**Humber Enterprise Zone Implementation Plan**

**August 2016**

**Contents**

**Executive Summary**

**Part One: The Humber Enterprise Zone**

1. About the Humber Enterprise Zone
2. Progress to Date
3. Development Timescales
4. Economic Impact
5. Landowners and Developers
6. Barriers to Development

**Part Two: Enabling Development**

1. Simplified Planning Arrangements
2. Investment Plan Summary
3. Funding Sources for the Investment Plan

**Part Three: Attracting Investors**

1. The Humber Enterprise Zone Offer
2. Marketing Activity Progress to Date
3. Marketing Plan Summary

**Part Four: Monitoring and Programme Management**

1. Governance
2. Monitoring
3. Use of Business Rates Retained by Local Authorities

**Appendices**

Appendix 1: Humber Enterprise Zone Sites and Sizes

Appendix 2: Investment Plan

Appendix 3: Marketing Plan

**Executive Summary**

The purpose of this Implementation plan is to set out clear roadmap towards delivery of the objectives of the Humber Enterprise Zone.

The objectives for the Humber Enterprise Zone are to:

1. Accelerate the development of new employment land to maximise job creation and economic growth in line with the Humber LEP Strategic Economic Plan.
2. Improve the availability of development land and commercial premises to support growth in the Humber LEP Priority Sectors identified in the Strategic Economic Plan.
3. Attract investment to the Humber area by promoting a clearly defined commercial proposition for the Humber Enterprise Zone.

The plan covers the first 5 years of the Enterprise Zone delivery period, up to March 2021.

The audience for the plan is the HumberLEP, DCLG/BIS, statutory agencies, Local Authorities and landowners, developers and agents with an interest in the Humber Enterprise Zone. It is a shared plan developed in partnership between the Humber LEP and Local Authorities.

Part One of the Plan describes the Humber Enterprise Zone and progress made to date towards delivering the Humber EZ. It sets out the context for delivery, including land ownership and the challenges facing the Zone.

Part Two of the Plan focused on ensuring that sites are market or investment ready by removing barriers to development. This section covers:

* Simplified planning arrangements - putting in place LDOs and other consents
* Infrastructure – investing in enabling infrastructure to make site ready for development and attractive to investors. This includes packages of investments which benefit more than one site

This section includes a summary of the Investment Plan, which describes a package of investments aimed at accelerating development on EZ sites.

Part Three of the Plan covers marketing the Zone effectively to attract high value investors. The Plan identifies shared priorities for marketing the Humber Enterprise Zones to inform allocation and alignment of marketing resources. This sector includes the Marketing Plan, which is intended to support the promotion of EZ sites as part of a coherent package, aligning resources in order to maximise impact.

Part Four sets out mechanisms for the governance of the EZ programme and for monitoring progress against the Implementation Plan, in line with the Humber LEP Assurance and Accountability Framework.

**Part One: The Humber Enterprise Zone**

1. **About the Humber Enterprise Zone**

The Humber Enterprise Zone is the largest in the UK. It covers over 1,230ha spread over 49 sites. A full list of the sites, sizes and incentives can be found at Appendix 1.

The Humber Enterprise Zone was created in three tranches. The Humber Renewable Energy Super Cluster and Humber Green Port Corridor sites were awarded EZ status in 2012, while the remaining sites gained EZ status through an extension to the zone from 1 April 2016 (see Appendix 1 – Sites and Sizes).

The EZ is dominated by a small number of very large sites. Just under three quarters of the EZ programme is covered by just 8 sites and 90% is covered by just 16 sites. Able Marine Energy Park and Able Logistics Park make up over 40% of the Humber Enterprise Zone.

The largest sites are:

|  |  |  |
| --- | --- | --- |
| **Site** | **Size (ha)** | **Ownership** |
| Able Logistics Park | 290 | Able UK |
| Able Marine Energy Park  | 250.9 | Able UK |
| Paull | 80.8 | ABP |
| Stallingborough Interchange  | 64 | Multiple landowners include: Strawson; Borrill; Hoyes; and Moorcroft. |
| Humberside Airport | 62.5 | Humberside Airport |
| Green Port Hull | 58 | ABP |
| Moody Lane (Huntsman Tioxide) | 45.0 | RPM Industrial Service Ltd |
| Goole 36 | 40.0 | HCA |

1. **Progress to Date**

The Humber Enterprise Zone programme is making a significant contribution to boosting the Humber economy. Local authorities recognise the value of the programme in driving economic growth and social inclusion through close alignment with other economic development activity focused on attracting inward investment, supporting businesses and developing the skills of the workforce.

At April 2016, there were 26 companies located on sites within the original Enterprise Zone allocation, creating 171 new jobs and 118 construction jobs. The Humber Enterprise Zone offers 297 ha of serviced land and 1,220 ha of unserviced land. Particular success stories from the pre-2016 Humber Enterprise Zone include:

* Siemens and ABP £310m investment to enable the development of a wind turbine blade manufacturing plan at Green Port Hull, projected to create 1,000 jobs by 2018. Construction of the facility is well underway and Siemens are due to be onsite in September 2016.
* Reinvigorating and repurposing the Humber Enterprise Park, formerly a BAE Systems site, to attract 15 new companies offering high quality jobs. Site owners Citivale have invested heavily on the site ensuring buildings are individually serviced and upgrading general appearance of the site.
* Attracting new investment to modern, new build premises at Marfleet Environmental Technology Park. The site is home to 9 companies specialising in renewables, advanced manufacturing and logistics companies.
* Growing a centre of excellence for offshore wind operations and maintenance (O&M) based around the Grimsby 2 Enterprise Zone site at the Port of Grimsby, which is now home to 4 O&M companies serving wind farms in the North Sea. E.ON invested £4m to locate its Humber Gateway O&M facility on the EZ, creating approximately 50 jobs.

Good progress has already been made towards delivering sites which joined the Humber Enterprise Zone as part of the 2016 expansion:

* An ERDF funded phase 2 link road, providing direct access to Goole 36 and Capitol Park from the Port of Goole, opened in December 2015. Outline planning permission was granted for Goole 36 in February 2016.
* Of the three remaining plots at Priory Park in Hull, one site has been sold, one is in legals and the remaining site is being actively marketed with strong interest.
* Energy Works in Hull is being developed as a waste to energy plant by site owners Spencer Group.
* Humber Gate in North East Lincolnshire has been granted planning permission and the site has been cleared for occupation.
* At Imm-Port, adjacent to the Port of Immingham, planning permission is in place and construction has commenced on providing access to the site.

Several sites within the 2016 extension to the Humber Enterprise Zone have been allocated for major projects supporting wider economic growth in their local area:

* Albert Dock and Sammy’s Point have been identified at potential sites for the proposed Yorkshire Cruise Terminal in Hull. The terminal will provide facilities for cruise liners to dock in the city, increasing visitor numbers to the region.
* John Street in Hull is being redeveloped as the Ron Dearing University Technical College. Specialising in digital technology and mechatronics, the UTC will provide students with the advance technical skills required by local employers.
* The Goole Intermodal Terminal will receive new investment in rail and waterside facilities to fully realise the economic potential of the site, providing facilities for seamless transfers between river, canal, rail and road infrastructure.
* Osbourne Street in Hull has been selected as a site for a new arts centre, building on the legacy of Hull’s status as UK City of Culture for 2017.
* A new Hilton Hotel will be located on the former LA’s site in Hull.

A small number of sites within the Humber Enterprise Zone present complex challenges. The Humber LEP, local authorities and other partners continue to work closely together to overcome barriers to development.

* At Paull, to the east of Green Port Hull and Saltend Chemicals Park, an LDO is in place, but abnormal infrastructure costs are still a major barrier. The site was initially earmarked for development by Siemens, prior to a redesign which reduced the footprint of the proposed facility.
* Significant investments have been made in enabling infrastructure at AMEP and Able have secured interest from major investors including DONG Energy. However, further commitment from investors is required to enable construction of the quay and bring the port facility into operation.
* The Port of Grimsby 1 site (7.4ha), which is owned by ABP, has some barriers to development, including lack of access and services and a footpath issue. ABP are continuing to market the site which is suitable for supply chain companies serving either the renewables or food processing sectors.
* Q E Dock South suffers from significant abnormal costs due to the ground conditions and the coal terminal next door diminishes the marketability of the site. The site is likely to taken by bespoke end users as such spec building is not viable, but assistance with regard to addressing the abnormal costs of development is likely to be required. Further discussion is needed to understand fully the extent to which investment in Queen Elizabeth dock is needed to make it an attractive site and for what end use.

These complex sites collectively cover 360 ha or 29% of the Humber Enterprise Zone. For the long term, it is clear that half of all of the EZ land (50.3%), comprised of the two Able sites and ABP’s Paull site, will be developed sequentially, creating a long term 10 year plus development pipeline as well as short term opportunities within the period covered by this Implementation Plan.  It is essential that a high level dialogue takes place to understand in which circumstances, at such a scale, these would be brought forward, what further infrastructure is needed and what flexibility exists for them to accommodate other uses should the economic pattern change in the future.

1. **Development Timescales**

Projected development is spread across the 25 year lifespan of the Humber EZ programme. This ensures the Humber EZ offers a strong pipeline of development sites to meet investor need over a long timescale.

***Projected Development Timescales (year with projected new job creation)***

1. **Economic Impact**

The Business Case for the 2016 Expansion predicted that the Expansion package would deliver a total estimates uplift in land values of £219,995,055and estimated business rate retention of £280,412,394. The total value of business incentives offered by the package is £122,036,092 (£99,000,000 in ECAs, £23,036,092 in BRDs).

The wider economic benefits of the Humber Enterprise Zone to March 2021 are projected as 25,425 new jobs created and 225,485 square meters of floorspace delivered. These figures include the projected baseline development.

These targets are challenging and it will be essential to focus resources on delivering the sites which will have the greatest impact in the early stages of the programme in order to stimulate further interest and investment. The sites offering the highest potential job creation are Stallingborough Interchange, Melton Park and Able Logistics Park, all of which are projected to deliver over 4,000 jobs each. Stallingborough is the site offering the highest number of jobs although, because of the phased nature of the development, these are unlikely to be delivered within the first three years of the programme.

Melton Park, Able Logistics Park and the package of 3 Goole sites (Goole 36, Capitol Park, Goole Intermodal) all have the potential to create large numbers of jobs in the early years of the programme. Although the Hull sites are small individually, with the exception of Queen Elizabeth Dock North, they deliver 10% of total jobs and 20% of jobs in years 1-3. Humberside Airport is a large site which will create relatively low numbers of permanent jobs on the site itself. However, further development of the Airport supports job creation elsewhere in the region and improves strategic infrastructure supporting the offshore energy industry.

|  |
| --- |
| ***Sites Ordered by Number of Jobs Created***  |
| **Site** | **Size (ha)** | **Number of jobs to Mar 2019** | **% of jobs to Mar 2019** | **Number of jobs to Mar 2021** | **% of jobs to Mar 2021** |
|
| Melton Park | 33 | 2242 | 23.3 | 6727 | 26.5 |
| Hull 2016 Sites Combined | 80 | 1529 | 15.9 | 4068 | 16.0 |
| Able Logistics Park | 290 | 900 | 9.4 | 3300 | 13.0 |
| Goole 36 | 40 | 1440 | 15.0 | 2880 | 11.3 |
| Melton West | 22.66 | 584 | 6.1 | 1753 | 6.9 |
| Paull | 80.8 | 258 | 2.7 | 1258 | 4.9 |
| Capitol Park - Goole | 12 | 624 | 6.5 | 1249 | 4.9 |
| Green Port Hull | 58 | 1000 | 10.4 | 1000 | 3.9 |
| Humber Enterprise Park | 35 | 500 | 5.2 | 900 | 3.5 |
| Goole Intermodal Terminal | 11.8 | 243 | 2.5 | 703 | 2.8 |
| Imm-Port, King’s Road  | 21 | 92 | 1.0 | 368 | 1.4 |
| Stallingborough Interchange  | 64 | 0 | 0.0 | 260 | 1.0 |

1. **Landowners and Developers**

Potential private sector investment into the development of the Humber Enterprise Zone dwarfs the potential public sector investment. It is crucial the landowners and developers are engaged in and committed to the delivery of the Humber Enterprise Zone programme. The main landowners in the Humber EZ are Able UK (550.9ha) and ABP (201.33ha), both of whom own multiple sites. Humberside Airport, RPM Industrial Services Ltd,, HCA, Citivale and St Modwen own EZ sites in excess of 30ha.

Local authorities will continue to be the first point of contact for landowners and developers, offering support with planning and access to finance, as well as working with landowners and developers to identify barriers to development and priorities for investment. The Humber LEP will have a role in ensuring that landowners and developers have access to good quality information and marketing materials to assist with marketing Humber Enterprise Zone sites and will address delivery issues which can only be tackled at a regional level, including securing the support of central government departments and agencies in overcoming barriers to development. Local Authorities will maintain their existing account management relationships with landowners and developers. However, the Humber LEP may need to develop strategic relationships with landowners with multiple sites crossing Local Authority boundaries. A named key account manager has been identified for each site.

In March 2016, the Humber LEP held a briefing session for landowners, developers and agents connected with Humber Enterprise Zone sites. The session was attended by 33 people, 19 of whom were landowners, developers or agents representing a good spread of the sites across the Humber. The Humber LEP will continue to engage regularly with landowners, developers and agents to identify and overcome barriers to development.

1. **Barriers to Development**

The Humber Enterprise Zone programme seeks to overcome structural, long term barriers to development in the region. The most significant issue, which the Humber EZ programme seeks to directly address, is market failure in the Humber, namely the lack of suitable development sites and premises not only for existing businesses to expand and grow, but also for new investors to the area. There are limited locations within the region that can offer prime serviced development plots, but even here the plots, in terms of their shape and size, are frequently constrained.

The issue of greatest concern to landowners, agents and developers is the viability gap for new development. There is pent up demand for new buildings from local companies looking to expand and companies looking to invest in the region. In some cases, the Humber has missed out on potential inward investment due to the absence of suitable sites. However, it is frequently not viable for landowners and developers to build without additional investment or guarantees due to low land and property values in the region. The Humber LEP and Local Authorities are working with landowners, agents and developers to identify potential mechanisms to address the viability gap.

The following risks and barriers will also need to be carefully managed to ensure that the Humber EZ fulfils its maximum potential:

|  |  |
| --- | --- |
| **Risk/Barrier** | **Actions Required** |
| Planning and other approvals | All Humber EZ sites have been designated for development. However, there are outstanding approvals around ecological mitigation (SHIIP) and flood risk management (Able Logistics Park). The Single Conversation Group will play a role in ensuring that requirements for planning and other approvals do not unnecessarily delay development.  |
| Projected demand fails to materialise | This is unlikely due to the strong pipeline of enquiries across the region. However, external economic and political factors may affect demand in sensitive sectors.  |
| An increase in new sites coming forward serves to reduce the overall values in the marketplace. | It is essential that the marketing of sites is well managed in order to stimulate demand while avoiding flooding the marketplace and creating adverse price competition between Humber EZ sites.  |
| Land banking of properties in the expectations of rising values | Key account managers will work with landowners to set realistic expectations of value. The vast majority of landowners for Humber EZ sites are supportive of the programme and are keen to actively develop and market their sites.  |
| Delays in bringing forward critical infrastructure and utilities provision dependent on central government or agency investment e.g. Castle street improvements, Transpennine Electrification, power availability. | EZ status and DCLG/Ministerial backing will be used to ensure effective delivery of these activities. The Humber LEP Investment and Regulation Board leads locally on co-ordinating lobbying for critical infrastructure investments.  |
| Access to finance | Access to finance – In the majority of cases, site owners are responsible for investments to enable development and will access finance through commercial source. Local authorities will work with the owners to ensure that any external funds are secured if applicable, including funding from the Northern Powerhouse Investment Fund. In some case, investment of retained rates in supporting infrastructure will help to reduce risks to private investors.  |

**Part Two: Enabling Development**

1. **Simplified Planning Arrangements**

The Humber LEP and Local Authority Partners are committed to ensuring that simplified planning arrangements are in place for all Humber EZ sites. Many sites already have outline planning in place or have been designated with local plans.

By end March 2017, the majority of sites are expected to have appropriate planning status, consents and licences in place to enable development. Simplified planning arrangement are already in place for 21 sites and arrangements are expected to be in place for a further 13 sites by March 2017.

It has been identified that LEP, central govt or statutory agency intervention required to ensure that appropriate planning status, consents and licences can be put in place for the following sites:

* Phase 3 Brough relief road. Although the relief road is not essential for delivery of Humber Enterprise Park EZ site, it will significantly enhance the offer and deliver wider economic benefits.
* Goole Intermodal Terminal. Further site investigation works are ongoing and will inform the subsequent planning approach, but is anticipated that intervention may be requested to support delivery of this complex project.
* Albert Dock/Sammy’s Point. One of these sites is likely to come forward for a possible location for a cruise terminal and as such there are a number of issues with regard to planning that are not sufficiently developed. It is anticipated that intervention may be requested to support delivery of this complex project.

The Humber LEP’s Single Conversation Group, a national pilot, bringing together statutory agencies, local planning authorities and the Humber LEP to ensure a smoother process for developing around the Humber Estuary, will have the opportunity to review all sites in the Humber EZ to identify any major planning and regulatory issues. EZ sites with complex planning or regulatory requirements will be added to the Single Conversation Group’s Major Projects List and kept under review to ensure that planning and regulatory issues do not unnecessarily delay development.

1. **Investment Plan Summary**

The Humber LEP and partners have compiled a robust Investment Plan aimed at accelerating development on the Humber Enterprise Zone. The Investment Plan will be updated on an annual basis and submitted to the Humber LEP Board and Humber Leadership Board. The Investment Plan will also be used to identify potential investment gaps and the Humber LEP will work with local and national delivery partners and the private sector to identity potential sources of funding to enable these projects to proceed.

The Humber LEP carried out a review of investment needs for EZ sites which has informed the development of the Investment Plan. The review found that infrastructure requirements to enable development of EZ sites vary considerably between sites and include a wide range of interventions including road access, ecological mitigation, flood risk management, spec build, site preparation works and investments in strategic infrastructure.

The Investment Plan lists projects that have been identified by Local Authorities as priorities for investment up the end March 2021.  The Investment Plan is based on information that is available at the time of writing and it is expected that timescales for investment will change in response to investor demand and availability of funding. The Humber LEP and Local Authorities retain the flexibility to react to changing circumstances and respond to emerging opportunities, investing in line with the objectives outlined in this Implementation Plan and following the principle that retained rates are spent in line with LEP priorities. Projects identified in the Investment Plan will be monitored using the Growth Deal Assurance Framework. An Investment Plan detailing planned investment in excess of £770m by March 2021 has been submitted with this Implementation Plan (Appendix 2).

The Investment Plan aims to bring forward sites with the potential to deliver investment and job creation in the early years of the programme to build momentum in delivering the Humber Enterprise Zone, alongside investing in sites which offer a longer term supply of development land or which generate wider economic benefits by enhancing the infrastructure, skills and quality of life offer of the surrounding area.

The projects identified in the current Investment Plan strike a balance between the need to bring sites to market to enable job creation within the first 3 years of the programme and the longer term requirement to invest in creating a forward pipeline of development sites. Projects supporting development at sites in Hull City Centre and Priory Park and the proposed investment in the Goole Intermodal Terminal will support short term job creation, while investments in infrastructure at Paull and the South Humber bank between Immingham and Grimsby will enable development sites to come forward in future years of the programme. The Investment Plan includes a number of strategic projects which will have wider economic impact, including the Goole Intermodal Terminal and the proposed Yorkshire Cruise Terminal.

The Investment Plan also identifies major private sector investments supporting the development of Humber Enterprise Zone sites, including the joint Siemens and ABP £310m investment at Green Port Hull and the £200m investment by Spencer Group in the Energy Works project.

The review of investment needs identified a number of potential projects which are not included in the current Investment Plan, either because they represent longer term infrastructure needs or because the nature of the infrastructure required will be bespoke to the end user of the site. The Humber LEP will continue to work with partners to establish the level and nature of investment needed to overcome barriers to development on these sites.

1. **Funding Sources for the Investment Plan**

One of the major sources of funding for the Investment Plan is the reinvestment of income from retained rates and funds borrowed against future growth in business rates. Other sources of funding include Growth Deal, Local Growth Fund, ERDF and private sector investment.

North East Lincolnshire Council has confirmed that planned investments at Stallingborough and Humber Gate will be partially funded through borrowing against future growth in business rates. East Riding of Yorkshire Council have confirmed that their investment in the Goole Intermodal Terminal will be funded through rates retention. Hull City Council have indicated that the performing arts centre at Osbourne Street, the Yorkshire Cruise Terminal and non-state aid infrastructure for Green Port will be funded through borrowing against retained rates.

The impact of projects on the development of Enterprise Zone sites will be taken into consideration when prioritising projects for Growth Deal and Local Growth Fund investment.

**Part Three: Attracting Investors**

1. **The Humber Enterprise Zone Offer**

The Humber Enterprise Zone as a whole will be promoted as an integral part of the Energy Estuary message, which aims to raise the profile of the Humber’s investment offer, focusing on the Humber’s natural assets, economic opportunities, expertise and quality of life offer. The Humber Enterprise Zone has a strong commercial offer, closely aligned to the region’s core marketing messages promoting the Humber as the Energy Estuary.

The Humber EZ supports growth in ports, logistics and renewables and the region’s ambition to become a leading national and international centre for energy.

It comprises more than 40 sites, with individual sites of up to 290ha, located close to four main ports Goole, Grimsby, Hull and Immingham, as well as several additional deep water quays, rail and motorways on both banks of the Humber estuary including:

* Some of the UK’s largest development sites adjacent to the deep water ports at Able Marine Energy Park and at Paull and Q.E. Dock on the Port of Hull estate.
* Space for offshore wind Original Equipment Manufacturers (OEMs) and their supply chains to co-locate to make cost reductions on a major scale at Able Marine Energy Park and Green Port Hull.
* Sites at the Port of Grimsby, offer opportunities in a rapidly growing O&Mcentre for the offshore wind industry.
* Development land at Humberside Airport, the UK’s second largest heliport, serving the offshore wind, oil and gas industries.
* Sites adjacent to the ports of Grimsby and Immingham, the UK’s largest port complex by cargo tonnage, and Goole, the UK’s furthest inland port and centre for distribution.
* Affordable city centre sites in the vibrant City of Hull, UK City of Culture for 2017.
1. **Marketing Activity Progress to Date**

The Humber LEP has published a Humber Enterprise Zone brochure promoting the Humber EZ offer and providing information about EZ incentives and support for companies investing in the Humber. Copies of the brochure have been provided to landowners, developers and agents and circulated to relevant posts and sector teams within UKTI. The brochure has also been used to promote the Enterprise Zone as an integral part of the renewables offer through the Humber Renewables and Green Port Hull exhibition programmes and has been distributed to potential investors at major offshore wind conferences.

Humber content on the DCLG Enterprise Zones website and UKTI Local Investment Showcase has been undated to promote the expanded Humber Enterprise Zone. Content on LEP, Local Authority and Bondholders inward investment websites (www.investnel.co.uk, thehumber.com) has also been updated.

In June 2016, the Humber LEP carried out a review of current marketing activity for EZ sites. The review found that the majority of the Humber EZ sites are already being actively marketed through commercial property agents. 21 sites have some form on online marketing presence, either through standalone sites, agents’ sites or inclusion on public sector led inward investment sites such as Green Port Hull and Invest NEL. Of the 19 sites over 10ha, only Stallingborough and Goole Intermodal Terminal had no online presence. Stallingborough is in multiple ownership so North East Lincolnshire Council is working closely with landowners and their respective commercial agents to agree a co-ordinated approach to developing and marketing the site. 4 sites (Humber Gate, Imm-Port, Hobson Way and Moody Lane) have recently rebranded with a view to increasing visibility and marketability of the sites.

Approximately 14% of the land within the Humber Enterprise Zone is on large sites that have serviced flat land, an individual identity, websites, prominent site boards, and a named agent to contact. These sites include Humberside Airport, Melton Park, Melton West, Goole 36, Capitol Park, Burma Drive and the Humber Enterprise Park.

The review used projected job creation figures to identify large sites that are predicted to come to market in the early years of the programme. These sites are Melton Park and Melton West on the A63; Goole 36, Capitol Park and Goole Intermodal Terminal adjacent to the Port of Goole; Green Port Hull; Able Logistics Park; Humber Enterprise Park and Paull. All these site have individual identities and strong marketing profiles, combining online presence and prominent site boards, with the exception of Goole Intermodal Terminal, which requires infrastructure investment to release the site’s economic potential, and Paull, which also requires significant infrastructure investment.

Sites that are not currently being actively marketed fall into two categories. The first group, comprising 11 sites, consists of sites which are already occupied and sites where an end user has already been identified. The second group, comprising 6 sites, consists of sites where further investment is needed to overcome barriers to development.

Use of the Enterprise Zones name and logo was found to be inconsistent. None of the sites are visibly branded as Enterprise Zone on site boards and references to Enterprise Zone status in online marketing material are patchy, featuring most frequently on public sector led websites such as Green Port Hull. The Enterprise Zone logo is not currently used on any marketing material for Humber Enterprise Zone sites with the exception of the Humber Enterprise Zone brochure produced by the Humber LEP.

The Humber LEP will continue to monitor marketing activity for Enterprise Zone sites, including the use of the Enterprise Zones logo.

1. **Marketing Plan Summary**

The Humber LEP and Local Authorities have developed a joint Marketing Plan covering an 18-month period up to December 2018 (see Appendix 2). The Humber LEP will work with Local Authorities and other partners to ensure that the marketing of the new Enterprise Zone sites is pro-actively focused on companies in the target sectors, with an emphasis on attracting inward investment.

Humber LEP Marketing Strategy Group, overseen by the LEP’s Business Development Board, will assist in the implementation of the Humber EZ Marketing Plan. The remit of this group is to provide strategic direction for marketing, international trade, promotion and investment activity, with the objective of promoting the Humber as the preferred location for businesses wishing to expand and grow and thereby creating growth of the Humber economy and attracting new jobs and investment to the region.

The Marketing Strategy Group includes representation from the private sector and from business groups and agencies which play a role in promoting the Humber to potential investors including UKTI, Team Humber Marine Alliance, the Hull and Humber Chamber of Commerce and Bondholders. The Humber LEP will engage with government departments and agencies to promote the Humber Enterprise Zone. The Humber LEP-UKTI Engagement Plan for 2016-17 includes a commitment by both parties to identify opportunities to promote the Humber Enterprise Zone to potential investors.

Landowners, developers and agents have indicated that they would welcome a co-ordinated approach to marketing and that they would be keen to collaborate on activity to promote packages of sites that are investment ready. The Humber LEP and Local Authority partners will work closely with landowners, developers and agents to ensure that they have access to high quality marketing collateral to promote the Humber EZ offer and to identify opportunities for collaboration.

**Part Four: Governance, Monitoring and Use of Retained Rates**

**NB: This section is adapted from a proposed MOU between the Humber LEP and Local Authorities. The wording has been discussed with officers, but is currently with Local Authority legal teams for review.**

1. **Governance**

A Humber Enterprise Zone Local Memorandum of Understanding has been agreed between the Humber LEP and the four Humber Local Authorities. The Local MOU sets out provisions for the use of retained rates, governance and monitoring. It covers overs all designated Enterprise Zone sites within the Humber LEP area, comprising the Humber Renewable Energy Super Cluster, the Humber Green Port Corridor, the 2015 Extension to the Kingston Parklands site and the 2016 Extension to the Humber Enterprise Zone.

The Humber Enterprise Zone programme is governed in accordance with the Humber LEP Accountability and Assurance Framework. The Governance Group for the Humber Enterprise Zone is the Humber LEP Board, which includes representatives of each relevant local authority and meets at least quarterly. The roles of all relevant parties in Humber LEP governance and decision making are described in Part A, Chapter 2 of the Humber LEP Accountability and Assurance Framework.

1. **Monitoring**

The Humber Enterprise Zone Implementation Plan will be updated annually following the end of each financial year to include a review of delivery against the previous year’s plan. An updated Investment Plan for the coming year will be submitted to the Humber LEP Board and Humber Leadership Board.

Monitoring of outputs will predominantly be undertaken via the DCLG Enterprise Zone quarterly monitoring returns, which collect information on the value of investments made; job creation, new businesses and site development; impact of the investment and delivery of simplified planning arrangements.

Monitoring of delivery against the Implementation Plan, including the Investment Plan, will be aligned with the Humber LEP Accountability and Assurance Framework. This will streamline the process of collecting and interpreting information, improve the presentation of information to decision-makers and support the LEP’s transparency obligations.

1. **Use of Business Rates Retained by Local Authorities**

Retained rates will be used to support development on the Enterprise Zone via a range of mechanisms, prioritising identified activity which accelerates the development of Enterprise Zone sites while retaining the flexibility to allocate funds in response to emerging opportunities.

The Local MOU specifies that retained rates may be used for:

* Reinvestment in site specific projects which accelerate development of Enterprise Zone sites and maximise the increase in land value.
* Incentives and financial instruments which address the issue of market failure by reducing the risk associated with development.
* Marketing the Humber Enterprise Zone and the Humber region to potential investors
* Activities and investment to support the economic growth of the Humber region, in line with Humber LEP priorities.

 Humber LEP priorities are defined as:

1. Investing in an infrastructure that supports growth - overcoming potential barriers to growth and collaborating to deliver major projects, from building flood defences to road and rail links.
2. Developing a skilled and productive workforce which meets the current and future needs of key sectors
3. Supporting thriving and successful businesses - working to ensure that business can access the support and finance they need to grow, create jobs and take advantage of new investment opportunities

The timing of investments will be dependent on the timescale and deliverability of individual projects. Investments in wider economic development activities may be made in parallel with site specific projects.

Retained rates will be invested in projects which benefit the local authority area in which they were initially collected. Relevant local authorities should have regard for the strategic priorities identified in the Humber Strategic Economic Plan when prioritising projects for investment. There will be no formal mechanism for pooling retained rates.

Relevant Local Authorities may enter into agreements to transfer retained rates between themselves for the purpose of investing in joint projects or projects which have mutual benefit, providing these meet the criteria defined in the Local MOU.

Relevant Local Authorities and the Humber LEP may not enter into any pooling agreement covering retained rates from Humber Enterprise Zone with a combined authority or similar body without the approval of the Humber Leadership Board and endorsement by the Humber LEP Board.

**Appendix 1: Humber Enterprise Zone Sites and Sizes**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Round** | **Area** | **Site** | **Size (ha)** | **BRR** | **BRD** | **ECA** |
| Extension from 2016 | Hull West | Birds Eye | 9.85 | Y | Y | N |
| Priory Park | 6.1 | Y | Y | N |
| Former Cavaghan and Gray | 0.89 | Y | Y | N |
| River Hull Corridor | Benchmark Pods | 1.3 | Y | Y | N |
| Energy Works | 5 | Y | Y | N |
| Rix/Stoneferry  | 4.85 | Y | Y | N |
| Foster Street  | 2.966 | Y | Y | N |
| Ashcourt  | 2 | Y | Y | N |
| Former two wheel centre | 1.73 | Y | Y | N |
| St Marks Street | 1.13 | Y | Y | N |
| Hull Centre | Former LA's site | 0.84 | Y | Y | N |
| Sammy's Point | 1.5 | Y | Y | N |
| Albert Dock  | 1.56 | Y | Y | N |
| John Street Car park | 0.56 | Y | Y | N |
| Pepi's | 0.4 | Y | Y | N |
| Osbourne Street | 1.419 | Y | Y | N |
| Albion Street | 0.7 | Y | Y | N |
| Bonus | 0.7 | Y | Y | N |
| Hull East | Somerden Road  | 8 | Y | Y | N |
| Q E Dock North | 29.64 | Y | Y | N |
| North East Lincs | Stallingborough Interchange  | 64 | Y | N | Y |
| Humber Gate (Great Coates) | 21 | Y | N | Y |
| Imm-Port, King’s Road  | 21.0 | Y | Y | N |
| Queens Road, Immingham (Magna) | 10.0 | Y | Y | N |
| Hobson Way (Abengoa) | 28.0 | Y | N | Y |
| Moody Lane | 45.0 | Y | Y | N |
| East Riding | Capitol Park - Goole | 12.0 | Y | N | Y |
| Goole 36 | 40.0 | Y | N | Y |
| Goole Intermodal Terminal | 11.8 | Y | N | Y |
| Melton Park | 33.0 | Y | Y | N |
| Melton West | 22.7 | Y | Y | N |
| North Lincs | Humberside Airport | 62.5 | Y | Y | N |
| Able Logistics Park | 290 | N | N | Y |
| Humber Green Port Corridor | Paull | Paull | 80.8 | Y | N | y |
| Port of Grimsby | Port of Grimsby 1 | 7.4 | N | Y | N |
|   | Port of Grimsby 2 | 3.6 | Y | Y | N |
| Brough | Humber Enterprise Park | 35 | N | Y | N |
| Green Port and Hedon Road | Staithes Road | 2 | N | Y | N |
| Wyke Works | 2 | Y | Y | N |
| Humber Renewable Energy Super Cluster  | Green Port Hull | 58 | Y | N | Y |
| Q. Elizabeth Dock Sth | 20.33 | Y | N | Y |
| Marfleet Environmental Technology Park | 2.69 | Y | Y | N |
| Elba Street | 1.94 | N | Y | N |
| Valletta Street | 3.24 | N | Y | N |
| Burma Drive | 3.98 | Y | Y | N |
| Kingston Parklands\* | 8.9 | Y | Y | N |
| Rix and Kingston International Business Park | 8.13 | Y | Y | N |
| Keystore | 0.67 | N | Y | N |
| AMEP | Able Marine Energy Park \*\* | 250.9 | Y | Y | Y |

\* Site awarded 4 ha extension in 2015

\*\* BRD and ECA apply to different parts of AMEP site

**Appendix 2: Investment Plan**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Project Name** | **Project Owner** | **Project Description** | **EZ Sites Benefiting from Investment**  | **Value of Investment to end March 2021** | **Funding from retained rates**  | **Other Sources of Funding**  | **Status of investment**  | **Start Date** | **End Date** |
| Green Port Hull | HCC | Providing non state aid infrastructure for the project | Greenport Hull | £310m | £5m | HCC has committed to providing £5m | Investment approved |   |   |
| Energy Works | HCC | Waste to energy project | Energy Works | £200m | 0 | £ 20m ERDF | Approved | On-going |   |
| Burma Drive | HCC | Development of bespoke plots | Burma Drive |   |   |   | Approved |   | Comp-leted |
| Marfleet Environmental Technology Park | HCC | Developing bespoke units  | Marfleet Environnmental Technology Park | £10m | 0 | £2.5m ERDF | Approved |   | Comp-leted |
| Osbourne Street | HCC | Development of a performance arts space | Osbourne Street | £30m | £30m |   | Approved |   |   |
| Wyke Works | HCC | Development of speculative build units | Wyke Works | £3.5m |   | LGF £1.4m, private sector £2.1 | pre-application | Apr-17 |   |
| Priory Park | HCC | Speculative development of 7 small business / industrial units (B2 and B8) which are aimed at the SMEs, extension to Henry Boot Way to deliver serviced development plots on the remainder of the development  | Priory Park | £4.045m | £0 | LGF £2,262,000 (56%)Private sector £1,783,000Total £4,045,000 | Outline business Case submitted |   |   |
| Sammy's point | HCC | Proposed cruise terminal | Sammy's point | £25m | £10m | Various to be determined | pre-application |   |   |
| City Centre public realm | HCC | Development of public realm in City Centre | City centre sites |   |   | Various to be determined | Approved | On-going |   |
| Works to Stoneferry Road corridor | HCC | Providing increased capacity along Stoneferry Road | River Hull Corridor/ Stoneferry | £2.8m |   | LGF £2.34m, Project sponsor £460,000 | Business Case |   |   |
| River Hull Defences | EA | This project provides improvements which protect existing homes, businesses (mostly SMEs) and critical infrastructure including the A1033, transport interchange and a Yorkshire Water pumping station. | Enables future growth both on the 11 Enterprise Zone sites along the River Hull corridor  | £36.5m |   | LGF £1m, Other public sector £35.5m, Other £3m | Outline Business Case |   |   |
| Phase 3 Brough Relief Road | ERYC | The new relief road will provide direct access to the Enterprise Zone site | Humber Enterprise Park | £3.5m |   | LGF £3m, Project sponsor £500,000 | Outline Business Case |   |   |
| Paull LDO Site  | ERYC | Comprehensive site servicing schedule of works which would make the site ‘oven ready’ for investors. In summary these include two site access entrance, heavy duty haul road (full bitmac spec), power, water both surface and foul, gas, telecoms, surface water attenuation, noise barrier, fencing of site, fees etc. | Paull, QE Dock North, QE Dock North, Alexandra Dock (Greenport) | £6.8m  |   | LGF £6.8m, Project sponsor £5.9m, Other public sector £14m | Outline Business Case | ASAP | ? |
| Goole Intermodal Terminal | ERYC | Infrastructure works include dredging the canal, construction of a single berth wharf, concrete hardstanding behind the wharf, rail connection to the Knottingley line and the docks including sidings for loading/unloading materials, services and fees. | Goole Intermodal Terminal, Goole 36 & Capitol Park | £7m  |   | LGF £2.1m Private sector investment £4.9m. | Outline Business Case | 2017 | 2019 |
| Stallingborough Interchange  | NELC | Provision of site access and infrastructure to make site market ready  | Stallingborough Interchange  | £13.0m  | £7.458m | HLLEP Growth Deal 2 £1.0m | Business Case approved (June 2016)  | Mar-17 | Nov-18 |
| HLLEP Growth Deal 3 £4.65m  | OBC prioritised within Humber GD3 proposal - Autumn statement decision | Apr-17 | Mar-20 |
| Humber Link Road  | NELC | Provision of link road between Hobson Way and Moody Lane poviding additional through route between the ports  | Humber Gate (Great Coates), Hobson Way, Moody Lane (Tioxide)  | £5.9m | £3.9m (borrowing from the SHIIP Programme to be paid back through retained rates) | GLLEP Growth Deal 2 £2.0m | Business Case approved (June 2016)  | Apr-17 | Apr-18 |
| Strategic Ecological Mitigation (out of zone investment)  | NELC | Provision of wetland habitat to ensure appropriate mitigation from economic development along South Humber Gateway  | Hobson Way; Queen's Road; Moody Lane; and also benefits non-EZ sites. | £6.5m | £3.385m | ERDF (ESIF) £1.15m | Full Application submitted - business case approved. At contract stage. | Mar-17 | Mar-19 |
| GLLEP Growth Deal 2 £2.0m | Business case approved and at contract stage. | Mar-17 | Apr-19 |
| Imm-Port, King's Road | NELC | Provision of site access and infrastructure to make site market ready (for 10ha) | Imm-Port, King's Road | Unknown | Unknown | Humber LEP Business Loan Fund £630,702 | Application approved, contracted and funds being drawn down. Infrastructure and site access works have commenced. | Mar-16 | Mar-18 |
| Port of Immingham Flood Defence Scheme | NELC | Provision of flood defences for the Port of Immingham and the immediate port hinterland | Imm-Port, Queen's Road and also benefits non-EZ sites | £12.3m | N/A | ERDF/GrowthDeal Pipeline £1.3m | ERDF at full application stage. | Aug-16 | Oct-19 |
| EA £4.45m | Application approved |
| ABP £6.55m | ABP Board Approval |
| A180/A160 | NELC | Improve access to the Port of Immingham and surrounding area by improving the A160 between the junction with the A180 at Brocklesby Interchange and the Port. | ABLE, Imm-Port, Queen's Road and also non-EZ sites. | £88.4m | N/A | Highways England £88.4m | Works ongoing | Apr-15 | Oct-16 |
| Killingholme Marshes Pumping Station and Drainage Improvements | NLC | This project involves the construction of a pumping station and drainage solutions to unlock a large area of land on the South Humber Gateway which cannot currently be developed due to flood risk.  | AMEP | £6.5m |   | LGF £3.47m Other private sector £3.03m | Outline Business Case |   |   |
| Business Park Unit Development | NLC | The project will involve the demolition of two dilapidated warehouse buildings and the construction of 7 new units of 1500sqft.  | Humberside Airport | £0.65m |   | LGF £260,000, Project sponsor £390,000 | Outline Business Case |   |   |

**Appendix 3: Humber Enterprise Zone Marketing Plan**

This Appendix is a snapshot of a working document at July 2016. The Marketing Plan will be kept under review and continually updated.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Activity** | **Type** | **Status/Action Required** | **Owner** |
| Mar 2016 | **Briefing session for landowners, developers, agents and other local stakeholders discussed options for joint marketing activity.**  | Joint working with landowners | Completed | Humber LEP |
| Mar 2016 | **Present Humber EZ offer to Regional Business forum as part of UK-China Regional Leaders Exchange:Yangtze River Delta & Northern Powerhouse Regional Business Forum** | Awareness raising | Completed | Humber LEP |
| Mar-April 2016 | **Development of Humber Enterprise Zones brochure** | Marketing Collateral  | Completed | Humber LEP/ Local Authorities |
| June 2016 | Humber Enterprise Zones brochure | Marketing Collateral  | Hard copy and electronic brochure launched 14 June 2016. | Humber LEP |
| June 2016 | Commitment included in UKTI Invest-Humber LEP joint Delivery Schedule for 2016-17 to identify opportunities to showcase Humber Enterprise Zone to investors. | Awareness raising | Completed | Humber LEP/UKTI |
| June 2016 | Update Humber content on the DCLG Enterprise Zones website and UKTI Local Investment Showcase | Marketing Collateral  | Completed June 2016 | Humber LEP |
| June-Oct 2016 | Update or create Enterprise Zone content on LEP, Local Authority and Bondholders inward investment websites (investnel.co.uk, thehumber.com) | Marketing Collateral  | LEP website updated April 2016.theHumber.com website scheduled for launch Autumn 2016 | Humber LEPBondholdersLocal Authorities |
| May-June 2016 | Provide landowners, developers and agents with appropriate marketing collateral about EZ incentives and the Humber EZ to support their marketing activity. | Marketing Collateral | EZ logos to be provided May 2016. EZ brochure to be provided June 2016 | Humber LEP and Local Authorities |
| May-Oct 2016 | Development of theHumber.com website | Marketing Collateral | Ensure that EZ offer features prominently on website | Humber LEP/ Bondholders |
| June 2016 | Monitor use of EZ logo and reference to EZ status in private sector marketing material (signage, websites) | Joint working with landowners | Reviewed for production of Implementation Plan June 2016 |  |
| June 2016  | Promote the Enterprise Zone as an integral part of the renewables offer through the Humber Renewables and Green Port Hull exhibition programmes. | Exhibition Presence and Trade and Investment Missions/Visits | * EZ brochure distributed at Global Offshore Wind, Manchester, 21-22 June 2016
 | Humber LEP/ Green Port Hull/THMA |
| June-July 2016 | Work with UKTI and OWIO to identify target companies in EEI sector. Use target company list to identify relevant overseas posts. | Targeted approaches | Meet with UKTI and OWIO to discuss.  | Humber LEP/UKTI |
| July 2016 | Distribute Humber Enterprise Zones Brochure to EEI, Ports & Logistics and AEM (including Chemicals) teams and within UKTI | Awareness raising | UKTI Partnership Manager to progress. | Humber LEP/UKTI |
| July 2016 | Identify opportunities to promote Humber EZ through UKTI Northern Powerhouse activity  | Awareness raising | Engage with UKTI Northern Powerhouse Taskforce once appointed | Humber LEP/UKTI |
| July 2016 | Identify opportunities to host training events and visits from UKTI sector teams/posts the region. | Awareness raising | Work with UKTI Partnership Manager | Humber LEP/UKTI |
| July-Aug 2016 | Develop target list of national property agents | Targeted approaches | Map major agents and create contact list | Humber LEP/ Local Authorities |
| Aug-Dec 2016 | Individual approaches to companies on OWIO target list. | Targeted approaches | Introductions and provision of information as appropriate  | Humber LEP/UKTI |
| Aug-Dec 2016 | Targeted approaches to relevant UKTI posts. | Targeted approaches | Introductions and provision of information as appropriate | Humber LEP/UKTI |
| Aug-Oct 2016 | Development of The Humber brochure | Marketing Collateral | Ensure that EZ offer features prominently in brochure | Humber LEP/ Bondholders |
| Sep 2016 | Promote the Enterprise Zone as an integral part of the renewables offer through the Humber Renewables and Green Port Hull exhibition programmes. | Exhibition Presence and Trade and Investment Missions/Visits | * EZ brochure distributed at
* European Wind Energy Association, Hamburg, 27-29 September 2016
 | Humber LEP/ Green Port Hull/THMA |
| Sep-Oct 2016 | Targeted approaches to national property agents | Targeted approaches | * Introductions and provision of information as appropriate
 | Humber LEP/ Local Authorities |
| Oct 2016 | THMA Offshore Wind mission to USA, October 2016, following up a successful visit in February 2016 | Exhibition Presence and Trade and Investment Missions/Visits | EZ brochure distributed | THMA |
| Oct 2016 | [MIPIM UK 2016: Oct 19-21‎](http://www.mipimuk.co.uk/) | Exhibition Presence and Trade and Investment Missions/Visits | Officials to attend to assess opportunity to promote Humber EZ at 2017 event. | Humber LEP/ Local Authorities |
| Oct 2016  | **Briefing session for landowners, developers, agents and other local stakeholders to discuss options for joint marketing activity.** | Joint working with landowners | Schedule briefing session to discuss joint activity including signage and exhibition presence. | Humber LEP |
| Oct-Nov 2016 | Launch of theHumber.com website | Marketing Collateral | Ensure that EZ offer is promoted as part of website launch.  | Humber LEP/ Bondholders |
| Oct-Nov 2016 | Launch of The Humber Brochure  | Marketing Collateral | Ensure that EZ offer is promoted as part of brochure launch. | Humber LEP/ Bondholders |
| Nov 2016 | Parliamentary Reception for National Agents tbc | Targeted approaches | Activity led by LEP Marketing Group | Humber LEP |
| Dec 2016 | Monitor use of EZ logo and reference to EZ status in private sector marketing material (signage, websites) | Joint working with landowners | EZ site tour and desk based review. | Humber LEP |
| April 2017 | Humber Enterprise Zones brochure Update | Marketing Collateral - Production | Update hard copy and electronic brochure for publication June 2017. | Humber LEP |
| June 2017 | Monitor use of EZ logo and reference to EZ status in private sector marketing material (signage, websites) | Joint working with landowners | EZ site tour and desk based review. | Humber LEP |
| June 2017 | Promote the Enterprise Zone as an integral part of the renewables offer through the Humber Renewables and Green Port Hull exhibition programmes. | Exhibition Presence and Trade and Investment Missions/Visits | * EZ brochure distributed at Global Offshore Wind and EWEA (combined), London, 6-8 June 2017
 | Humber LEP/ Green Port Hull/THMA |
| Oct 2017 | UK MIPIM 2017 | Exhibition Presence and Trade and Investment Missions/Visits | * Potential exhibition presence.
 |  |
| Dec 2017 | Monitor use of EZ logo and reference to EZ status in private sector marketing material (signage, websites) | Joint working with landowners | EZ site tour and desk based review. | Humber LEP |
| April 2018 | Humber Enterprise Zones brochure Update | Marketing Collateral - Production | Update hard copy and electronic brochure for publication June 2018. | Humber LEP |
| June 2018 | Monitor use of EZ logo and reference to EZ status in private sector marketing material (signage, websites) | Joint working with landowners | EZ site tour and desk based review. | Humber LEP |
| Dec 2018 | Monitor use of EZ logo and reference to EZ status in private sector marketing material (signage, websites) | Joint working with landowners | EZ site tour and desk based review. | Humber LEP |