**STOKE ON TRENT & STAFFORDSHIRE**

**LOCAL ENTERPRISE PARTNERSHIP**

**EXECUTIVE BOARD MEETING**

**27 February 2020**

**Ceramic Valley Enterprise Zone: Strategic Implementation Plan &**

**Project Board Revised Terms of Reference**

**Project Lead:** Caroline Mairs, Investment Services Manager, Stoke-on-Trent City Council

1. **Ceramic Valley Enterprise Zone (CVEZ) Background**

Ceramic Valley is about employment growth across six sites on a three mile long corridor of the A500. The strategy adopted is to unlock the delivery of these six redundant and contaminated brownfield sites by stimulating demand through the incentives that Enterprise Zone status offers and providing pump-priming where needed to remove viability constraints. Launched in 2015, it is estimated the CVEZ will deliver by 2025:

* A net land value uplift equivalent to £39.3 million
* 140 Ha of brownfield land reclaimed
* 350,000+ sqm of additional employment floor space
* Approximately 7,000 jobs on-site

Five of the sites are located in Stoke-on-Trent – Tunstall Arrow, Highgate Ravensdale, Chatterley Valley East, Etruria Valley and Cliffe Vale. The Newcastle-under-Lyme site is Chatterley Valley West. Etruria Valley benefits from Enhanced Capital Allowance with the other sites offering business rates relief to new occupiers.

1. **Strategic Implementation Plan (SIP) 2020-21**

The SIP outlines at a strategic level the vision, expected benefits, delivery activities, the governance structure for managing and reviewing the CVEZ, progress to date against milestones and the approach to funding and key risks. It is a live document, updated annually. This SIP relates to the operational year 1 April 2020 to 31 March 2021.

1. **Governance Structure**

Responsibility to oversee the delivery of the CVEZ was mandated by central government to the Stoke-on-Trent and Staffordshire LEP which subsequently mandated Stoke-on-Trent City Council to act as the CVEZ accountable body. The SSLEP Company Executive Board has delegated responsibilities for scrutinising the CVEZ delivery to a CVEZ Project Board.

The CVEZ Project Board is not a decision-making body. It will make recommendations to the Company Executive Board on:

* Endorsing the updated annual SIP
* Endorsing the programme of activity and CVEZ budgets within the SIP
* Recommending projects to use CVEZ finance to the Company Executive Board

The terms of reference for the Project Board have been revised to reflect the current SSLEP Company Executive Board governance arrangements.

1. **Key Milestones 2020-21**

Programme Management:

* CVEZ five year evaluation – organise a summer workshop to review and set new priorities/ strategic focus for the next five years
* Lobby government to expand the Enterprise Zone and extend the business rates discount incentive beyond March 2021

Marketing & Communications:

* Full appraisal of marketing and communications function, including website to form part of the five year evaluation of CVEZ marketing
* A plan for CVEZ branding to be placed at site entrances
* Organise a five year celebration event to coincide with a ministerial visit

***Recommendation: That the CVEZ Strategic Implementation Plan 2020-21 and the revised CVEZ Project Board Terms of Reference recommended by the CVEZ Project Board be endorsed by the SSLEP Company Executive Board.***

**Appendices:**

1. CVEZ SIP 2020-21
2. CVEZ Project Board Terms of Reference (updated)
3. CVEZ booklet – demonstrating evidence of delivery/progress to date and to support government lobbying to expand the EZ and an extension of the business rates incentive beyond 2021.