**STOKE ON TRENT & STAFFORDSHIRE**

**LOCAL ENTERPRISE PARTNERSHIP**

**EXECUTIVE BOARD MEETING**

**19 March 2020**

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

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 with Stoke-on-Trent City Council acting as the CVEZ accountable body. In order to ensure that the Ceramic Valley Enterprise Zone meets with the LEP’s assurance framework it is proposed that the CVEZ Strategic Implementation Plan (SIP) be submitted to the LEP’s Strategic Programme Management Group each year for endorsement. **While this is in line with revised governance arrangements, the new SPMG is not yet fully operational. The SIP must be submitted to BEIS by the end of March 2020 and so the Executive Board is being asked to endorse the SIP, as in previous years.**

Once approved, the Strategic Implementation Plan will be the guide against which any future CVEZ investment decisions will be made. Explicit within the SIP will be the overarching priorities for investment. Going forwards any proposed investments will be assessed against these priorities and if met any business case appraisals will be “light touch”. Any new proposals which fall outside of the CVEZ priorities will be brought to SPMG for formal consideration.

The CVEZ Project Board is not a decision-making body. It will continue to undertake the actions below, submitting these to the Strategic Programme Management Board to gain LEP endorsement.

* Proposing an annual Strategic Implementation Plan
* Endorsing a programme of activity and CVEZ budgets within the SIP
* Recommending projects to use LEP Business Rate Uplift to the LEP’s Strategic Programme Management Group

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 Board Members endorse the CVEZ Strategic Implementation Plan 2020-21 and thereafter refer oversight of CVEZ SIP delivery, monitoring and use of LEP Business Rate Uplift to the Strategic Programme Management Group.***

**LEP Director Lead:** Cllr Abi Brown, Leader, Stoke-on-Trent City Council

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

**Appendices:**

1. CVEZ SIP 2020-21
2. 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.