

Report of:	To:	Date
Councillor Michael Vincent, Planning and Economic Development Portfolio Holder	Council	11 July 2019

Executive Report: Planning and Economic Development

1. Purpose of report

- 1.1 To inform Council of progress on key objectives and the current position on issues within the Planning and Economic Development Portfolio, as set out below.

2. Hillhouse Enterprise Zone (EZ)

- 2.1 The Hillhouse Technology Enterprise Zone Masterplan has been submitted to the Lancashire Local Enterprise Partnership Enterprise Zone Governance Committee following which the masterplan will be submitted to the Ministry of Housing, Communities and Local Government (MHCLG). In addition work is continuing on the Implementation Plan.
- 2.2 A draft Marketing Strategy for Hillhouse Enterprise Zone has been prepared in-house and will be circulated shortly. As part of the marketing strategy a local drone videographer has been commissioned and the video will be used to promote development and growth opportunities at the site.
- 2.3 The second newsletter was sent out to all EZ businesses on the 24 May and new signage erected along the entrance road and at the Gatehouse with a third (subject to advertisement consent being granted) to be erected at the junction with Bourne Way/Fleetwood Road North.
- 2.4 RT Hon Lord Henley (Parliamentary Under-Secretary of State at the Department for Business, Energy and Industrial Strategy) visited Hillhouse on 17 May. The visit included a tour of the facilities at Victrex PLC and a round table discussion with council officers and other representatives from across Lancashire led by the interim CEO of the Lancashire Enterprise Partnership, Andrew Patterner. It was promising to hear that they support the development of the Local Industrial Strategy and that they recognise Hillhouse EZ and Wyre as a fundamental part of developing that. We lobbied for an extension to the current fiscal benefits available to businesses on the EZ, and he was really interested to hear about our successes so far. We felt it was a worthwhile visit and certainly put the EZ and Wyre on their radar.

- 2.5** The Hillhouse and Blackpool EZ teams visited Kingmoor EZ in Carlisle to share best practice and discuss similar challenges. The visit was very informative and a positive relationship has been made with Kingmoor EZ. The session was also attended by representatives from the Department for Business, Energy and Industrial Strategy and also the CEO of Cumbria LEP. The team at Kingmoor are visiting the Lancashire EZ's in the summer.

3. Business support

- 3.1** The Steering Group for Wyred Up is now well established and for the first 12 months will be chaired by our Chief Executive Garry Payne. The steering group reflects 4 key themes Housing, Economy, Education and Skills, and Community Health and Wellbeing.
- 3.2** Wyred Up will continue as a business networking group, and four focused events will take place throughout the year reflecting the four key themes. In addition other business events will take place with the next event being Accelerating Wyre on 26 September 2019.

4. Coastal Community Funds (CCF)

- 4.1** A launch event for the Access Fylde Coast project took place on 24 April at the Spanish Hall, Winter Gardens and was hailed as a great success. Lucy Meacock of Granada reports was the host and the event included a performance from Lee Ridley 'The Lost Voice' winner of Britain's Got Talent 2018. Blackpool Transport demonstrated the enhanced disability app, and our Harmony and Health singing group performed a finale song. Events in Wyre include 'Illabilities', an International breakdance crew of differently-abled dancers, who will perform at Cleveleys Plaza 13 July and Dame Evelyn Glennie a Scottish virtuoso percussionist will perform at the Marine Hall on 12 October.
- 4.2** The Fleetwood Coastal Community Fund Projects are going well. Marketplace at NABMA (National Association of British Market Authorities) have been procured to undertake a Detailed Health Check; Customer and Trader Surveys; Management Audit and Footfall Counting.

6. Planning policy

Local Plan

- 6.1** The Great Eccleston Masterplan relates to the village extension as proposed in the Local Plan and will be considered by Cabinet in September.
- 6.2** Officers are working pro-actively with developers and landowners on other masterplans for allocations at Forton, Poulton-le-Fylde (Blackpool Road), Garstang (Cockerham Road) and Thornton (Lambs Road).
- 6.3** Officers are working on producing an Annual Position Statement (APS) in relation to the five year housing land supply and the APS will be submitted to the Planning Inspectorate for confirmation that the Council can demonstrate a five year land supply for the year 1 November 2019 to 31 October 2020.

7. Comments and questions

- 7.1** In accordance with procedure rule 11.3 any member of Council will be able to ask me a question or make a comment on the contents of my report or on any issue, which falls within my area of responsibility. I will respond to any such questions or comments in accordance with Procedure Rule 11.5.

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