

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

Fylde Borough Council  
Date of Publication: 2 September 2019  
Please ask for : Katharine McDonnell  
Senior Democratic Services Officer  
Tel: 01253 658423

**Blackpool, Fylde and Wyre Economic Prosperity Board meeting on Tuesday, 10 September 2019 at 2.00 pm in Reception Room, Town Hall, St Annes**

1. **Appointment of 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 3-5)

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

6. **Matters arising**

7. **Blackpool: The Place for Business – Inward Investment Marketing Strategy Update** (Pages 6-7)

Report of the Growth and Prosperity Programme Director, Blackpool Council

8. **Local Industrial Strategy & The Lancashire Plan – Update** (Pages 8-9)

Report of the Growth and Prosperity Programme Director, Blackpool Council

9. **Exclusion of public and press**

If the discussion during items 10 and 11 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 10-13)

Report of the Head of Enterprise Zones, Blackpool Council

**11. Hillhouse Technology EZ Progress report (standing item)** (Pages 14-15)

Report of the Senior Economic Development Officer, Wyre Council

**12. Date, time and venue of next meeting**

Tuesday 7 January 2020 – Reception Room, Town Hall, St Annes  
Tuesday 7 April 2020 – Reception Room, Town Hall, St Annes



# MINUTES

## Blackpool, Fylde and Wyre Economic Prosperity Board

<b>Date:</b>	Tuesday, 4 June 2019
<b>Venue:</b>	Town Hall, St Annes.
<b>Economic Prosperity Board Members Present:</b>	Councillors Susan Fazackerley MBE, David Henderson, Mark Smith (Substitute for Councillor Simon Blackburn)
<b>Chief Executive Officers Present:</b>	Garry Payne, Chief Executive Wyre Council Paul Walker, Director of Development Services, Fylde Council (Substitute for Allan Oldfield)
<b>Co-opted private sector representatives Present:</b>	Martin Long (Blackpool), Neil Farley (Fylde)
<b>Other Attendees:</b>	Rob Green, Angela Kershaw, Nicole Billington, Steve Smith, Alan Cavill, Katharine McDonnell
<b>Apologies</b>	Councillor Simon Blackburn, Allan Oldfield, Peter Worthington, Nick Gerrard

### 1. Appointment of Chairman

Councillor David Henderson was appointed Chairman.

### 2. Apologies

Apologies were received from Councillor Simon Blackburn, Allan Oldfield, Peter Worthington and Nick Gerrard.

### 3. Appointment of Vice Chairman

Councillor Susan Fazackerley was appointed Vice Chairman

### 4. Declarations of Interest

None

### 5. Confirmation of minutes

Minutes of the meeting held on 5 February 2019 were confirmed as a correct record

### 6. Matters Arising

None

### 7. Blackpool Business Investment Marketing Update

Nicole Billington provided an update of the Business Investment Marketing strategy. She showed a short video which had been produced to explain the benefits of investment in Blackpool, the range of diverse industries already operating in Blackpool and the numbers of skilled workers in various specialist fields.

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She advised that the online digital campaign would be lots of video and blogs, and if the board were aware of any businesses or entrepreneurs who wished to be a case study, to put them in touch. She further advised that there would be an initial review of the campaign in early July.

The Board acknowledged that whilst the decision had been taken to use Blackpool for the marketing campaign, it felt like a missed opportunity, and going forward it should be Blackpool and the Fylde Coast.

Nicole reiterated that as the website would be loaded towards blog and video content, it would provide the scope for further explanation and wider context.

**Decision:** The Board noted the update.

#### **8. Economic Policy Update: Local Industrial Strategy and Lancashire Plan**

Alan Cavill and Rob Green provided an update on the Local Industrial Strategy (LIS). It was advised that the LIS replaced the Strategic Economic Plan and would be the framework for future deals. It was further advised that STEER had been appointed by Lancashire County Council to undertake the work, and the working draft was passed around the Board for information.

There was discussion regarding the content of the draft and it was suggested that due to a number of omissions and errors, a collective response to it would carry more weight.

Discussion moved onto the Lancashire Plan, which was the strategic framework in which many pan-Lancashire strategies would sit, including the LIS. The Board discussed the proposed timescales, which were felt to be very challenging.

The Chairman commented that a collective Fylde Coast voice, would be beneficial. As a partnership it was better to work together instead of three separate authorities, to have a stronger voice within Lancashire.

It was advised that the LEP had clarified that it would welcome bids to develop an evidence base, following a successful bid from the authorities within the proposed Pendle Unitary.

**Decision:** The Board noted the report.

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

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 press and public 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”.

#### **10. Blackpool Enterprise Zone Progress Report (Standing item)**

The Head of Enterprise Zones, Blackpool Council submitted a progress report on the Blackpool Enterprise Zone and provided a verbal update of additional information not contained within the report.

**Decision:** The Board noted the report.

#### **11. Hillhouse Enterprise Zone Progress Report (Standing item)**

The Senior Economic Development Officer, Wyre Council submitted a progress report on the Hillhouse Enterprise Zone.

**Decision:** The Board noted the report.

#### **12. Dates of forthcoming meetings**

Tuesday 10 September

Tuesday 7 January

Minutes – Blackpool, Fylde and Wyre Economic Prosperity Board – 4 June 2019

Tuesday 7 April

All meetings would be held in the Reception Room, St Annes Town Hall, to commence at 2pm.

The meeting started at 2pm and finished at 3.15pm

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<b>Report to: Blackpool, Fylde and Wyre Economic Prosperity Board</b>
<b>Report Author: Nick Gerrard, Growth and Prosperity Programme Director, Blackpool Council</b>
<b>Date of Meeting: 10<sup>th</sup> September 2019</b>

### **Blackpool: The Place for Business – Inward Investment Marketing Strategy Update**

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

- 1.1 To provide an update on progress of the 12 month awareness and communications campaign

#### **2.0 Recommendation(s):**

- 2.1 Members are asked to note the contents of the report and the specifically the role that they can individually play in supporting the campaign to raise the profile and awareness on the offer and opportunities that the Fylde Coast presents

#### **3.0 Background Information**

n/a

#### **a) Blackpool: The Place for Business – Inward Investment Marketing Strategy Update**

The Growth and Prosperity Team continues to act as the primary day to day contact, providing co-ordination and management of the inward investment marketing strategy and communications campaign which is being implemented by an external creative agency collaboration Clarity/Diva.

Since the launch in May, the digital campaign is successfully building momentum and awareness of Blackpool as a key location for business investment. The first few months of the campaign have focused on developing brand awareness and building engagement. This is the key objective for 2019 and will help to nurture a loyal, engaged and relevant business community which can subsequently be segmented and targeted with a lead generation strategy.

From the start, the marketing strategy has been focused on growing a highly-targeted following. This was informed by the target audience research conducted by Clarity in advance of the campaign, and previously by the perception study carried out by Mickledore.

May focused on the launch campaign, building online audiences and testing some key messages. June was dedicated to developing the content in tune with an initial analysis and further investment in social media advertising. July used further analysis to grow the following and engagement online.

So far there has been a consistent growth pattern for brand awareness which shows that marketing is increasing its reach. This has been evidenced by increasing website visitors and a growing community

on social media platforms. There is also a growing number of impressions on both Twitter and LinkedIn which means that posts are being seen by more people.

Similarly, engagement levels have improved on the website, with increased page view duration. This has also been evident on Twitter, with a growing number of link clicks and engagements. In order to increase the performance on the LinkedIn page, a greater volume of content will be posted.

Scheduled for September is a key blog piece by Victrex, a world leader in polymer solutions based on Hillhouse EZ, which is significant in targeting the advanced materials sector and showcasing an international company located in Wyre, highlighting cross-authority collaboration and the business excellence that can be found across the Fylde coast. The team is also working with Hillhouse EZ to share drone photography that has been commissioned for Hillhouse and will feature across all EZ and businessinblackpool.com websites when completed.

Goals over the next 2 months will be to continue to grow the campaign's following and nurture audiences with engagement. This will be supported by more social media ads and a greater volume of blog and video content on the website. In addition to this, we will a PR campaign in tandem with key industry events will be rolled out.

#### **b) Support needed**

Support for the campaign is essential from all Fylde Coast interests and members of the Economic Prosperity Board are asked to keep up this momentum by continuing to keep liking, sharing and commenting our posts and our company pages at:

[https://twitter.com/Blackpool\\_Biz](https://twitter.com/Blackpool_Biz)

<https://www.linkedin.com/in/the-team-at-businessinblackpool-5674b1186/>

<https://www.linkedin.com/company/blackpool-the-place-for-business/>

It is also important to appreciate the great supporting facts and figures in the Business Location Guide that can be downloaded free at [www.businessinblackpool.com](http://www.businessinblackpool.com)

<b>Report to: Blackpool, Fylde and Wyre Economic Prosperity Board</b>
<b>Report Author: Nick Gerrard, Growth and Prosperity Programme Director, Blackpool Council</b>
<b>Date of Meeting: 10<sup>th</sup> September 2019</b>

## Local Industrial Strategy & The Lancashire Plan – Update

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

- 1.1 To provide an update on progress of the Local Industrial Strategy and the Lancashire Plan

### **2.0 Recommendation(s):**

- 2.1 Members are asked to note the contents of the report and discuss any issues related to the Fylde Coast's interests.

### **3.0 Background Information**

n/a

#### **a) Local Industrial Strategy**

Lancashire LEP continues to develop the Local Industrial Strategy engaging widely with key stakeholders. On the 24<sup>th</sup> July a workshop was held at Brockholes (attended by local Council officers) to review the latest economic data collation activity and the outline Framework and Action Plan produced by STEER Consulting. This was followed by round table discussions on devising the key "Strategic Imperatives" for the region. A clear link to the 4 "Grand Challenges" e.g. AI & Data, Ageing Society, Clean Growth and Future of Mobility and the 5 national "Productivity" themes (Ideas, People, Infrastructure, Business Environment and Places) is essential.

The workshop closed with STEER due to revisit their proposals ahead of an outline document being available for the 30<sup>th</sup> September LEP Board. It is understood that a further LIS workshop will be held in October to review and discuss the latest proposals further to the LEP Board. The date is still being determined.

Further to the 30<sup>th</sup> September Board, direct conversations with Government will ramp up ahead of a proposed draft bid submission before Christmas. The Lancashire LIS must be launched by April 2020. This report recommends that the EPB note the proposed dates of further LIS meetings and discuss any broader implications for the three authorities.

#### **b) Lancashire Plan**

Led by the Lancashire LEP, this major strategic document is currently under creation as requested by the Lancashire Leaders Group. It sets out the strategic direction for the development of the



aforementioned LIS and other pan-Lancashire strategies such as the Local Transport Plan and Lancashire Cultural Strategy for example.

The Lancashire Plan will set a long term vision (to 2050) for Lancashire, developed collaboratively with stakeholders, to establish a bold, ambitious and distinctive vision with which pan-Lancashire strategies can respond to in a mutually reinforcing way. As with the LIS, Blackpool, Fylde and Wyre Council officers are engaging with this development process as and where possible and ensuring a strong Fylde Coast reference in this major strategy document.



<b>Report to: Blackpool, Fylde and Wyre Economic Prosperity Board</b>
<b>Report Author: Rob Green, Head of Enterprise Zones, Blackpool Council</b>
<b>Date of Meeting: 10<sup>th</sup> September 2019</b>
<b>Recommendation: That the Committee notes the report.</b>

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

### **COMMERCIALLY CONFIDENTIAL**

#### **a) Masterplan**

Whilst we have yet to receive any formal feedback from MHCLG with regard to the masterplan and delivery strategy, a number of significant changes impacting upon the deliverability of the original masterplan, relating to the former Wellington Bomber factory, Highways constraints, changed leisure requirements for the Sports village and greater clarity on airport operational facilities, necessitates that this is substantially reworked. A procurement process is underway to revise the plan and thereafter re-work the delivery plan, which will provide new estimates of cost retained rates revenue, jobs and impact upon GVA over the lifetime of the EZ. It is hoped that the revised plan and delivery plan can be completed and presented for approval by March 2020. The approved Marketing Strategy will continue to be implemented for the Enterprise Zone and where appropriate will be updated upon completion of the Master plan update.

#### **b) Current Activity - Phase One**

Although architecture planning and surveying practice Cassidy + Ashton submitted the outline planning application for the phase one development in April 2019, this had been delayed by a number of issues, including those relating to Highways and also objections from Sport England, Natural England and NATS.

The issues raised by the objections have now been substantially resolved and a modified planning application will be resubmitted to reflect revised proposals for the sports facilities, now including a detailed application for the relocated grass playing pitches and a revised location for the eastern gateway access road. Some additional preparatory and design work is required, along with a further informal public consultation, with the estimated resubmission being made in October and a decision in principle, subject to Secretary of State consideration as Greenbelt land, anticipated in January 2020.

#### **c) Eastern Gateway Access Road**

Work on the eastern gateway access road design has been delayed whilst wider highway issues were resolved. The position of the access road which will now be a traffic light junction rather than the originally mooted roundabout, will be located to the north of South Shore Cricket Club. A design and build contract will be sought once the phase one planning consent has been confirmed.

#### **d) Common Edge Sports Village**

Consultants LK2 continue to work on the proposals for the Sports Village and are preparing a business case to support applications to Sport Governing bodies for grant funding. Initial work will focus on the relocation of existing grass pitches onto former airport land which will take circa 18 months from



completion until they can be fully utilised. At the request of Sport England the Blackpool Council Playing Pitch Strategy is also being updated and the composition of the Common Edge facilities will be adjusted to reflect new requirements.

Initial Work has been completed by agronomists on the design of the relocated grass playing pitches and this will now form part of the revised phase one planning application. 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.

#### **e) Link Road**

A number of matters relating to the funding and delivery timetable for the M55 link road remain under discussion and whilst this investment remains outside the direct influence of Blackpool Council as EZ accountable body, it is anticipated that a definitive position will have been established by the time the EPB meets and an oral update will be provided to the meeting. Delays with the M55 link road may have the potential to impact to a small degree upon the scale and pace of delivery of the wider EZ, but it has been agreed that this would not be a factor which would delay the implementation of phase one development progress and is being monitored with a regular dialogue with Lancashire County Council and Fylde Council.

#### **f) Initial Speculative Development**

A full planning application has been submitted to Blackpool Council for a 40,000 sq ft B1/B2 unit on a site at Amy Johnson Way with a decision anticipated in September. Negotiations have continued with a prospective occupier and subject to agreement on Heads of Terms and full financial sign off it is expected that a construction contract can be entered into prior to Christmas. Terms have also been agreed for the sale on a long leasehold and subject to planning consent of a small site at Starways for the development of small B1 industrial units. A planning application is anticipated in October.

#### **g) Squires Gate Industrial Estate (Former Wellington Bomber Factory)**

The new owners of Squires Gate Industrial Estate have commenced some initial works on the property returning some previously vacant accommodation to use and upgrading site security fencing. At the present time it is considered unlikely that the owner would wish to explore the demolition and redevelopment of the property as initially proposed in the masterplan, although efforts continue to encourage appropriate development to come forward. A number of matters of concern have been identified with aspects of the work to date and the appropriate bodies are looking at the possibility of enforcement action.

#### **h) Communications Infrastructure**

Work has continued to support the installation of the new transatlantic optic fibre telecommunications cable, part of the North Atlantic loop which is being developed by Aquacomms. Cable ducting has been laid from the landing point to the base station at Blackpool Airport, planning consent for which has been obtained from Fylde Council and construction commenced. Additional cable ducting has been laid across the EZ estate, with a further expansion of the network under the local Fast Fibre programme at the planning stage. The new Transatlantic cable is due to come ashore in October. Discussions are underway to conclude agreements for the completion of the LFFN link to Hillhouse EZ via the Tramway, but additional funding will be required from Hillhouse EZ to enable this.

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 securing investment from data driven industries. A study to confirm the potential for data centre and related development has been commissioned from Danish specialist consultants COWI with their report and recommendations due in late September. This report may well recommend the acceleration in the planned delivery of enhanced EZ utility capacity.

#### **i) Planning Applications**

In addition to the Phase One Outline Planning application and the speculative 40,000 sq ft application there are currently two planning applications being considered by Blackpool Council; a proposed development of a 20MW gas fired power generation facility and a 14,000 sq ft development, with two further B1/B2 planning applications expected to be lodged within a few months. Fylde Council have recently granted planning consent for 17,000 of small industrial units on a site off Amy Johnson Way and for the Aquacomms base station at the Airport.

#### **j) Marketing**

Work continues in partnership with Marketing Lancashire to develop the content of the Blackpool Airport EZ pages of the LAMEC website. Marketing Lancashire have advised that they are still awaiting approval from the LEP to include additional features such as social media feeds and an interactive property search facility.

Press and promotional activity continue and planned event activity over future months includes attendance at the World Aviation Festival, London, sponsorship and attendance at the ECO-I Conference, Global Innovation Centre, Lancaster University and The Clean Energy Northern Powerhouse Conference, Hull.

We will be looking at producing a more concise version of the promotional brochure, similar to that produced for Salmesbury and additional print runs on existing marketing literature have been re-ordered for use at upcoming conferences and events.

Additional EZ site signage is being designed for location on the airport roadside frontage and initial take up from airport occupiers to display their logos on the boards has been very positive.

The third EZ newsletter is scheduled for distribution to 115 registered recipients in September.

There continues to be a steady stream of enquiries for the EZ, driven by the web site, site signage, and word of mouth. The enquiries remains steady 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. 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.



#### **k) Blackpool Airport**

Work continues to replace worn out systems and upgrade the airports operational capabilities with the new Instrument landing System (ILS) now commissioned, with work underway to replace failing taxiway lighting and further navigational aids in the process of delivery.

BAOL the council-owned operating company is continuing the process of preparing long and medium term business plans and is in the process of retendering the airport air navigation and operational management contract which was inherited from previous owner Balfour Beatty. Architects are to be instructed to undertake a feasibility study on provision of new aircraft parking, apron, aircraft hangars, a new control tower, fire station and administration facility.

#### **l) Third Party Development**

Work has now completed on the 9MW Gas Fired Power generation facility and this is operational, with the Aquacomms base station the only construction presently underway.

To date:

- A total of 189 live enquiries have are currently logged for Blackpool EZ.
- Some 62 businesses have located to the Enterprise Zone since April 2016.
- A total of 1,474 jobs have located to the Enterprise Zone, this figure includes jobs to the area, safeguarded jobs within Blackpool and construction full time equivalent jobs.

#### **m) Project Team**

The sixth meeting of the Blackpool Airport EZ Project Team took place on 12<sup>th</sup> July at Blackpool Airport. The next meeting will take place on Friday 13<sup>th</sup> September at Blackpool Airport.

#### **Report Author**

**Rob Green Head of Enterprise Zones**

[Rob.green@blackpool.gov.uk](mailto:Rob.green@blackpool.gov.uk)

**07500 786402**

<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: Tuesday 10<sup>th</sup> September 2019</b>

### Hillhouse Enterprise Zone: Progress Report

#### **IMPLEMENTATION PLAN**

A meeting was held with the Managing Director at the end of May to understand better the phasing and costings of the individual development plots. A meeting with Genecon to feedback on the information obtained and discuss necessary updates to the Implementation Plan was held in July. A first draft will be considered by the council before being finalised.

#### **MARKETING**

**Signage** – The first sign has been erected at the entrance to the site at the gatehouse. The second sign has also now been erected. The third sign, which will be the most prominent position on Bourne Road has now received planning permission and will be installed early September.

**Promotional Drone Video** – Recording for the drone video took place over two days in mid-August. Some excellent footage has been captured and ‘Buzz Drones’, with ‘Just By Michael’ (videographer) are in the process of editing it. We expect the video to be completed mid-September.

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 2<sup>nd</sup> newsletter can be found here <https://mailchi.mp/aeab24c26fe7/may-e-newsletter-361669>. The 3<sup>rd</sup> newsletter will be published in early September.

## **SITE ACTIVITY**

**Vinnolit** - It is confirmed that Vinnolit will cease trading on August 31<sup>st</sup> 2019.

Key staff will remain on site until at least Summer 2020 to assist in the decommissioning of the site.

On August 7<sup>th</sup> Council Officers from Blackpool and Wyre Council met with Dr David Boscott MD at Vinnolit. Also in attendance was Edmund Vogel who is their Strategy Manager and also Guy Gansfort from their HR department. Both had flown in from Germany.

They have a number of Process Operators who will become available at the end of the year, and also maintenance staff who should be easily locally employed with some intervention.

They seem to have a robust plan in place but would benefit from a more detailed package of support via the Growth Company, which we are facilitating.

From a COMAH perspective the plant will cease operating as both upper and lower tier COMAH site on the 31/08/19

Communication will continue to ensure the best use of the land once Vinnolit vacate next year.

**Stobart Biomass** - Heads of Terms between Stobart Biomass (Developer) and Le Fylde Estates (Landowner NPL Group) for a 150,000 tonne p/a EfW plant within the Hillhouse Enterprise Zone. Site investigations and early planning works are taking place. It is projected this will create a number of short-term constructions jobs and permanent operative jobs once completed.

**Forsa Energy** - Site investigations and early planning works have also commenced on a new 20MW Short Term Operating Reserve (STOR) gas turbines. This is also projected to create a number of short-term construction jobs.

**International Business Centre** – 12 new administrative jobs created

Ends