

**Decision under Delegated Powers****Officer Requesting Decision**

David Hankin: Team Leader: Regeneration and Economic Development

**Officer Making the Decision**

Geoff Parker: Chief Executive

**Recommendation**

That the Chief Executive signs the Memorandum of Understanding with the Secretary of State for Communities and Local Government, the Leicester and Leicestershire Enterprise Partnership, Leicestershire County Council and Leicester City Council to jointly set up and operate the Loughborough and Leicester Science and Innovation Enterprise Zone (attached as Appendix 1).

**Reason**

To agree terms and conditions, key deliverables and governance vehicles to guide co-operative working between the partners in the delivery of the Loughborough and Leicester Science and Innovation Enterprise Zone.

**Authority for Decision**

On 17 September 2015 Cabinet resolved:

that the Leader of the Council and the Chief Executive be authorised to enter into an agreement with the Leicester and Leicestershire Enterprise Partnership and others to work together to deliver an Enterprise Zone potentially including the Loughborough Science and Enterprise Park and Charnwood Campus subject to the agreement with Department for Communities and Local Government of a satisfactory business case and investment plan.

(Minute 15/16:44 refers)

**Decision and Date**

APPROVED



03 MAY 2017

## **Background**

In July 2015 the government published a prospectus inviting Local Enterprise Partnerships (LEPs) working in partnership with local Councils to prepare bids for the establishment of a new wave of Enterprise Zones (EZs) to boost jobs and prosperity.

In issuing that invitation the government recognised the success of the first two waves of EZ designations which had delivered 24 zones demonstrating their importance as vehicles for the devolution of responsibility to LEPs to lead growth and develop their local economies.

Bids for new EZ designations were to be submitted to the Department for Communities and Local Government (DCLG) by 18 September 2015 with the successful bids being announced in the Chancellor's Autumn statement on 25 November 2015. The initial Loughborough and Leicester EZ bid was unsuccessful.

Over the winter of 2015/16 the Leicester and Leicestershire Enterprise Partnership (LLEP) and local MPs engaged the Treasury in dialogue leading to an announcement in the Budget of 16 March 2016 that, subject to the necessary business case approvals and local agreements, the government would create a new EZ in Loughborough and Leicester.

Under the overall direction of the LLEP, local authority partners and site promoters collaborated in the preparation and submission of the business case by the 22 July 2016 deadline. Following clarification of details the government confirmed on 13 February 2017 the designation of the Loughborough and Leicester Science and Innovation Enterprise Zone capturing three sites:

- Loughborough University Science and Enterprise Park
- Charnwood Campus (the country's first life sciences enterprise zone), and,
- Leicester Waterside (incorporating Pioneer Park alongside the National Space Centre).

The orders authorising the EZ will come into effect on 1 April 2017.

The delegated authority from Cabinet to enter into the agreement to deliver an EZ was to the Leader and the Chief Executive. The Leader has been consulted in the negotiation of the terms attached to the Memorandum of Understanding and has agreed to its adoption.

## **Memorandum of Understanding**

The partner agencies involved in the designation process have already established close working relationships and organisational structures to drive the project forward.

The Memorandum of Understanding aims to formalise those relationships and structures within a formal document. (Appendix 1)

In summary the memorandum:

- Sets out the range of business incentives operating within the EZ
- Reaffirms the evidence submitted in support of the EZ proposal and confirms that no new information has emerged which might undermine or significantly delay the delivery of the EZ
- Commits the partnership to using all reasonable endeavours to set up and operate the EZ in accordance with the original application including the agreed incentives.
- Commits the partners to the establishment of appropriate governance structures to make strategic and operational decisions supported by Memorandums of Understanding between the partners to agree objectives and priorities for the EZ alongside the measures required to secure its delivery (including but not limited to the use of retained business rates, compulsory purchase powers, simplified planning regimes, development orders, joint ventures and borrowing to support investment).
- Requires the preparation and submission of a 5 year implementation plan by 31 March 2017 (currently in progress under the co-ordination of the LLEP)
- Defines the support and expertise which may be provided by the DCLG's Cities and Local Growth Unit including the nomination primary points of contact.
- Requires the adoption of provisions for marketing and monitoring the delivery of the EZ.

To allow all parties the opportunity to review their interests over the initial three years of the operation of the EZ the Memorandum of Understanding extends only to 2020.

### **Financial Implications**

The primary incentives attached to the designation of an EZ are financial and are set out in the Memorandum of Understanding at section 2.

They provide for the local retention of 100% of any business rate increase accruing over a 25 year period for investment in the EZ and other identified growth priorities.

Additionally local authorities may offer business rate discount to businesses locating in the EZ within five years of its designation for a period of five years up to 31 March 2031. That discount will be reimbursed by the government.

The additional business rates accruing from the EZ will be held by Leicester City Council acting as the accountable body on behalf of the LLEP.

As a principle the LLEP propose that they will reimburse the Council's administrative costs incurred in the collection of business rates and ensure that it is left in a "no worse off position" than if the EZ status was not awarded. (Schedule 3). Negotiations are ongoing to establish an agreement between the billing authorities and the LLEP on what the "no worse off" arrangements will be. Other aspects of the EZ arrangements, such as the level of LLEP investment in Charnwood, will also need to be understood in the process of negotiating an overarching agreement.

The LLEP, through the MoU, may commit to considering with its local authority partners the use of prudential borrowing or other investment vehicles as a means of securing the delivery of essential infrastructure. It is not yet known what level of borrowing may be requested of the Council and requests will need to be considered on a case by case basis having due regard to the risks and rewards associated with such borrowing.

In general support for the designation of the EZ through the MoU implies a major commitment to its delivery which include a significant financial enabling role for the Council. However, the detail and extent of this commitment has yet to be discussed. .

**Risk Management**

Risk Identified	Likelihood	Impact	Risk Management Actions Planned
That delays in the provision of infrastructure and/or the inability of the site owners to negotiate terms with investors results in a failure to deliver the EZ Implementation Plan targets	Possible	Moderate	Engage closely with site owners and public sector partners through the governance structures set out in the MoU.

Key Decision: No

Background Papers: None

## Enterprise Zone Memorandum of Understanding

THIS AGREEMENT is dated [ ] 2017

### PARTIES

1. **THE SECRETARY OF STATE FOR COMMUNITIES AND LOCAL GOVERNMENT** whose principal address is 2 Marsham Street, London, SW1P 4DF (**Secretary of State**);
2. Each of the local authorities for the area of the Enterprise Zone, whose names and principal addresses are listed at Schedule 1 (together the **Relevant Local Authorities**)
3. The Local Enterprise Partnership for the area of the Enterprise Zone, whose names and principal addresses are listed at Schedule 2 (where a local enterprise partnership does not have corporate status then the Accountable Body who acts as the representative is listed) (together with the **Local Enterprise Partnership**)

### 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. Enterprise Zones are on sites which would ordinarily not be expected to generate significant business growth nor generate any business rates without incentives and /or dedicated local stakeholder support. Any increase from business rates income which arise from the development of an Enterprise Zone site will not be affected by business rates reform, reset or redistribution for a period of 25 years.
- C. 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. This includes arrangements for the establishment and operation of Enterprise Zones. As some local enterprise partnerships are not corporate bodies, a local authority may act as an accountable body on their behalf.
- D. In agreement with the Local Enterprise Partnership local authorities responsible for all or part or all of an Enterprise Zone use any increase in business rates they collect from each Enterprise Zone site to support the further development of the Enterprise Zone and neighbouring areas.
- E. Taking account of the application included within the attached schedule and other representations made by the Local Enterprise Partnership, the Secretary of State with the agreement of the Chancellor of the Exchequer offers the Local

Enterprise Partnership and Relevant Accountable Bodies the right to set up and establish arrangements for the operation of the Enterprise Zone subject to the terms and conditions set out within the other paragraphs of this Memorandum of Understanding. To allow all parties to review their interests, in the first instance this Memorandum of Understanding extends to 2020.

## **IT IS AGREED THAT:**

### **1 DEFINITIONS**

In this Memorandum of Understanding the following words and phrases shall have the following meanings:

**“Accountable Body“** means a local authority organisation(s) responsible for one or more aspects of the 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 on 22<sup>nd</sup> July 2016 (which may be amended from time to time after the date of this Memorandum of Understanding) and includes each of the representations at Schedule 3 of this Memorandum of Understanding (in the event of conflicting statements, Schedule 3 and then the latest validly made variation shall take priority).

**“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 2017', 'Non-Domestic Rating (Designated Areas) Regulations 2017', and 'Non-Domestic Rating (Rates Retention) Regulations 2013'.

**“Relevant local authorities“** means a local authority on which all or part of an Enterprise Zone is situated and as a consequence collects business rates from businesses in operation on that site.

**“Term“** means the earlier of 31 March 2020 or the date of the Secretary of State, each of the Local Enterprise Partnership or each of the Relevant Local Authorities giving written notice to the other parties to this Memorandum of Understanding of its intention to terminate the Enterprise Zone status under clause 5.

### **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 and the Relevant Local Authorities the right to set up and operate the Enterprise Zone for the Term, subject to the terms of this Memorandum of Understanding, 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 1<sup>st</sup> April 2017) of the Enterprise Zone, providing that such sums are directed towards the development of the Enterprise Zones and thereafter towards the Local Enterprise Partnership's other identified growth priorities;
- Central government will reimburse the cost incurred by Relevant Local Authorities in providing a 100% business rates discount for a period of up to five years, to any business which sets up operations within the Enterprise Zone site before 31 March 2022, and is able to receive the support within the State Aid De Minimis threshold (or other limitation applicable by law);
- As an alternative to the reimbursement of business rates, and up until 31<sup>st</sup> March 2020, Central Government will reimburse the Relevant Local Authorities the cost of allowing businesses occupying an Enterprise Zone sites 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 Local Enterprise Partnership and Relevant Local Authorities can together agree to other local authorities benefitting from the benefits of the Enterprise Zone during the Term provided they have entered into an inter-party agreement as set out in 3.2 (a) and meet the relevant requirements in the regulations. In this situation, notice shall be given to the Secretary of State of the arrangement.

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

- 3.1** The Relevant Local Authorities and the Local Enterprise Partnership agree, having undertaken due investigation, that at the date of this Memorandum of Understanding:
- (a) The statements within the Application are accurate;
  - (b) they are not aware of any information which is likely to materially undermine the ability of the Local Enterprise Partnership and the Relevant Local Authorities to deliver the Enterprise Zone in accordance with the Application and achieve the outputs; and
  - (c) they are 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 Relevant Local Authorities and Local Enterprise Partnership confirm, having undertaken due investigation, that:

- (a) they have obtained or shall use all reasonable endeavours 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) they have or will secure the expertise and capacity to set up and operate the Enterprise Zone in accordance with the Application;
- (c) they 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, planning law and all rules relating to the collection and distribution of business rates, discount, and use of business rates for investment); and
- (d) they will deliver the relevant incentives at Schedule 4 for the period set out in the Application and this Memorandum of Understanding.

**3.3** The Relevant Local Authorities and the Local Enterprise Partnership agree 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 Memorandum of Understandings with each other which set agreed objectives and priorities for the Enterprise Zone as well as terms necessary to give effect to this Memorandum of Understanding (for example, provisions covering the use of business rates retained by local authorities and how local authorities 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 and local authorities involved in the Enterprise Zone changes, the Secretary of State requires that the Local Enterprise Partnership uses all reasonable endeavours to enter into new Memorandum of Understandings under this clause. Copies of these Memorandum of Understandings should be sent to the Secretary of State within 50 days of execution.
- (c) to use government subsidies provided for the Enterprise Zone (including the subsidy provided under this Memorandum of Understanding and the Regulations) for the objectives of the Enterprise Zone and in compliance with relevant laws.

**3.4** **Implementation Plan**

The Local Enterprise Partnership in consultation with the Relevant Local Authorities shall design and submit to the Secretary of State a 5

year implementation plan (which sets out the major steps and the individual(s) and organisation(s) who will be responsible to set up, operate and deliver the objectives and priorities which have been agreed for the Enterprise Zone) no later than 31st March 2017.

**3.5 The Cities and Local Growth Unit shall support:**

- (a) the set up and delivery of the Enterprise Zone (in particular through the contact for the Enterprise Zone, which is Helen Mitchell (E-mail: [helen.mitchell1@beis.gov.uk](mailto:helen.mitchell1@beis.gov.uk) Telephone: 0115 872 4700) 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 and Relevant Local Authorities shall be informed if there is a change in the Cities and Local Growth Unit 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; and
- (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 or subject to alteration after that date.

**3.6 The Relevant Local Authorities and Local Enterprise Partnership shall:**

- (a) send the Cities and Local Growth Unit contact the details of the primary point of contact ("Local Enterprise Zone Contact", a named representative agreed with the Local Enterprise Partnership) for the Enterprise Zone within 20 Working Days of entering into this Memorandum of Understanding. The Cities and Local Growth Unit contact shall be informed if there is a change in the Local Enterprise contact.
- (b) authorise the Local Enterprise Contact to discuss progress of the Enterprise Zone with the Cities and Local Growth Unit 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 Cities and Local Growth Unit 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 Cities and Local Growth Unit 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 Relevant Local Authorities and the Local Enterprise Partnership agree 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 Memorandum of Understanding; and
- (c) use DCLG and Enterprise Zone logos within marketing communications and signage.

### **3.8 Monitoring**

The Relevant Local Authorities and the Local Enterprise Partnership agree to use all reasonable endeavours to complete the management information at Schedule 5 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 Memorandum of Understanding 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 Memorandum of Understanding 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 any or all of the Local Enterprise Partnership and / or the Relevant Local Authorities to market an Enterprise Zone if, acting reasonably, the Secretary of State is of the view that a party has acted in a way which significantly damages the reputation of the Enterprise Zone Programme or if there has been a material breach of this Memorandum of Understanding.
- (b) The Relevant Local Authorities and Local Enterprise Partnership with the Memorandum of Understanding 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 others 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 Memorandum of Understanding.

**7. MISCELLANEOUS**

Nothing in this Memorandum of Understanding shall constitute a partnership or joint venture between any of the parties.

**ACCEPTANCE**

This Memorandum of Understanding 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: \_\_\_\_\_

1. Local Enterprise Partnership Accountable body signs here

Signed for and in agreement with

**LEICESTER & LEICESTERSHIRE ENTERPRISE PARTNERSHIP BY THE  
ACCOUNTABLE BODY:**

**LEICESTER CITY COUNCIL**

**CITY HALL**

**115 CHARLES STREET**

**LEICESTER**

**LE11FZ**

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

Print Name: \_\_\_\_\_

Signed for and in agreement with

**LEICESTER CITY COUNCIL**

**CITY HALL**

**115 CHARLES STREET**

**LEICESTER**

**LE11FZ**

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

Print Name: \_\_\_\_\_

Signed for and in agreement with

**CHARNWOOD BOROUGH COUNCIL**

**COUNCIL OFFICES**

**SOUTHFIELD ROAD**

**LOUGHBOROUGH**

**LEICESTERSHIRE**

**LE11 2TX**

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

Print Name: \_\_\_\_\_

Signed for and in agreement with

**LEICESTERSHIRE COUNTY COUNCIL**

**COUNTY HALL**

**GLENFIELD**

**LEICESTERSHIRE**

**LE3 8RA**

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

Print Name: \_\_\_\_\_

**SCHEDULE 1 - RELEVANT LOCAL AUTHORITIES**

**LEICESTER CITY COUNCIL**

**CITY HALL**

**115 CHARLES STREET**

**LEICESTER**

**LE11FZ**

**CHARNWOOD BOROUGH COUNCIL**

**COUNCIL OFFICES**

**SOUTHFIELD ROAD**

**LOUGHBOROUGH**

**LEICESTERSHIRE**

**LE11 2TX**

**LEICESTERSHIRE COUNTY COUNCIL**

**COUNTY HALL**

**GLENFIELD**

**LEICESTERSHIRE**

**LE3 8RA**

**SCHEDULE 2 – LOCAL ENTERPRISE PARTNERSHIP**

**LEICESTER & LEICESTERSHIRE ENTERPRISE PARTNERSHIP**

**CITY HALL**

**115 CHARLES STREET**

**LEICESTER**

**LE11FZ**

**SCHEDULE 3 - KEY INFORMATION ON THE LOUGHBOROUGH AND LEICESTER ENTERPRISE ZONE FROM LEICESTER & LEICESTERSHIRE ENTERPRISE PARTNERSHIP**

General	
Name of Enterprise Zone	Loughborough and Leicester Science and Innovation Enterprise Zone
Name of Local Enterprise Partnership	Leicester & Leicestershire Enterprise Partnership
Relevant local authorities	Leicester City Council Charnwood Borough Council Leicestershire County 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.

We aim to deploy retained rates during the first five years to invest in developing the Zone. The extent of further investment of rates beyond year 5 will be subject to review and prevailing market conditions. It is anticipated (although subject to review) that further investment will be required from years 6 to 10.

We will consider with our local authority partners prudential borrowing (or other investment vehicles) against confirmed rate receipts. (To mitigate risk we will borrow only against actual confirmed receipts receivable as opposed to anticipated rate receipts from planned future developments).

As a principle, the LLEP will reimburse the billing local authorities (Charnwood

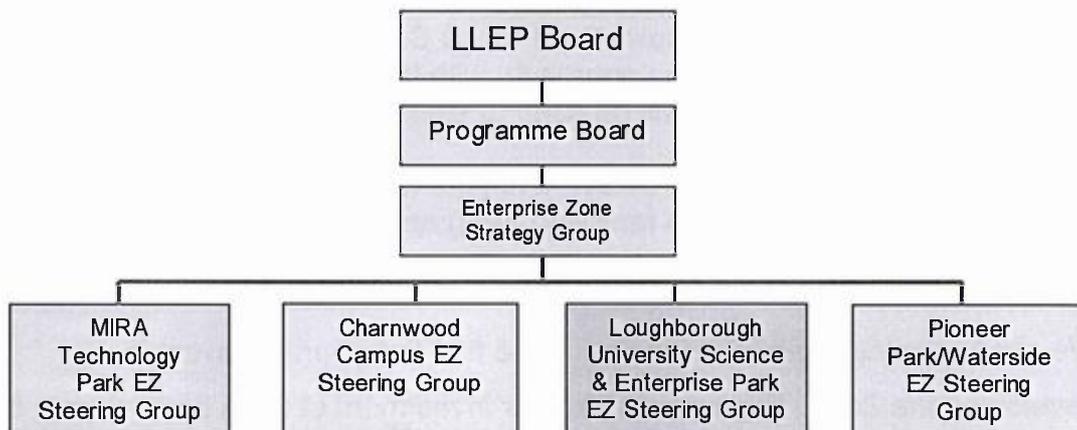
Borough Council and Leicester City Council) administrative costs of collection and ensure that they are in a 'no worse off position' than if EZ status was not awarded. The remaining balances from April 2017 will be invested in the delivery of the EZ for a period to be agreed with the local authorities. The business rates uplift will also be reinvested to deliver the priorities in the partnership's Strategic Economic Plan.

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.

**Name of Senior Responsible Owner:** Mandip Rai

**Job title:** LLEP Director

**Governance structure:**



The LLEP has established an Enterprise Zone Strategy Group, which meets quarterly, and will act as the forum for liaison between site owners, LLEP, relevant local authorities and the Cities & Local Growth Unit. This Group will have an appropriate level of delegation of authority by officers and will oversee all EZ operations on behalf of the LLEP Board. Funding recommendations made by the Group will be taken to the LLEP Programme Board for consideration on behalf of the LLEP Board. The Programme Board will determine the reinvestment of the uplift in business rates to support sustainable economic growth within the zone and across the wider LEP area, in line with the Local Assurance Framework. The LLEP Board will have ultimate responsibility for the delivery of the EZ.

Each site, including the already established MIRA Technology Park Enterprise Zone, has its own steering group which meets regularly throughout the year

and will strategically advise and support delivery of the EZ sites. The groups consist of site owners, relevant local businesses, local authorities, and the LLEP.

Fill out information from the Application form from Q E.2 Please explain the 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.

The LLEP already operates, with partners, one of the most successful Enterprise Zones at MIRA Technology Park. This collective experience together with a number of individuals with specific specialist knowledge provides an invaluable resource to support the development and operation of Loughborough and Leicester EZ.

In addition, the LLEP has agreed to establish two posts to support the delivery of both Enterprise Zones – an Enterprise Zones Coordinator and an Enterprise Zones Support Officer. They will report to the Head of Programme Delivery who is directly responsible to the LLEP Director. It is anticipated that the posts will be occupied in early May 2017. The costs associated with these roles will be resourced from the projected business rates uplift as agreed by the accountable body. Until the posts are occupied, these functions will be carried out by existing LLEP staff.

Each Enterprise Zone site will have its own delivery arrangements drawn from existing partnerships.

Fill out information from the Application form from Q E3 How 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, and investment?

The LLEP has a robust project and programme monitoring system in place for all projects and activity it undertakes. The EZ activity and strands will be monitored through this system and planned into the existing financial and output systems.

Each of the three sites will be required to submit to the LLEP monitoring information, which captures data against the headings, summarised below:

- Number of new jobs created and safeguarded, and level
- Number of construction jobs
- Number of Internships/KTPs/Apprenticeships

- Number of new companies onsite by sector
- Size of new companies onsite
- Inward investment secured
- Amount of land developed or redeveloped
- New floorspace created by type
- Refurbished floorspace created by type
- Amount of Public sector capital investment
- Amount of Private sector capital investment
- Per annum business rates generated
- High level PR and promotional activity

Fill out information from the Application form from 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.

Currently each site within the zone is marketed individually.

We propose that this site specific marketing, which is important to exploit the distinctiveness of the three offers, is supplemented by joint marketing campaigns where this is appropriate and beneficial, for example in relation to attracting investors and end users in science and technology sectors. At all times it will be important to continue to reflect the specific market advantages of individual sites.

Marketing will be national and international including a specific focus on the EZ potential at MIPIM 2017. Key to our international marketing will be a closer working relationship with the Department for International Trade (DIT) on what will be a compelling offer to overseas companies.

A key target will also be start-up businesses; growing SME's and spin-out companies from our three universities. We will develop specific marketing collateral for these groups and develop specific support packages to supplement the advantages of locating within the EZ.

We will invest a proportion of the Commercial Support Grant awarded to the LLEP to develop both bespoke and coherent marketing collateral for the four EZ sites in the LLEP area.

**SCHEDULE 4 – SITES AND INCENTIVES**

<b>Proposed EZ Sites</b>	<b>District / Local authority Ward</b>	<b>ECA</b>	<b>BRD</b>	<b>BRR</b>
<b>CHARNWOOD CAMPUS</b>	<b>CHARNWOOD BOROUGH COUNCIL</b>		X	X
<b>LOUGHBOROUGH UNIVERSITY SCIENCE AND ENTERPRISE PARK</b>	<b>CHARNWOOD BOROUGH COUNCIL</b>		X	X
<b>LEICESTER WATERSIDE</b>	<b>LEICESTER CITY COUNCIL</b>		X	X

## **SCHEDULE 5 – 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?



