



Report of:	Meeting	Date	Item no.
Cllr Peter Murphy, Planning and Economic Development Portfolio Holder and Marianne Hesketh, Service Director Performance and Innovation	Cabinet	15 June 2016	5

Hillhouse International Business Park Enterprise Zone – Memorandum of Understanding
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1. Purpose of report

1.1 To consider the proposed Memorandum of Understanding (MoU) between Wyre Borough Council and the Secretary of State for Communities and Local Government for the Hillhouse International Business Park Enterprise Zone (EZ).

2. Outcomes

2.1 The establishment of agreed arrangements for the operation and development of the new EZ.

3. Recommendation/s

3.1 To approve the proposed MoU between Wyre Council and the Secretary of State for Communities and Local Government for the Hillhouse International Enterprise Zone (EZ).

4. Background

4.1 On 30th November 2015, Chancellor George Osborne announced that Hillhouse International Business Park in Thornton-Cleveleys was designated as one of 26 new or extended EZs across the UK. EZs are an important part of the Government's programme to devolve responsibility for the leadership of local growth and provide a powerful tool for Local Enterprise Partnerships to develop their local economy. They are also central to supporting the Northern Powerhouse and making Britain a world leader in new growth sectors.

- 4.2 The EZ will offer business incentives including business rates discount of up to £275,000 over a period of five years (capped at £55,000 per annum) for businesses occupying by 31 March 2022 or 100% enhanced capital allowance for investment in plant and machinery assets.
- 4.3 The site is not only important to Lancashire but for the UK as a whole, with high-value chemicals and polymer production and highly-export-focussed companies on site. The new EZ has the potential to increase employment at the site from 1,650 jobs today to more than 3,000 jobs by 2035.
- 4.4 The majority of the site is controlled by NPL, a major developer that has significant experience in regeneration, including major energy and waste, residential, industrial, commercial and retail development projects throughout the UK although there are other significant businesses and areas of land owned by third parties.

5. Key issues and proposals

- 5.1 Hillhouse is an Enterprise Zone that is unique in the UK. Its status as a world leading chemicals cluster that benefits from a top tier Control of Major Accident Hazards (COMAH) designation with unique specialisations in high tech chemicals, polymers, energy generation and environmental waste, differentiates it from other EZs across the UK. Its unique strengths are built on strong facilities management, economies of scale, a secure site and a critical mass of knowledge-based businesses and significant existing development opportunities.
- 5.2 A Masterplan is to be prepared for the EZ by the end of 2016 and NPL and partners are currently working together to appoint consultants to undertake this work.
- 5.3 Partnership working will be key to delivering a successful EZ so that the local economy benefits. It is critical that the masterplan conveys the Unique Selling Points (USPs) of Hillhouse and produces an agreed vision and 'brand' for the site within a Marketing Strategy in order to ensure that a consistent message is delivered to potential investors.
- 5.4 The Masterplan will then form the basis of a Delivery or Implementation Plan which all partners will sign up to. This Plan has to be submitted to the Secretary of State and will set out the major steps and the individual(s) and organisation(s) that will be responsible for setting up, operating and delivering the objectives and priorities which have been agreed for the EZ no later than 31st March 2017 with a draft version ready in Autumn 2016.
- 5.5 However prior to this the Council and the LEP have to enter into a Memorandum of Understanding (MOU) with the Secretary of State for Communities and Local Government.

- 5.6** The MoU attached at Appendix 1 has been developed in discussion with local partners and sets out exactly what business incentives are being offered and confirms the arrangements that are, or will be, in place for the operation and development of the new EZ.
- 5.7** The MoU will last in the first instance to 2020. The MoU will be signed by local authorities, which act as an accountable body for the Local Enterprise Partnership. The MoU will be then signed by the Secretary of State for Communities and Local Government.
- 5.8** The MOU sets out details of the proposed governance structure for the Enterprise Zone which is able to make strategic and operational decisions. This requires Wyre Council to be the Accountable Body and make arrangements for fast-tracking planning permissions and reaching agreements regarding the use of business rates growth arising from the development.

Financial and legal implications	
Finance	EZs will continue to benefit from 100% growth of business rates retention for 25 years with 100% protection from any future reset or redistribution. Wyre's baseline funding will therefore not be disadvantaged.
Legal	Any changes to the MoU must be approved by the Secretary of State in writing prior to the relevant change being deemed to be effective. Wyre Council, acting as the accountable body, is required to use all reasonable endeavours to complete the management information at Schedule 3 within 21 days of the quarter end.

Other risks/implications: checklist

If there are significant implications arising from this report on any issues marked with a ✓ below, the report author will have consulted with the appropriate specialist officers on those implications and addressed them in the body of the report. There are no significant implications arising directly from this report, for those issues marked with a x.

risks/implications	✓ / x
community safety	X
equality and diversity	X
sustainability	X
health and safety	X

risks/implications	✓ / x
asset management	X
climate change	X
data protection	X

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List of background papers:		
name of document	date	where available for inspection

List of appendices

Appendix 1 - Draft MoU

Appendix 2 – Governance Structure

arm/ex/cab/cr/16/1506ks1

Memorandum of Understanding Agreement

THIS AGREEMENT 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. **Wyre Borough Council** who acts as the representative and the accountable body for **Lancashire Local Enterprise Partnership** and whose principal address is Civic Centre, Breck Road, Poulton-le-Fylde FY6 7PU Lancashire.

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.
- D. 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 the right to set up and operate the Enterprise Zone subject to the terms and conditions set out within the other paragraphs of this agreement.

IT IS AGREED THAT:

1 DEFINITIONS

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

“Accountable Body” means the local authority(ies) responsible for the organisation and operation of the Enterprise Zone in line with plans agreed with the Local Enterprise Partnership.

“Application” means the application for Enterprise Zone status submitted to the Secretary of State by the Local Enterprise Partnership by 18th September 2015 (as may be amended from time to time after the date of this agreement) and includes each of the representations at Schedule 1 of this Agreement (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.

“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 Local Enterprise Partnership in the Application, the Secretary of State offers the Local Enterprise Partnership the right to set up and operate the Enterprise Zone for the Term, subject to the terms of this agreement, 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 25 years from the commencement date this being 1st April 2016 of the Enterprise Zone, providing such sums are directed towards the development of the Enterprise Zones and thereafter towards the Local Enterprise Partnership's identified growth priorities.
- 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 31st March 2020, allow businesses occupying an Enterprise Zone site within 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 their Local Enterprise Partnership can agree to other local authorities benefitting from the 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 Local Enterprise Partnership agrees, having undertaken due investigation, that at the date of this Agreement:

- (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 Local Enterprise Partnership to deliver the 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 Local Enterprise Partnership in delivering the Enterprise Zone in accordance with the Application or achieving the Outputs.

3.2 The accountable body on behalf of the 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 the Enterprise Zone in accordance with the Application;
- (b) It has or will secure the expertise and capacity to set up and operate the Enterprise Zone in accordance with the Application;
- (c) It will undertake all the steps to set up and operate the 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 Local Enterprise Partnership has agreed to:

- (a) organise and promote a governance group for the Enterprise Zone which is able to make strategic and operational decisions. 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 an Enterprise Zone site is situated and any other Local Enterprise Partnerships involved in the delivery of the Enterprise Zone. Such agreements should include the objectives and priorities for the Enterprise Zone as well as terms necessary to give effect to this Agreement. 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 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 Enterprise Zone or the legal status of Local Enterprise Partnerships involved in the Enterprise Zone changes, the Secretary of State may direct that the Local Enterprise Partnership enters into new agreements under this clause, or assists in getting such organisations to become party to this Agreement.
- (c) Use any government grant vested in the accountable body for the purposes of supporting the delivery of the Enterprise Zone and which shall be spent on the Enterprise Zone as agreed with the Local Enterprise Partnership and in compliance with the relevant laws.

3.4 Implementation Plan

The accountable body on behalf of the 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 for setting up, operating and delivering the objectives and priorities which have been agreed for the Enterprise Zone) no later than 31 March 2017.

3.5 DCLG Enterprise Zone team shall support:

- (a) the set up and delivery of the Enterprise Zone (in particular through the contact for the Enterprise Zone, which is Rob Green email: rob@bfwedd.co.uk telephone 01253 478729) 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 Local Enterprise Partnership shall be informed if there is a change in the DCLG Enterprise Zone team contact.
- (b) Enterprise Zones by providing information on the Enterprise Zone to the market via press releases, its national Enterprise Zone website, twitter account and other media.
- (c) 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 Local Enterprise Partnership shall:

- (a) send the DCLG Enterprise Zone team contact the details of the primary point of contact (“**Local Enterprise Contact**”) for the Enterprise Zone within 20 Working Days of entering into this Agreement. The DCLG Enterprise Zone team contact shall be informed if there is a change in the Local Enterprise contact.
- (b) discuss progress of the 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 Enterprise Zone. Share information about the wider Enterprise Zone network and any issues which might adversely affect the planned progress of the 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 Local Enterprise Partnership has agreed to use all reasonable endeavours to

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

3.8 Monitoring

The accountable body on behalf of the 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 agreement 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 Agreement 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 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 agreement.
- (b) The Local Enterprise Partnership with the agreement of all local authorities and any other Local Enterprise Partnerships involved in delivering the 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 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 Agreement.

7. MISCELLANEOUS

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

ACCEPTANCE

This Agreement has been entered into on the date stated at the beginning of it.

Signed for and behalf of

SECRETARY OF STATE FOR)
COMMUNITIES)
AND LOCAL GOVERNMENT)

Authorised Signatory: _____

Print Name: _____

Signed for and on behalf of

LOCAL ENTERPRISE PARTNERSHIP

[Insert AUTHORIZED BODY DETAILS]

Authorised Signatory: _____

Print Name: _____

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

LOCAL ENTERPRISE PARTNERSHIP]

Authorised Signatory:

Print Name:

LOCAL AUTHORITY]

Authorised Signatory:

Print Name:

SCHEDULE 1 - KEY INFORMATION ON HILLHOUSE INTERNATIONAL ENTERPRISE ZONE

General	
Name of Enterprise Zone	Hillhouse International Business Park Enterprise Zone (HIBPEZ)
Name of Local Enterprise Partnership	Lancashire LEP
Relevant local authorities	Wyre 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 to support investment, including meeting revenue costs, utilising future retained business rates growth. The rates billing authority i.e. Wyre will retain and release as appropriate such additional income to direct use of funds for 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 overarching moral obligation on both the LEP and the billing authorities to invest funds from retained business rate growth initially into the respective EZ generating the new rates income. Once the business rates retention schemes come into effect (1 April 2016 for Hillhouse and 1 April 2017 for Blackpool Airport), the business rates billing authorities, Blackpool, Fylde and Wyre, will collect the additional rates, with the potential over the 25 year life of the two Enterprise Zones to raise circa £100m if the sites are actively and aggressively promoted and developed.

It is recognised that the HIBPEZ will become a critical asset – both in revenue and economic terms for the LEP. It has been estimated that a total of £16.6m of infrastructure works will be needed in order to enable the various Hillhouse development opportunities to proceed. NPL will lead on these investments but it is expected that the private sector within the EZ will also contribute to revenue and capital costs incurred to maximise the economic and employment potential of the site.

These works have been identified as follows:

- Primary substation (East): £3.2m
- Electrical distribution: £4m
- Site entrance and security: £0.4m
- Water supply to the site: £6m
- New road and bridge access: £1.5m
- Others (site road up-grade): £1.5m
- TOTAL: £16.6m

A significant proportion of these works is likely to be recoverable through a service charge agreement between NPL and the occupiers on site, such that the required net investment needed by NPL as land owner is likely to be more of the order of £6m. NPL also estimate that a further £6m of infrastructure works would be needed to open up the Riverside Business Park sites, but that this would be funded from within the development - hence a total estimate of £12m for infrastructure works.

A key priority within the Masterplan being developed by NPL and partners will be a requirement to determine how much of the readily accessible existing site can be enhanced in order to accelerate development to fund access to other areas.

The Masterplan will inform the Implementation Plan which will contain more detailed proposals on costs and timescales.

The intention at this stage is that no other forms of direct public sector funding, e.g. via Local Growth Fund will be required to deliver these infrastructure works, although if further rounds of Regional Growth Fund providing direct support to businesses are made available, then it would be sensible to align these with the Enterprise Zone strategy. NPL are not looking for public sector investment but acknowledge that assistance, particularly with the road and bridge access works, would help to accelerate the opening up of the new Riverside Business Park (B1/B2 employment site) as a first key strategic investment.

Support will be sought from UKTI as the site is already identified by UKTI as one of the UK's 'prominent' sites. UKTI already has good relationships with the key companies on site which will help accelerate the EZ marketing.

A key qualitative objective for the LEP from the site's Enterprise Zone status will be to actively encourage an increase in specialist chemicals businesses and a balance of manufacturing space versus distribution and logistics uses. The LEP strongly supports the development of the sectors and businesses at Hillhouse as part of any future devolution or Growth Deal package.

Fill out information from the application form Q E 1. 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.

Governance arrangements

It is proposed that the existing Blackpool Fylde & Wyre EDC Board undertakes the function of the Programme Board for both Hillhouse and Blackpool EZs. It would be required to meet monthly. It is envisaged that the agenda would be clearly 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 monthly)

Programme Board proposed Terms of Reference:

The EZ programme board can set its own terms of reference as there is no set model advocated by DCLG. However it is deemed best to follow that of the Lancashire EZ programme board as far as practicable, to minimise issues arising at the LEP EZ Governance Committee.

Meetings: 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:

- Approve quarterly monitoring reports to chart progress to DCLG against requirements of formal Memorandum of Understanding to be entered into by September 2016
- Agree and monitor the delivery of the Master Plan for Blackpool Airport and Hillhouse International Business Park EZs
- Approve and monitor progress of the detailed delivery plans for the development of Hillhouse and Blackpool Airport Enterprise Zones
- Determine the use of retained growth in business rates
- Receive and as appropriate approve reports from the Project Boards 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 Hillhouse and Blackpool Airport Enterprise Zones
- Consider regular progress reports on commercial enquiries received in respect of both Enterprise Zones
- Determine specifications for consultancy support and provision of capital works
- Report to the LEP as appropriate.

Project Boards

A joint Project Board will be established for the EZs and report to the Programme Board. The project board will include the main landowning stakeholders for each of the two sites plus representatives from the larger commercial companies already located on the site. It would also include senior officers such as a Service Director, the S151 Officer and elected member representation. The Project Boards will elect a chair on an annual basis and meet monthly.

The Project Board would oversee the activities of the project teams, and report to the Programme Board on progress against the Master Plan. The Project Board would recommend approval of requests for the award of business rates relief to new occupiers within the Enterprise Zones to the S151 Officer. The Project Board will also lead and oversee all marketing and promotional activity for the EZ.

Project Teams

The composition of the project teams will be very fluid depending upon the key activities being undertaken at any specific time. They would meet on a monthly basis or more frequently if required. The focus would be on specific project development, activity co-ordination and delivery and reporting to project board on key activity.

EDC Executive team

The EDC Executive team would co-ordinate overarching development and promotional activity on a day to day basis, liaising with individual development partners, contractors and marketing agents, as well as Government Agencies offering support including UKTI, DECC and DBIS.

The project teams will support the EDC Executive team as and when required.

A proposed governance structure is appended based on the proposal that the Lancashire LEP will assume ultimate responsibility for the delivery of the EZ.

Fill out information from the Application form from Q E.2 capacity and skills you will make available to deliver the Enterprise Zone on a day to day basis, including the job titles and names of each of the staff members in the Local Enterprise Partnership and the relevant local authorities and the total costs of this staff team.

Staffing levels, skills and costs

Wyre Council will make available the following existing staff/resources:

The Chief Executive will sit on the Programme Board. The Service Director Performance and Innovation and Section 151 Officer will sit on the Project Board. The Project Team will have representation from existing Council officers including Head of Planning, members of the Economic Development, Finance, Legal, Communications and Engineering Teams and other Council staff as required.

Hourly rates for the aforementioned staff (including salary, NI, superannuation and overheads) are set out below.

<i>Post Title</i>	<i>Hourly Rate</i>
Chief Executive	118.70
Service Director Performance and Innovation	71.70
Section 151 Officer	64.40
Head of Planning Services	60.25
Head of Engineering Services	65.95
Senior Solicitor	55.65
Senior Economic Development Officer	47.15
Compliance Manager	43.45
Senior Communications Officer	36.05
Policy & Economic Development Support Officer	22.00

Operational officers from all key public sector organisations and the lead private sector developers will also be used as a resource to deliver the EZ on a day to day basis. Membership will reflect the specific development interests. Blackpool, Fylde and Wyre EDC, with support from specialists and consultants, will provide initial day-to-day secretarial and administrative project delivery support.

Q E3 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 and progress will be monitored on a quarterly basis.

Reports will include information on:-

- 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
- d. Issue of proposal package
- e. Conversion of enquiries 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

The EZ Project Board will provide comprehensive up-date reports to the EZ Programme Board meetings covering progress made against key milestones and 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 LOGASnet system.

Q E5 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

A Marketing Plan will be produced as part of the Master Planning process.

NPL Estates Ltd will be engaging Jones Lang LaSalle (JLL), local commercial estate agents Duxbury's, Wyre Council's Economic Development team and the Blackpool, Fylde & Wyre Economic Development Company (BFW EDC) and we will utilise support and advice from the Government department of UK Trade and Investment (UKTI) with the ongoing marketing of the Hillhouse International site. In 2010 UKTI designated Hillhouse International as one its prominent sites. UKTI already does a significant amount of work with the major chemicals companies on site, and therefore Enterprise Zone status will provide the mechanism for building on this. In addition the LEP is currently investing heavily in its place marketing strategy, and this includes direct engagement of national and international agents which will provide a boost to the marketing efforts of the other Enterprise Zone sites in Lancashire. The addition of Hillhouse will provide a real opportunity to strengthen Lancashire's investor offer. In addition NPL will manage an advertising campaign involving all major business magazines including the Economist, CIWM, Planning, Estates Gazette and local Business

Press. This will be an on-going campaign with up-dates on new projects/investments being made in the site via regular newsletters. Investment will also be made in NPL's website for marketing Hillhouse and this will be used for sharing not only the ambitions for the site but also the development story. The EDC will specifically assist in the marketing of the site and will provide the liaison for inward investment. NPL will review targeted markets, particularly with the help of the EDC, via their UKTI connections, involving activity at relevant trade fairs for the chemicals and energy sectors. The contacts and support offered by the major companies on the site, such as Victrex plc, Vinnolit, Addison Project plc and AGC Chemicals Europe Ltd will be exploited, utilising their customer and supply chain databases for potential tenants or investors.

SCHEDULE 2 – SITES AND INCENTIVES

MAPS TO FOLLOW

Proposed Sites	EZ	District / Local authority Ward	ECA	BRD	BRR

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?

