

## MEMORANDUM OF UNDERSTANDING BLACKPOOL AIRPORT ENTERPRISE ZONE

THIS Memorandum of Understanding (MoU) is dated [ ] 2016

### PARTIES

1. **THE SECRETARY OF STATE FOR COMMUNITIES AND LOCAL GOVERNMENT** whose principal address is 2 Marsham Street, London, SW1P 4DF (**Secretary of State**); and

2. **Blackpool Borough Council** who acts as the representative and the Accountable Body for Lancashire Local Enterprise Partnership and whose principal address is Number One, Bickerstaffe Square, Talbot Road Blackpool, Lancashire England, FY1 3AH..

### BACKGROUND

A The Secretary of State has the power to declare an area to be an Enterprise Zone.

B. Enterprise Zones are single or multiple sites designated for business development which may offer business rate discounts or enhanced capital allowance for new businesses locating on the sites. The local authority on which an Enterprise Zone is situated is entitled to use any increase in business rates they collect from each Enterprise Zone site to support the further development of the Enterprise Zone and any other neighbouring areas in agreement with the Local Enterprise Partnership.

C. Enterprise Zones are designated as such by the Secretary of State with the agreement of the Chancellor of the Exchequer and operated by an accountable body in agreement with the Local Enterprise Partnership.

D. A Local Enterprise Partnership is a voluntary partnership between local authorities and businesses to help determine local economic priorities and lead economic growth within their local area. As Local Enterprise Partnerships are not corporate bodies, they enter into agreements through an accountable local authority on their behalf.

E-. Taking account of the application included within the attached schedule and other representations made by the Local Enterprise Partnership, the Secretary of State offers the Local Enterprise Partnership and the Accountable Body the right to set up and operate the Blackpool Airport Enterprise Zone subject to the terms and conditions set out within the other paragraphs of this MoU.

### IT IS AGREED THAT:

#### 1 DEFINITIONS

In this MoU the following words and phrases shall have the following meanings:

**“Accountable Body”** means the Blackpool Borough Council as the local authority responsible for the organisation and operation of the Blackpool Airport Enterprise Zone in line with plans agreed with the Lancashire Local Enterprise Partnership.

**“Application”** means the application for Enterprise Zone status submitted to the Secretary of State by the Lancashire Local Enterprise Partnership by 18<sup>th</sup> September 2015 (as may be amended from time to time after the date of this MoU) and includes each of the representations at Schedule 1 of this MoU (which shall be considered to have primacy in the event of conflicting statements).

**“Enterprise Zone”** means one or more sites which under the Regulations (as amended from time to time) are able to offer specific business incentives and permitted by the Secretary of State to market themselves as such.

**Blackpool Airport Enterprise Zone** means that site totalling 141 Hectares, and located in the Boroughs of Fylde and Blackpool shown with boundaries edged red on the plan at Appendix 1

**Lancashire Local Enterprise Partnership** means the Local Enterprise Partnership for Lancashire whose address is Lancashire Enterprise Partnership Ltd, County Hall, Preston, Lancashire, PR1 8XJ

**“Regulations”** means 'Capital Allowances (Designated Assisted Areas) Order 2016', 'Non-Domestic Rating (Designated Areas) Regulations 2016', and 'Non-Domestic Rating (Rates Retention) Regulations 2013'.

**“Term”** means the earlier of 31 March 2020 or either party giving written notice to the Local Enterprise Partnership to terminate the Enterprise Zone status under clause 5 excepting the dates for the termination of the right to benefit from business incentives which will be as set out in paragraph 2.

## **2 AGREEMENT TO SET UP AND OPERATE AN ENTERPRISE ZONE**

- Having relied upon the representations made by the Lancashire Local Enterprise Partnership in the Application, the Secretary of State offers the Local Enterprise Partnership , together with the Accountable body the right to set up and operate the Blackpool Airport Enterprise Zone for the Term, subject to the terms of this MoU, including the right to benefit from the following business incentives :
- Permitting the relevant local authorities to retain 100% of any business rate increase which accrues for a period of 24 years from the commencement date this being 1st April 2017 for Blackpool Airport Enterprise Zone, providing such sums are directed towards the development of the Enterprise Zones and thereafter towards Local Economic development priorities in agreement with the Lancashire Local Enterprise Partnership.
- Central government will reimburse to the relevant local authorities the cost of providing each business occupying an Enterprise Zone site a 100% discount on business rates for five years up to the maximum state aid de minimis threshold, for businesses that enter the zone before 31 March 2022, e.g. if a business enters the zone on 31 March 2022, it can receive the discount (subject to de minimis) until 30 March 2027.
- As an alternative to the reimbursement of business rates, and up until 31<sup>st</sup> March 2022 allow businesses occupying a designated location within the designated sector of the Blackpool

Airport Enterprise Zone , an Assisted Area, to count 100% up to €125 million of their first years' expenditure on qualifying plant and machinery assets against taxable income as an Enhanced Capital Allowance (ECAs)

The Accountable Body in agreement with the Lancashire Local Enterprise Partnership can agree to other local authorities benefitting from the Blackpool Airport Enterprise zone during the Term provided they have entered into an inter-party agreement as set out in 3.2 (a) and meet the relevant requirements in the Regulations.

### **3. TERMS AND CONDITIONS**

**3.1** The Accountable Body on behalf of the Lancashire Local Enterprise Partnership agrees, having undertaken due investigation, that at the date of this MoU:

- (a) The statements within the Application are accurate;
- (b) It is not aware of any information which is likely to materially undermine the ability of the Accountable Body or Lancashire Local Enterprise Partnership to deliver the Blackpool Airport Enterprise Zone in accordance with the Application and achieve the Outputs; and
- (c) It is not aware of any information, which is likely to significantly delay the Accountable Body or Lancashire Local Enterprise Partnership in delivering the Blackpool Airport Enterprise Zone in accordance with the Application or achieving the Outputs.

**3.2** The Accountable Body on behalf of the Lancashire Local Enterprise Partnership confirms, having undertaken this investigation, that:

- (a) It has obtained or shall use all reasonable actions to promptly obtain necessary approvals, authorisations, consents, exemptions, licences, permits, permissions (including planning permission) or registrations necessary to deliver Blackpool Airport Enterprise Zone in accordance with the Application;
- (b) It has or will secure the expertise and capacity to set up and operate the Blackpool Airport Enterprise Zone in accordance with the Application;
- (c) It will undertake all the steps to set up and operate the Blackpool Airport Enterprise Zone and confirm that each of these shall be achieved compliantly (including but not limited to achieving compliance with applicable procurement, state aid and planning law); and
- (d) It will deliver the relevant incentives at Schedule 2 for the period set out in the Application and this Agreement.

**3.3** The Lancashire Local Enterprise Partnership has agreed to:

- (a) organise and promote a governance group for the Blackpool Airport Enterprise Zone which is able to make strategic and operational decisions. These duties will be undertaken operationally on it's behalf by the Board of the Blackpool, Fylde and Wyre Economic Development Company Ltd This shall include representatives of each relevant local authority and shall meet at least quarterly ("**Governance Group**"); and

- (b) enter into agreements with each local authority on which Blackpool Airport Enterprise Zone site is situated and any other Local Enterprise Partnerships involved in the delivery of the Blackpool Airport Enterprise Zone. Such agreements should include the objectives and priorities for the Blackpool Airport Enterprise Zone as well as terms necessary to give effect to this MoU. This should include, but not be limited to, the use of business rates retained by the local authority(ies), how the local authority(ies) will use their general power of competence to support the Blackpool Airport Enterprise Zone, including but not limited to Compulsory Purchase Orders, simplified planning regimes, development orders, Joint Ventures and borrowing to support investment and arrangements for the provision of monitoring data). Where during the Term, new local authorities become involved in the Blackpool Airport Enterprise Zone or the legal status of the Lancashire Local Enterprise Partnerships involved in the Blackpool Airport Enterprise Zone changes, the Secretary of State may direct that the Lancashire Local Enterprise Partnership enters into new agreements under this clause, or assists in getting such organisations to become party to this MoU .
- (c) Use any government grant vested in the Accountable Body for the purposes of supporting the delivery of the Blackpool Airport Enterprise Zone and which shall be spent on the Blackpool Airport Enterprise Zone as agreed with the Lancashire Local Enterprise Partnership and in compliance with the relevant laws.

### **3.4 Implementation Plan**

The Accountable Body on behalf of the Lancashire Local Enterprise Partnership shall design and submit to the secretary of state a 5 year implementation plan (which sets out the major steps and the individual(s) and organisation(s) who will be responsible to set up, operate and deliver the objectives and priorities which have been agreed for the Blackpool Airport Enterprise Zone) no later than 31 March 2017.

- 3.5** DCLG Enterprise Zone team shall support the set up and delivery of the Blackpool Airport Enterprise Zone (in particular through the contacts for the Blackpool Airport Enterprise Zone, who are Mick Allen and Katherine O'Connor of Cities and Local Growth Unit – North West 07867 143547 [mick.allen@BEIS.gov.uk](mailto:mick.allen@BEIS.gov.uk) and [Katherine.oconnor@BEIS.gov.uk](mailto:Katherine.oconnor@BEIS.gov.uk) ) (who shall advise on the procedures for establishing the zones and resolving issues, which may arise in relation to government funding or legal arrangements. The Lancashire Local Enterprise Partnership and Accountable Body) shall be informed if there is a change in the DCLG Enterprise Zone team contact.

- 3.6** The DCLG Enterprise Zone team shall assist

(a) by providing information on the Blackpool Airport Enterprise Zone to the market via press releases, its national Enterprise Zone website, twitter account and other media.

(B) collaboration by inviting senior leaders from all England's Enterprise Zones to meet to discuss progress, challenges and good practice with senior government officials and Ministers

this support shall be provided up until 31 March 2020 and may be renewed / subject to alteration following that date.

- 3.6** The Accountable Body on behalf of the Lancashire Local Enterprise Partnership shall:

- (a) send DCLG Enterprise Zone team contact the details of the primary point of contact ("**Local Enterprise Contact**") for the Blackpool Airport Enterprise Zone within 20 Working Days of entering into this Mou. The DCLG Enterprise Zone team contact shall be informed if there is a change in the Lancashire Local Enterprise contact, or the Accountable Body contact.
- (b) discuss progress of the Blackpool Airport Enterprise Zone with the DCLG Enterprise Zone team contact either in face-to-face or telephone meetings at least once a quarter. Such meetings shall be two-way enabling both parties to understand progress of the Blackpool Airport Enterprise Zone. Share information about the wider Enterprise Zone network and any issues which might adversely affect the planned progress of the Blackpool Airport Enterprise Zone.
- (c) take all reasonable steps to allow the DCLG Enterprise Zone team contact (or another team member in their place) to attend the Governance Group meetings (as mentioned at clause 3.5(a) including providing information on the date and location of meetings and sending papers which will be discussed. The DCLG Enterprise Zone team contact shall be entitled to decide whether they attend in an observer capacity or as a participant at the Governance Group meeting.

### **3.7 Marketing**

The Lancashire Local Enterprise Partnership and the Accountable Body have agreed to use all reasonable endeavours to

- (a) promote the Blackpool Airport Enterprise Zone.
- (b) share with the Secretary of State a marketing plan for the Blackpool Airport Enterprise Zone within six months of entering into this MoU.
- (c) use DCLG and Enterprise Zone logos within marketing communications and signage.

### **3.8 Monitoring**

The Accountable Body on behalf of the Lancashire Local Enterprise Partnership agree to use all reasonable endeavours to complete the management information at Schedule 3 within 21 Working Days of the commission from DCLG, which will be quarterly at the end of January, April, July and October.

## **4. CHANGES**

All changes to the text of the application or this MoU must be approved by the Secretary of State in writing prior to the relevant change being deemed to be effective. Until such time as a change is made in accordance with this clause, the parties shall, continue to perform this MoU in compliance with its terms before such change.

## **5. TERMINATION**

- (a) The Secretary of State shall be entitled to suspend or withdraw the right of the Lancashire Local Enterprise Partnership to market an Enterprise Zone if it acts in a way which significantly damages the reputation of the Enterprise Zone Programme or if there has been a material breach of this MoU.

- (b) The Lancashire Local Enterprise Partnership with the agreement of all local authorities and any other Local Enterprise Partnerships involved in delivering the Blackpool Airport Enterprise Zone is entitled to ask for the Enterprise Zone status to be rescinded by submitting notice in writing.

## **6. GOOD FAITH AND COOPERATION**

Each party covenants with the other that they shall act with the utmost good faith towards the other, shall comply with reasonable requests for information in relation to the Blackpool Airport Enterprise Zone submitted from time to time and will not do anything which would deliberately put the other in breach of its obligations under this MoU.

## **7. MISCELLANEOUS**

Nothing in this MoU shall constitute a partnership or joint venture between the parties.

### **ACCEPTANCE**

**THE SECRETARY OF STATE FOR COMMUNITIES AND LOCAL GOVERNMENT** whose principal address is 2 Marsham Street, London, SW1P 4DF (**Secretary of State**).

Signed for and behalf of

**SECRETARY OF STATE FOR** )

**COMMUNITIES** )

**AND LOCAL GOVERNMENT** )

Authorised Signatory: \_\_\_\_\_

Print Name: \_ Rt Hon Greg Clarke \_\_\_\_\_

Signed for and on behalf of

**Lancashire Local Enterprise Partnership**

Authorised Signatory: \_\_\_\_\_

Print Name: Edwin Booth ( Chair ) \_\_\_\_\_

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The following parties are aware of the requirements of this MoU (including the Application) and shall support and assist development and delivery of the Blackpool Airport Enterprise Zone throughout the Term.

**Blackpool Borough Council (LOCAL AUTHORITY and ACCOUNTABLE BODY)**

**Authorised Signatory:**

**Print Name: Neil Jack (Chief Executive)**

**Fylde Borough Council (LOCAL AUTHORITY)**

**Authorised Signatory**

**Print Name Allan Oldfield (Chief Executive)**

## SCHEDULE 1 - KEY INFORMATION ON BLACKPOOL AIRPORT ENTERPRISE ZONE

General	
Name of Enterprise Zone	Blackpool Airport Enterprise Zone
Name of Local Enterprise Partnership	Lancashire LEP
Relevant local authorities	Blackpool Borough Council (Accountable body) Fylde Borough Council

Fill out information from the application form Q C.8 What is the Local Enterprise Partnership's agreed approach, with the relevant local authorities, about how the retained rates will be used to support development on the Enterprise Zone?

Briefly explain your financial or investment plan for how (for example, through borrowing or development of a recycling fund) and when the retained rates will be used.

### **Use of retained rates**

EZ designation permits Local Enterprise Partnerships and local authorities to prudentially borrow should they wish to do so, support investment and meet revenue costs, in respect of the promotion and development of the EZ, by utilising future retained business rates growth to meet repayment charges.

The rates billing authorities for Blackpool Airport EZ, Blackpool Borough Council and Fylde Borough Council will retain and release as appropriate such additional income from business retained business rates growth within the EZ and direct use of funds for direct investment and to support prudential borrowing (where appropriate), subject to the prior agreement of the LEP on the proposed areas of investment.

There is an obligation on both the LEP and the billing authorities to invest funds from retained business rate growth initially into ensuring delivery of the respective EZ and thereafter the provision of associated infrastructure to support generation of new rates income.

The expectation of the local authorities and key stakeholders is that retained business rates growth will be applied across the entirety of the EZ, or associated infrastructure, and not simply within the rating authority area in which they were originally collected; and can be utilised to support prudential borrowing to meet the cost of major enabling infrastructure expenditure. In view of the anticipated gradual build-up of retained business rates income and the limited ability of current developers and stakeholders to contribute in advance to such capital expenditure anticipated t Blackpool Council will undertake prudential borrowing utilising its own resources to meet initial loan repayments subject to formal undertakings being given by partners to reimburse costs at a future date.

Blackpool Council as a principle landowner within the EZ will (subject to satisfactory business case being established, and to receiving prior approval from the LEP ), allocate funding and



prudentially borrow to cover operational revenue expenditure and capital investment including inter-alia site assembly, utilities provision and speculative pump priming development, at Blackpool Airport EZ subject to recovery of initial expenditure from the retained business rates, and from stakeholder contributions, with a view to ensure the maxim economic and employment potential of the EZ.

Once investment requirements within the Blackpool Airport EZ have been satisfied retained business rates will be directed to support the provision of enabling infrastructure and thereafter to support other economic development and growth activity within the Fylde coast /EDC area.

Once the business rates retention scheme for Blackpool Airport EZ come into effect on 1 April 2017, the business rates billing authorities, Blackpool, and Fylde will collect the additional rates, with the potential over the 25 year life of the EZ to raise circa £63M if the sites are pro-actively and constructively promoted and developed.

It is recognised that the Blackpool Airport EZ will become a critical asset – both in revenue and economic terms for local partners and the LEP. It is estimated that a total of £14.475m of primary infrastructure works may be needed to enable the various Blackpool Airport EZ development opportunities to be accessed and proceed. Additional private sector capital investment being required thereafter to deliver secondary infrastructure and built development.

Blackpool Airport EZ has a complex pattern of ownership with multiple freehold and long leasehold stakeholders, there is no single lead development partner in position to drive forward activity and deliver the EZ, in response to this, Blackpool Fylde and Wyre Economic Development Company will lead in co-ordinating the activity of the key stakeholders in bringing forward enabling infrastructure investment, in accordance with an agreed master-plan and implementation strategy, working in close consultation and formal partnership with Blackpool and Fylde Council's and the LEP, Blackpool Council as Accountable body will undertake the letting of all contracts on behalf of the EDC.

The detailed infrastructure and other investment required and particularly the phasing of work will be determined through a detailed master-plan and development investment strategy commissioned by the EDC and Blackpool Council on behalf of the public and private sector stakeholders. This study will be completed in early 2017 and be fully reflected in the detailed implementation delivery plan to be produced for the EZ by March 2017.

Blackpool Council has agreed to make up to £1,600,000 available over 5 years to fund the promotion, and administration of the EZ, incorporating the cost of engaging a small EZ delivery team, expert external consultancy support; and to meet the cost of critical early enabling activity such as master-planning, site investigation and assessment of highway and utilities capacity. It will also support collection and collation of monitoring data for quarterly reports to the Department for Communities and Local Government, and the LEP.

In terms of Capital expenditure which can be funded by retained business rates growth it is anticipated that the required primary infrastructure works to open the EZ for full development will include:-

- New/upgraded Electrical power supply and distribution estimated cost Circa **£3,000,000**

- Enhanced site drainage including SUDS to serve eastern and western extremities enabling new development estimated costs Circa **£1,250,000**
- Provision of smart Grid energy technologies to support low carbon sustainability objectives Estimated cost Circa **£ 350,000**
- New eastern access road to link Amy Johnson Way to Common Edge Road estimated cost Circa **£1,250,000**
- New /upgraded access to link Eastern ECA areas of EZ to Squires Gate Lane estimated costs Circa **£1,000,000**
- New access to link western area of EZ – particularly redundant airport operational land to Squires Gate Lane estimated costs Circa **£ 850,000**
- Contribution to FBC towards the cost of M 55 Link Road **£1,000,000**
- Relocation of critical Operational Airport Infrastructure - including Control Tower, Apron, fire station, taxiway, Fuel farm facilities and radar (subject to full future reimbursement) Estimated cost Circa **£2,500,000**
- Demolition and site reclamation/decontamination/ecological and archaeological surveys of key sites (subject to future reimbursement) estimated costs Circa **£ 225,000**
- Relocation of Sports fields and other amenities (subject to future full reimbursement of cost) Estimated cost Circa **£1,250,000**
- Security fencing CCTV, Ultrafast Broadband provision and landscaping estimated costs Circa **£1,000,000**
- Offsite Highway and utilities diversion and reinforcement estimated cost Circa **£800,000**
- **Total excluding Contingency and on costs** **£14,475,000**

It is intended that the majority of infrastructure expenditure will be recouped during the lifetime of the Enterprise Zone through a development levy charged on each acre of land developed and occupied in accordance with EZ master-plan.

The Masterplan will inform the Implementation Plan which will contain detailed proposals on costs and timescales and delivery mechanisms and responsibilities, As part of the master planning approach the Council will seek to procure a developer partner to further share and reduce any financial risk.

The EDC will lead on the production of the master-plan for the Blackpool Airport EZ on behalf of and in consultation with major stakeholders – this will confirm and quantify the crucial infrastructure requirements needed to facilitate a phased release of development opportunities, firming up costs and generated outputs. This information will inform the detailed five year delivery and implementation plan and the anticipated development levy receipt to contribute toward subsequent phases of infrastructure development.

Detailed cash flow modelling will follow the completion of the master-plan and it may be that adjustments to the current anticipated primary infrastructure forward funding will be required to ensure that the development levy does not inhibit the ability of developer stakeholders to progress viable development and that costs of prudential borrowing can be met by anticipated retained business rates growth funds.

Blackpool Council in its capacity as a landowner is minded to undertake direct commercial development at risk, utilizing prudential borrowing and retained reserves to stimulate initial investment by way construction of property for bespoke and speculative occupation where initial private sector developers are unable to do so because of initial adverse market conditions, and to participate in land assembly within the EZ to enable viable development sites to be brought forward.

Any additional sources of public funding will be investigated to facilitate development and growth within the EZ – subject to state aid limits – including proposals in respect of future rounds of Growth Deal Funding, access to the LEP Growing Places Fund, and local funding initiatives to provide grants and short term loans to assist individual business where appropriate, although if further rounds of Regional Growth Fund or similar initiatives providing direct support to businesses is made available, then it would be sensible to align and promote these with the EZ strategy and seek support for infrastructure and enabling investment in addition to looking to support individual company investment projects.

Fill out information from the application form QE1. Please describe the governance arrangements for the proposed Enterprise Zone, clearly setting out the name and job title of the Senior Responsible Officer for delivery of the Zone, the governance structure and explain how progress will be owned by the Local Economic Partnership Board.

Detailed Governance arrangements to cover the Enterprise Zones at Blackpool Airport and Hillhouse International business park were agreed by the Lancashire LEP in July 2016 and confirmed by the Board of Blackpool Fylde and Wyre Economic Development Company. The agreed governance structure is illustrated at appendix 1.

#### **Accountable Body**

Blackpool Borough Council (a unitary authority) administers business rates collection for both Blackpool and Fylde Councils, and will act as the accountable body for Blackpool Airport EZ and will inter-alia administer business rates relief awards, retained business rates growth post April 2017 and where appropriate oversee approved prudential borrowing and repayment to Blackpool Council in respect of agreed advanced funding of operational and marketing costs and enabling works.

#### **Programme Board**

The Board of Blackpool Fylde and Wyre EDC will act as Programme Board for both the Blackpool Airport Enterprise Zone and the Hillhouse International Energy and Chemicals Enterprise Zone, and will report to the Lancashire LEP Enterprise Zone sub-committee, and in turn Lancashire LEP and DCLG.

The Programme board will meet on a bi-monthly basis (with additional interim meetings if required) in advance of meetings of the Lancashire LEP EZ Sub-Committee. Membership of the EDC board will be supplemented to support its role as Programme board, including representation from DCLG ,DBEIS ,UKTI HCA and Lancashire LEP

The agenda will be divided into two parts:

- Part 1 to conduct normal EDC business (this may only be required quarterly)
- Part 2 to discharge the duties of the Programme Board (which is required bi-monthly)

Programme Board proposed Terms of Reference:

The EZ programme board will adopt the terms of reference to follow that of the Lancashire EZ programme board as far as practicable, to ensure compatibility with the LEP EZ Governance Committee.

Meetings: Bi-Monthly – two weeks before scheduled meetings of the Lancashire LEP EZ Governance Committee

Quorum: A minimum of five members to include representatives from each of Blackpool, Fylde and Wyre Councils

Chair: The Chair of programme board meetings would be either the current Chair of the EDC Board or if not available a Chair would be elected at the meeting from the members present.

Remit in respect of Blackpool Airport EZ will include:

- Approval of quarterly monitoring reports to chart progress to DCLG against requirements of the formal Memorandum of Understanding ( September 2017) and the Implementation and delivery plan to be entered into by March 2017
- Monitoring of progress against approved Marketing Plan
- Agree and monitor the delivery of the Master Plan for Blackpool Airport EZ
- Approve and monitor progress of the detailed delivery plans for the development of Blackpool Airport Enterprise Zone
- Determine the use of retained growth in business rates in consultation with the LEP
- Receive and as appropriate approve reports from the Joint Project Board for Hillhouse and Blackpool Airport EZs
- Consider regular progress reports on all commercial, financial, development, marketing and promotional activity and planning matters for consideration by the LEP Enterprise Zone Governance Committee
- Consider reports on the allocation of funding for infrastructure provision at Blackpool Airport Enterprise Zone
- Consider regular progress reports on commercial enquiries received in respect of the Enterprise Zone
- Determine specifications for consultancy support and provision of capital works
- In addition, it would approve the annual operational plan for the Enterprise Zone, and the annual business plan and annual report of the EDC Executive Team.
- Report in response to specific LEP request for information and activity.

**PROJECT BOARD**

A joint Project Board will be established and assume responsibility for the delivery of the Enterprise Zones at Blackpool Airport and Hillhouse International Business Park. Meeting on a

monthly basis and two weeks prior to Programme board meetings to which it will report. Membership of the project board will be drawn from the main landowning stakeholders for each of the two sites and will also include senior local authority officers including the S151 financial officers for all three authorities; together with observers from UKTI, DBIS and DCLG, and a representative from Marketing Lancashire and the LEP co-ordination and support team from Lancashire County Council.

The Project Boards will elect a chair on economic development, marketing and communications on an annual basis

The Joint Project Board will take responsibility for the operational delivery of the EZ, with a remit encompassing activity to oversee the practical development of Blackpool Airport EZ, including, financial, infrastructure and commercial development, legal, planning, site assembly, highways and marketing aspects of the two sites and will ensure that aspects of commercial confidentiality in respect of occupier enquiries are maintained, with end users determining where they locate.

The Project Board will also administer awards of business rates relief and act to minimise any local displacement. However, as Blackpool Airport has multiple property stakeholders, it will not be possible to prevent any business with appropriate planning consent from occupying property within the EZ.

Provision will be made for nominated representatives of elected members from each of Blackpool, Fylde and Wyre local authorities to attend Project Board and Project team meetings if requested

## **PROJECT TEAM**

The Project Board will be supported by separate Project Teams for each of the EZs, which will be responsible for detailed day to day delivery of the EZ, and will report to the combined EZ Project Board. The EZ Project Team will act as a technical and commercial group responsible for progressing all technical specific site, highways, planning, infrastructure, financial and commercial issues, co-ordination of developer activity, and including site marketing, promotion and confidential enquiry handling. It will be attended by technical specialists, consultants and Local authority officers, together with landowners and developer representatives.

Attendance at meetings of the team will be flexible and dependent upon the nature of current business, with standing representatives from the BFWEDC, representatives of the major site owners, and representatives from the relevant local authorities.

The project teams will also be supported by retained external consultants, including local and national property agents, economic development consultants, legal advisors and engineering consultants.

The Blackpool Airport EZ project team will meet on a fortnightly basis and will be chaired by a senior officer from BFWEDC.

## **Blackpool Fylde and Wyre Economic Development Company**



Additional full and part time posts may be added, or seconded, as requirement arises to fulfil specific support elements of the Enterprise Zone, to cover both Hillhouse and Blackpool Airport EZ's .

Blackpool Council will make available a range of staff to support the development and promotion of the Enterprise Zone – generally as part of core designated duties and will not recharge time, save where it is existing custom and practice within the authority to recover staff and outgoing costs against to recharge time to specific projects, e.g. legal services. Fylde Borough Council will also make available staff to support the development and promotion of the Enterprise Zone, and participate in Project Board and Project team meetings

The Chief Executive and assistant Chief Executive of Blackpool Council will sit on the Programme Board, as will the Chief Executive of Fylde Borough Council

Service Directors and Section 151 officers from Blackpool and Fylde authorities will sit on the Project Board.

The Project Team will have representation from existing Council officers at Blackpool and Fylde including representation from Planning, Highways, Economic Development, Finance, Legal, Communications and Engineering Teams and other Council staff as required.

The Enterprise Zone Project at Blackpool Airport will be led on a day to day basis by Paul Robert Green Head of Enterprise and Investment at the Blackpool Fylde & Wyre Economic Development Company - the lead officer responsible for drafting the initial Enterprise Zone bid for both Blackpool and Hillhouse Enterprise Zones with extensive experience of leading developing of major employment sites utilising public private joint ventures, including Rochdale Kingsway in Greater Manchester, Speke Garston on Merseyside, Greenbank / Ravenhead Renaissance in St Helens and St Asaph Business park in North Wales. Additional full time support staff including marketing manager will be recruited to support activity by November 2016.

Operational staff and officers from other public sector organisations and the lead private sector developers may also be used as a resource to deliver the EZ on a day to day basis.

QE3 will you gather data that will allow the Local Enterprise Partnership and local authorities to monitor progress of the Enterprise Zone, for example this could include on delivering new jobs, business, investment?

A baseline database will be set up with effect from 1<sup>st</sup> April 2016 and progress will be monitored on a quarterly basis. Reports will include information on performance: indicators which will include information as set out in Schedule 3 of the MOU. EZ data monitoring will also be undertaken using the online LOGAS net inputting technology and will include inter-alia:-

- a. Planned on site infrastructure investments
- b. Progress against delivery of marketing strategy

- c. Enquiry data – organised by source, sector size, tenure proposal, potential jobs, whether inward investment or expansion / relocation by existing Fylde Coast or Lancashire based businesses- for reasons of commercial confidentiality such information may be anonymised
- d. Issue of proposal package
- e. Conversion of enquires into pre-let / pre-sale agreements
- f. Progress towards occupation / businesses commencing their operation on site, including analysis of proposed plant and machinery investment qualifying for enhanced capital allowances support
- g. Business rates retention profile/Business Rates Discount assessment.

QE5: Briefly set out your plan for marketing the sites to occupiers and/or investors, in the case of multiple site zones being clear if they will be marketed in clusters or in stages.

#### **Marketing Plan**

#### **TARGET SECTORS and MARKETING**

Blackpool Airport EZ is targeted at the energy, aerospace and aviation, food and drink manufacture, digital and creative sectors, but has the capacity to host a wider range of advanced manufacturing and professional service businesses (subject to planning consent), within the existing Blackpool Business Park and Squires Gate Industrial Estate elements of the EZ. Marketing and promotional activity will be focussed on target sectors but with numerous stakeholders who control property within the EZ it will not be possible to restrict new occupation to the identified key target sectors, discretion will be used in respect of any recommendation to Section 151 officers to award business rates relief.

In addition to BFWEDC employing a dedicated EZ marketing manager, the EDC will work closely with property agents appointed by development partners and with Marketing Lancashire to promote the EZ to an international market and into the target sectors, as part of a single Lancashire EZ Brand for overseas marketing.

Support will also be sought from UKTI particularly engaging with their sector specialists.

For national and local marketing an interactive web site and social media activity will support conventional marketing and attendance at target sector trade events. With activity led by the marketing manager a marketing Strategy, annual action plan and budget will be produced for March 2017 and reviewed annually. The Marketing manager will be assisted specialist external marketing, public relations and advertising consultants to fulfil the marketing plan activity

It is expected that private sector Development Partners will contribute to the cost of collective marketing, but will also engage in their own marketing activity – primarily utilising local, regional and national property agents and utilising corporate and site specific websites and electronic marketing.



## SCHEDULE 2 – SITES AND INCENTIVES

### MAPS TO FOLLOW

Proposed Sites	EZ	District / Local authority Ward	ECA	BRD	BRR
BLACKPOOL AIRPORT EZ		FYLDE BOROUGH COUNCIL ST LEONARDS WARD	NO	YES	YES
BLACKPOOL AIRPORT EZ		BLACKPOOL BOROUGH COUNCIL – STANLEY WARD	YES	YES	YES

### **SCHEDULE 3 – MANAGEMENT INFORMATION**

Q1 What was the value of the retained rates that were reinvested in the Enterprise Zone in the last financial year?

Q2 What was the value of the retained rates that were reinvested in the LEP area in which the Enterprise Zone is situated, including the amount in Q1, in the last financial year?

Q3 What was the value of the borrowing against retained rates undertaken by the LEP accountable body or the EZ local authority in the last financial year?

Q4 What was the change in the number of newly created jobs, excluding construction jobs, on the Enterprise Zone in this quarter?

Q5 What was the change in the number of newly created construction jobs on the Enterprise Zone in this quarter?

Q6 What was the change in the number of jobs that were safeguarded on the Enterprise Zone in this quarter?

Q7 Was a Local Development Order introduced on the zone or a part of the zone this quarter?

Q8 What was the change in the number of businesses that started trading on the zone this quarter?

Q9 What was the value of any new public sector capital investment on the zone this quarter? Do not include borrowing against retained rates.

Q10 What was the value of any new public sector revenue investment on the zone this quarter?

Q11 What was the value of any new private sector investment on the zone this quarter (excluding non-monetary investment)?

Q12 What was the value of any new private sector non-monetary investment on the zone this quarter, e.g. use of facilities, staff?

Q13 What area of land was reclaimed and made ready for development on the zone this quarter?

Q14 What commercial floorspace was constructed on the zone in this quarter?

Q15 What commercial floorspace was refurbished on the zone this quarter?

Q16\* "What was the market rate for leasing commercial floorspace on the Enterprise Zone as of the current date?"

Q17 What land sales were there on the zone this quarter?