> April 2019 the outline planning application for the phase one development of the Sports Village, housing and industrial accommodation including the Eastern Gateway access road, to Blackpool and Fylde councils. Decisions in principle are anticipated in July/August 2019 and the application will then be referred to the Secretary of State for a decision as the land is within the current Fylde and Blackpool Greenbelts. The final decision is anticipated being received in late Autumn. The submission of the outline planning application had been delayed whilst additional Highway and Transportation studies were completed.

#### **d) Eastern Gateway Access Road**

Work is being commissioned to progress the delivery of the Eastern Gateway access road with a view to appointing a design and build contractor who would submit a detailed planning application for the construction of the Eastern Gateway access road, connecting Queensway to Amy Johnson Way, once the phase one outline consent has been determined, targeting commencement of construction in early 2020.

#### **e) Common Edge Sports Village**

Consultants LK2 are revising initial proposals and the business case for the Common Edge Sports Village to reflect matters raised by Sport England. The Blackpool Council Playing Pitch Strategy is also being updated. Both pieces of work should be complete by the end of June allowing the full business case to be completed and funding to be agreed in principle.

Work has been completed by agronomists on the design of the relocated grass playing pitches that will form the first phase of the Sports Village. A full planning application for the associated engineering works to create the playing surface, associated access track and airport boundary will be submitted to Fylde Council once the Phase One Outline application has received a decision in principle and referred to the Secretary of State. Work will then commence as soon as feasible, to ensure the new playing facilities have time to fully establish. Consideration is being given to the possibility of providing temporary changing accommodation to facilitate the early use of the grass pitches which will be a considerable distance from the present changing facilities.

Designers will be appointed by way of competitive tender to complete the design of Phase Two of the Sports Village which will include the sports hub and EZ service facility, once the business case has been approved.

#### **f) Link Road**

A number of matters relating to the delivery timetable for the M55 link road are awaiting resolution. Delays in this process may have the potential to impact to a small degree upon the scale and pace of delivery of phase one of the EZ and are being monitored with a regular dialogue with Lancashire County Council and Fylde Council.

#### **g) Initial Speculative Development**

Work is also progressing at a pace to complete the design of a 40,000 sq ft speculative B1/B2 unit on an existing serviced site on Amy Johnson Way. The intention is to submit a full planning application in early June for a decision in September 2019. A number of potential occupiers have expressed an interest in the property, with subject to contract negotiations for a lease currently being progressed.

#### **h) Former Wellington Bomber Factory**

The approved EZ Masterplan envisaged the demolition and redevelopment of the former Wellington Bomber factory fronting Squires Gate Lane as part of the second phase of EZ delivery, scheduled to be undertaken from 2022. Concerns over a number of matters resulted in exploratory discussions for Blackpool Council to acquire the property being discontinued. The property has now been purchased by a North West based property investor and developer who is looking to bring forward plans for early refurbishment and re-modelling of the approximately 800,000 sq ft estate. The emphasis of the EZ team has now moved to working in partnership with the new owners to facilitate early investment in the property to maximise employment opportunities and provide improved accessibility. Marketing particulars for the available space is already in circulation by a team of commercial property agents.

#### **i) Communications Infrastructure**

A new transatlantic optic fibre communications cable linking New York to Blackpool is being constructed by Aquacomms and agreement has been reached to route this via the Enterprise Zone for onward connectivity to Newcastle and the Nordic countries. A local fast fibre network is being developed in association with this to serve the Airport Enterprise Zone and also link Hillhouse EZ in Wyre via the Blackpool Tramway.

Presence of the new optic fibre link will provide fast communication links with timings of less than 64 milliseconds to transmit data from Blackpool Airport to New York, some 11 milliseconds faster than the best current connections to London and thus providing a competitive advantage. The new connection will open up the possibility of securing investment in the provision of data centre facilities at the EZ and of securing investment from data driven industries. A study to confirm the feasibility of undertaking such specialist development is presently out to tender and will be completed by the end of July. This report may well recommend the acceleration in the planned delivery of enhanced EZ utility capacity.

#### **j) Planning Applications**

In addition to the Phase one Outline Planning application there are presently two planning applications being considered by Fylde BC and two by Blackpool Council, including a proposed development of a 20MW gas fired power generation facility which aims to be carbon neutral and has the potential to provide power and heat to businesses across the EZ.

#### **k) Marketing**

Work continues in partnership with Marketing Lancashire to develop the content of the Blackpool Airport EZ pages of the LAMEC web site. Downloadable rates relief and ECA information sheets, Masterplan summary brochure and fly through imagery have been added. Approval is awaited from Lancashire County Council to include additional features such as social media feeds and an interactive property search facility.

Recent Press and promotional activity has been limited by pre-election guidelines but is now expected to ramp up as new development continues. Planned activity over future months includes attendance at trade shows, including MiPiM UK which will be held at a new venue in October at Smithfield, London.

Additional EZ site signage is being designed for location on the airport frontage and the second EZ newsletter is scheduled for distribution to all existing EZ business in early June.

There continues to be a steady stream of enquiries for the EZ, driven both by the web site, site signage, and word of mouth although the volume has declined in recent months in part due to widespread market uncertainty, but also reflecting the relative paucity of immediately available accommodation and serviced development plots on the market. Many enquiries are for smaller accommodation in the 1-5000 sq ft category, with several live enquiries up to 10,000 sq ft, three in the 30-40,000 sq ft range and one very tentative enquiry for up to 200,000 sq ft. A number of enquiries particularly those derived via DIT from the overseas network are for heavier industry users which are better suited to the Hillhouse EZ in Wyre and which are referred on to the Wyre EZ team.

#### **l) State Aid**

Initial State Aid advice has been secured from Solicitors DWF Manchester office. This has indicated that there are few significant risks in relation to State Aid as much of the land and property which will benefit EZ related investment, is in public ownership or will confer benefit on a significant number of parties and this will be covered by a number of standard exemptions. A further meeting is planned with DWF to confirm actions to be taken to mitigate any risk particularly in respect of Blackpool Airport where special rules are applicable.

#### **m) Blackpool Airport**

The new Instrument landing System (ILS) has been installed and is due to be commissioned and receive full CAA approval in June, with other navigational aids in the process of delivery to maintain the airport's operational capability, particularly to support the core off-shore helicopter operations where the prime contractor, Spirit Energy, has indicated their willingness to renew its contracts for a further five years. BAOL the council-owned operating company is continuing the process of preparing long and medium term business plans.

#### **n) Third Party Development**

The 20,000 ARC facility on Amy Johnson Way was completed in late March becoming fully operational in April. Work is continuing on the 9 MW Gas Fired Power generation facility which is nearing completion and should become operational from August 2019. In addition to the ongoing planning applications two further applications for circa 25,000 sq ft on two sites are expected within the next month.

To date:

- A total of 255 enquiries have been received since commencement of the EZ.
- Some 57 businesses have located to the Enterprise Zone since April 2016
- A total of 1350 jobs have located to the Enterprise Zone of which some 185 are considered to be completely new jobs to the area.

#### **o) Project Team**

The fifth meeting of the Blackpool Airport EZ Project Team took place on 10<sup>TH</sup> May at Lancashire Energy HQ. The EZ risk register will be available at the next meeting for consideration and review.

#### **Report Author**

**Rob Green Head of Enterprise Zones**

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<b>Report to: Blackpool, Fylde and Wyre Economic Prosperity Board</b>
<b>Report Author: Angela Kershaw, Senior Economic Development Officer, Wyre Council</b>
<b>Date of Meeting: 4 June 2019</b>

## Hillhouse Enterprise Zone: Progress Report

### Masterplan and Baseline Report

The Hillhouse Technology Enterprise Zone Masterplan is available [here](#).

It has been sent to the Enterprise Zone Governance Committee to note and approve the masterplan for submission to the Ministry of Housing, Communities and Local Government (MHCLG).

### MARKETING

**Strategy** - A draft Marketing Strategy for Hillhouse Enterprise Zone has been prepared and will be circulated to the Project Team for comment.

**Signage** – The first sign has been erected at the entrance to the site at the gatehouse. The second sign, which will be situated on Bourne Road has had the poles installed and once the ground has settled the sign will be erected later this week. The third sign, which will be the most prominent position can now go ahead. We were awaiting for the many housing developers signs to be removed. This has now happened and so another application for advertising consent has been submitted.

**Promotional Drone Video** – We have commissioned a local drone videographer to promote the EZ and the businesses sited within it including the Burnhall site. The story board has been completed and we have a number of businesses signed up to take part. We are just awaiting for some final permissions as there are a number of ‘no fly zones’ on the site. The video will be approximately three minutes long and will mainly show aerial footage of the site and the potential development opportunities. It will also include some ground videography entering the operational side of some of the businesses with short interviews and commentary. This is an exciting innovative project designed to showcase the Enterprise Zone, and show the footage to prospective interested parties looking to relocate to the site. For marketing purposes, the finished video will be made available to all EZ occupants, will be displayed on the [www.hillhouseez.com](http://www.hillhouseez.com) website and the Wyre Council web pages, shared by social media and used at property and investment shows.

**Newsletter** – The second EZ newsletter will be out later this month.

## **IMPLEMENTATION PLAN**

We have not yet been able to meet with the Managing Director due to unforeseen circumstances, but another meeting has been set up in May to understand better the phasing and costings of the individual development plots. A first draft will be considered by the council before being finalised. There are early issues that have been identified:

### **State Aid**

- Wyre Council received a report, which has led to further questions being asked. Once we have a more robust draft Implementation Plan we will then approach them for some further detailed advice on the site.
- We will continue to work with Genecon and NPL Group to develop the plan however this will likely now slip until the Summer for completion

### **Workshop**

A workshop took place on Tuesday 14<sup>th</sup> May at Wyre Council Offices. The main discussion was around the emerging Implementation Plan and how this is driven forward. As accountable body the council will have delivered everything required by the original MOU. However, to move the site forward it would need further intervention from the council in terms of planning, promoting and delivering the Implementation Plan. The workshop gave council officers a better understanding in terms of the state aid issues, the infrastructure projects required to open up the site, site wide assessments that are required and the land ownerships on the site.

### **RISK REGISTER** (see attached draft Register)

A current high risk issue is the development of the Western Link Road to unlock development land in the northern zone of the EZ. This infrastructure project has been costed within the Implementation Plan at approximately £2m. Issues include:

- State Aid – State Aid advice is currently being procured, which will assist in the development of the Implementation Plan. It is currently unknown what effect State Aid may have on the development of this major infrastructure project.
- Gap Funding – The Implementation Plan will identify gaps in terms of funding some of the initial infrastructure projects such as the access road. A funding strategy will need to be in place to support the delivery plan, which would look at potential funding opportunities from current major land owners, public sector bodies or central government.
- Network Rail – The access road has to cross part of the Network Rail Fleetwood to Poulton line, which is currently not in use. Communication with Network Rail is difficult and with a recent restructure in the project team it's been unclear who at Network Rail is dealing with the issue. We are continuing to contact them on a regular basis.

- Fiscal Benefits – As a result of the protracted process with Network Rail we do run the risk of not being in a position to offer fiscal benefits in the northern part of the EZ owing to the current issues regarding the access road.
- The Western Link Road Project has been submitted to the Lancashire Enterprise Partnership as a Priority Pipeline Project via the LEDOG.

#### **FORTHCOMING ACTIVITY**

- i) More detailed State Aid advice required
- ii) Complete Implementation Plan by Spring 2019
- iii) Complete Marketing Strategy by Spring 2019
- iv) Complete promotional drone video by June 2019
- v) A flood risk assessment to be commissioned for the entire site
- vi) A transport assessment be commissioned for the entire site
- vii) An Environmental and Ecology study to be commissioned for the entire site
- viii) The planning application process for the gas fired power station, will be monitored and support offered as appropriate

ENDS

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