

### Background

The East Coast presents a unique opportunity to maximise economic benefits from offshore renewables located in the Southern North Sea. The energy sector has significant inward investment and job creation potential for the UK, estimated to be in excess of £50bn in the eastern region.

Lowestoft and Great Yarmouth were awarded Enterprise Zone (EZ) Status for 6 identified sites (*see Appendix A*) within the sub region back in 2011, which came into operation on 1st April 2013. These sites formed one of the key strategic priorities in the New Anglia Local Enterprise Partnership's (LEP) Strategic Economic Plan (SEP) and a critical component of the recently released Norfolk & Suffolk Economic Growth Strategy.

The creation of the East of England Energy Zone (EEEZ) group formalised the partnership of District Councils (WDC & GYBC), County Councils (SCC & NCC) and New Anglia LEP. The partnership aims to work seamlessly to promote the eastern region. Key to that has been the drive to present the two towns as one major asset to the energy sector world-wide. Most importantly, the industry does not recognise the county boundary and sees the area as one entity, focused on two towns and the surrounding hinterland.

The Enterprise Zones cover over 130 hectares of land and aims to generate 200 businesses, generating around 13,500 jobs over its 25 year life span (9,000 direct, 4,500 indirect). To assist the project in its delivery of these outputs, Government agreed that all business rates generated within the sites be retained by the partnership (***See 'Business Rates Retention on page 2***).

### Enterprise Zone Criteria

For this generation of Enterprise Zones, only local enterprise partnerships, on behalf of all its partners, were able to bid for a designation. Through the competitive process, the focus was on testing bids on the basis of their potential to drive growth and jobs and deliver benefits to the Local Enterprise Partnership area.

Consequently, the Government wanted to see how Local Enterprise Partnerships have carefully considered the ways in which they can best deliver local growth and jobs. This consideration was to reflect in their choice of site(s); targeting of sectors; and plans for implementation, including what specific plans will be put in place to remove barriers to business growth (for example, through a simplified planning regime), and reduce costs.

The assessment of bids attached significant importance to the extent that economic activity generated by the Enterprise Zone is genuinely additional - taking into account issues such as displacement of activity from other areas. In Lowestoft's case, arguments were put forward to outline the relationship between the designated sites and Power Park and to deliver the aims of the scheme, relocations from the desirable port areas is essential in meeting the needs from the Energy Sector.

The assessment also sought to take a view on the relative costs and benefits of all bids. Bids with a higher 'benefit:cost ratio' were given more credit.

The assessment of bids will focussed on three criteria:

1. **The extent to which the proposal will deliver growth:** the strategy to drive sustainable economic growth needed to be clear and evidence based.
2. **Value for money:** what the proposal deliver and what will it cost? For example: how many new jobs will the proposal create and what type of businesses are you trying to attract?
3. **Implementation:** plans for delivery needed to be robust and support the growth focus of the bid. For example: What infrastructure will support the proposals.

For successful bids, local planning authorities within Local Enterprise Partnerships were expected to work up Local Development Order proposals and then proceed through the standard Local Development Order- making process. Great Yarmouth put in place LDOs spanning 10years whilst Waveney agreed 5yr designations. This was primarily to tie in with the new Local Plan timeframe and is to be reviewed once formerly adopted.

It is important to note, that whilst this section of the briefing details the criteria outlined to bidders, Government have made it clear than no further rounds of Enterprise Zone designations are anticipated in the foreseeable future. After extensive lobbying from local MPs and key stakeholders for an extension to the Enterprise Zone benefits, no agreement was reached.

### **Business Rates Retention**

100% of all business rates generated within an enterprise zone over its 25year lifespan are retained by the partnership under the terms and conditions of a legal agreement. This agreement states that income generated through an enterprise zone is retained and controlled by its respective District and County Council's together with New Anglia LEP. Expenditure is formalised through a Memorandum of Understanding (MoU) and only once signed by all 3 partners will funds be released.

Through the legal agreement, the funds are divided into 3 categories known as 'Pots'. These are as follows:

**POT A – 10%** – Retained by the 'Collecting Authority' which in the case of Lowestoft is Waveney District Council and in Great Yarmouth borough this is Great Yarmouth Borough Council.

**POT B – 35%** - Reinvested directly into the enterprise zones to maximise delivery. There is scope to increase this contribution, taken from POT C subject to a robust business case.

**POT C – 55%** - Retained by New Anglia LEP for distribution across Norfolk & Suffolk with all local authorities able to bid into the funding stream.

### Appendix A – Location Plans

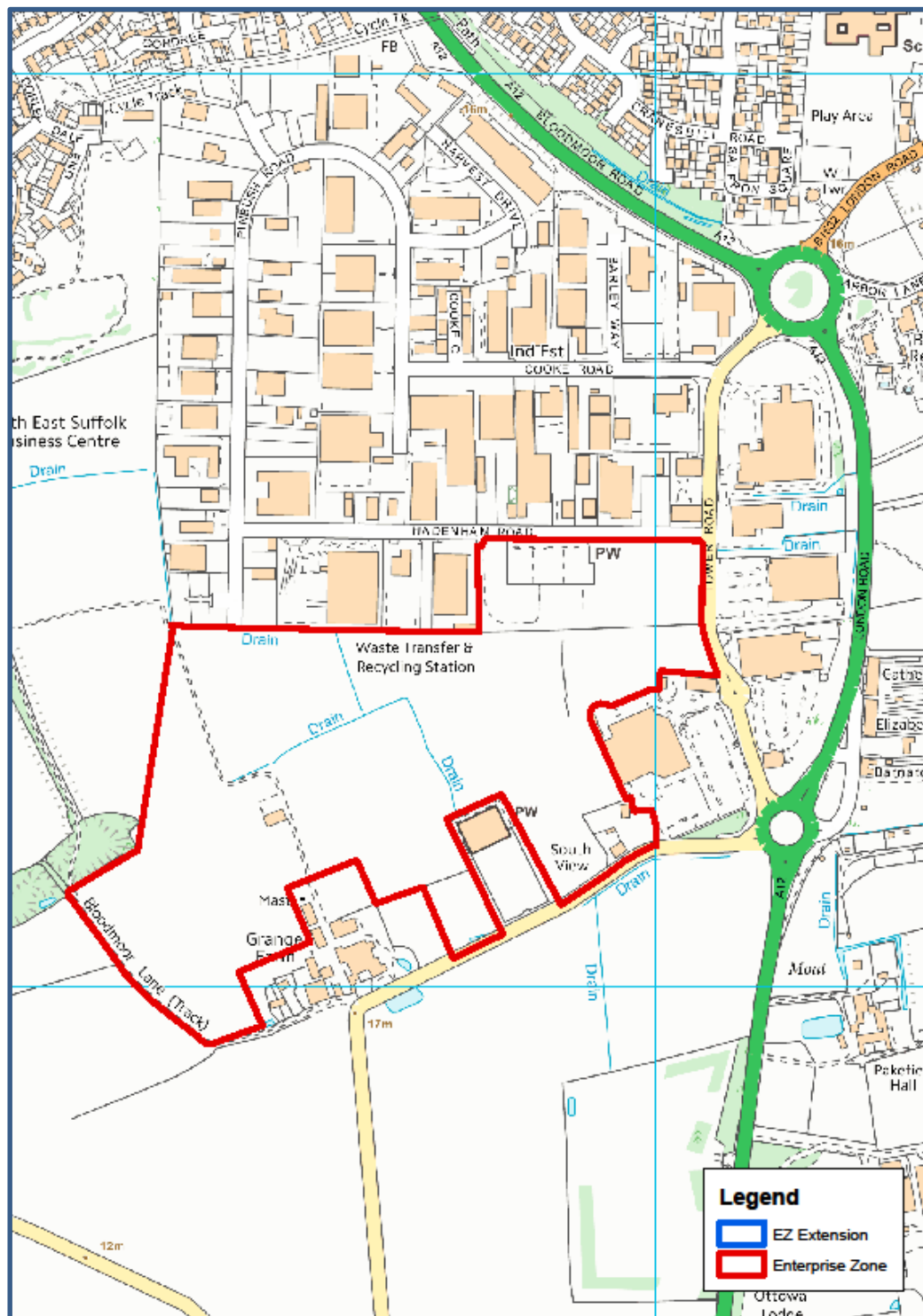
Map 1 – Overview of locations (including Great Yarmouth Sites)



*\*\*Please note that the Power Park is not an Enterprise Zone and that its LDO Status has subsided as of April 2017.*

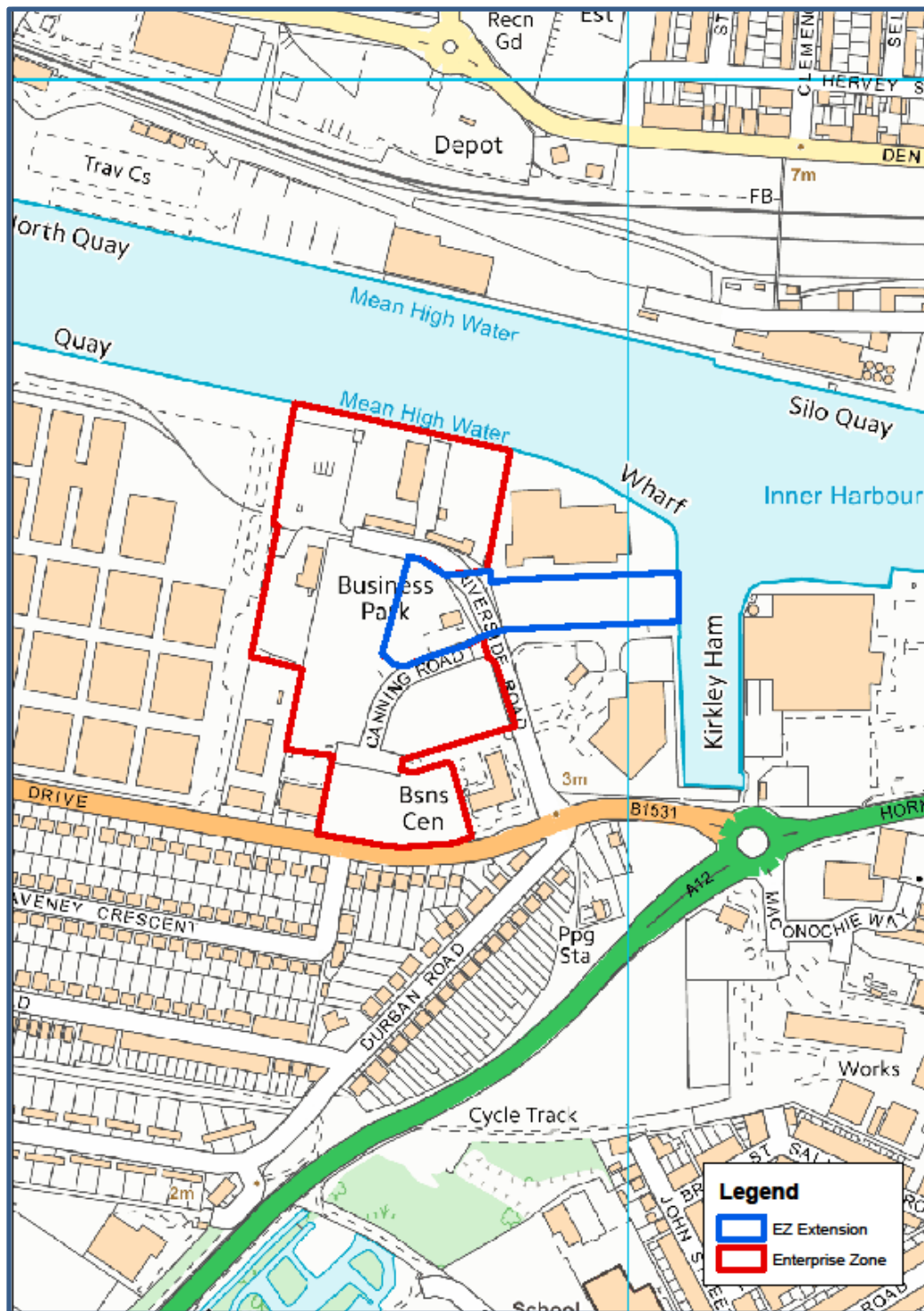
## Map 2 – South Lowestoft Industrial Estate EZ

**South Lowestoft Industrial Site** Located to the South of the Industrial Estate and accessed by the A12 via Tower Road. The site has been designated as employment land with expected uses of B1, B2 & B8. Surrounding uses include industrial, retail/trade counters and eateries. The existing industrial land is considered to be at capacity with the enterprise zone providing valuable space for existing businesses to grow and expand their operations. It is anticipated that the enterprise zone provides an ideal relocation area to unlock future development opportunities both in and around Lowestoft Port for the energy and marine sectors. Longer term opportunities could materialise from the construction of Sizewell C.



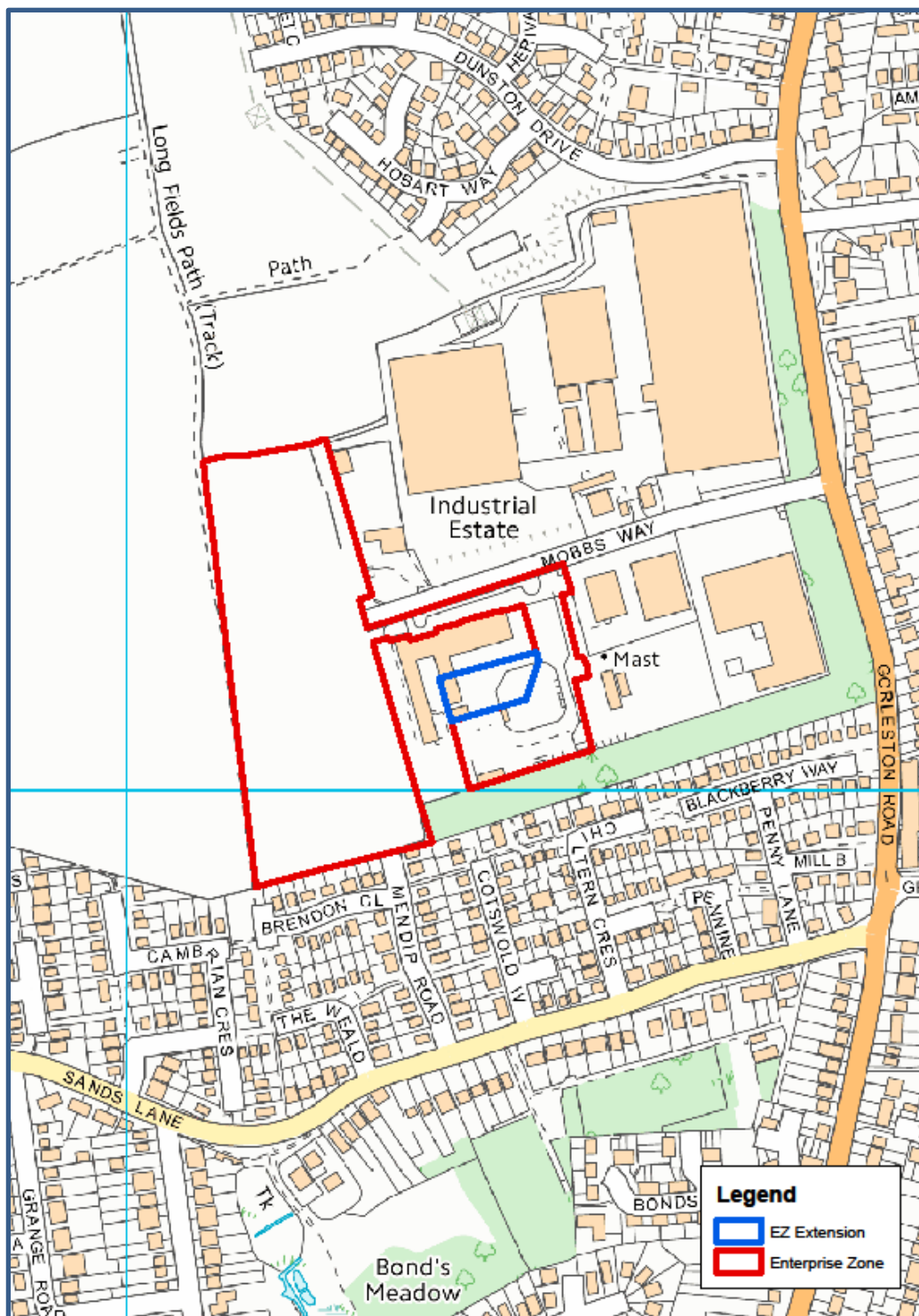
### Map 3 – Riverside Road EZ

**Riverside Road** Situated within Lowestoft's inner harbour, located to the South of Lake Lothing, the site can be accessed by the A12 via Waveney Drive and is surrounded by a mixture of residential, retail and office uses. This enterprise zone already accommodates a number of civic uses and is expected to provide further opportunities for office uses. It should be noted that the site is subject to a nationally significant infrastructure project application (The Third Crossing) which may impact any short term development.



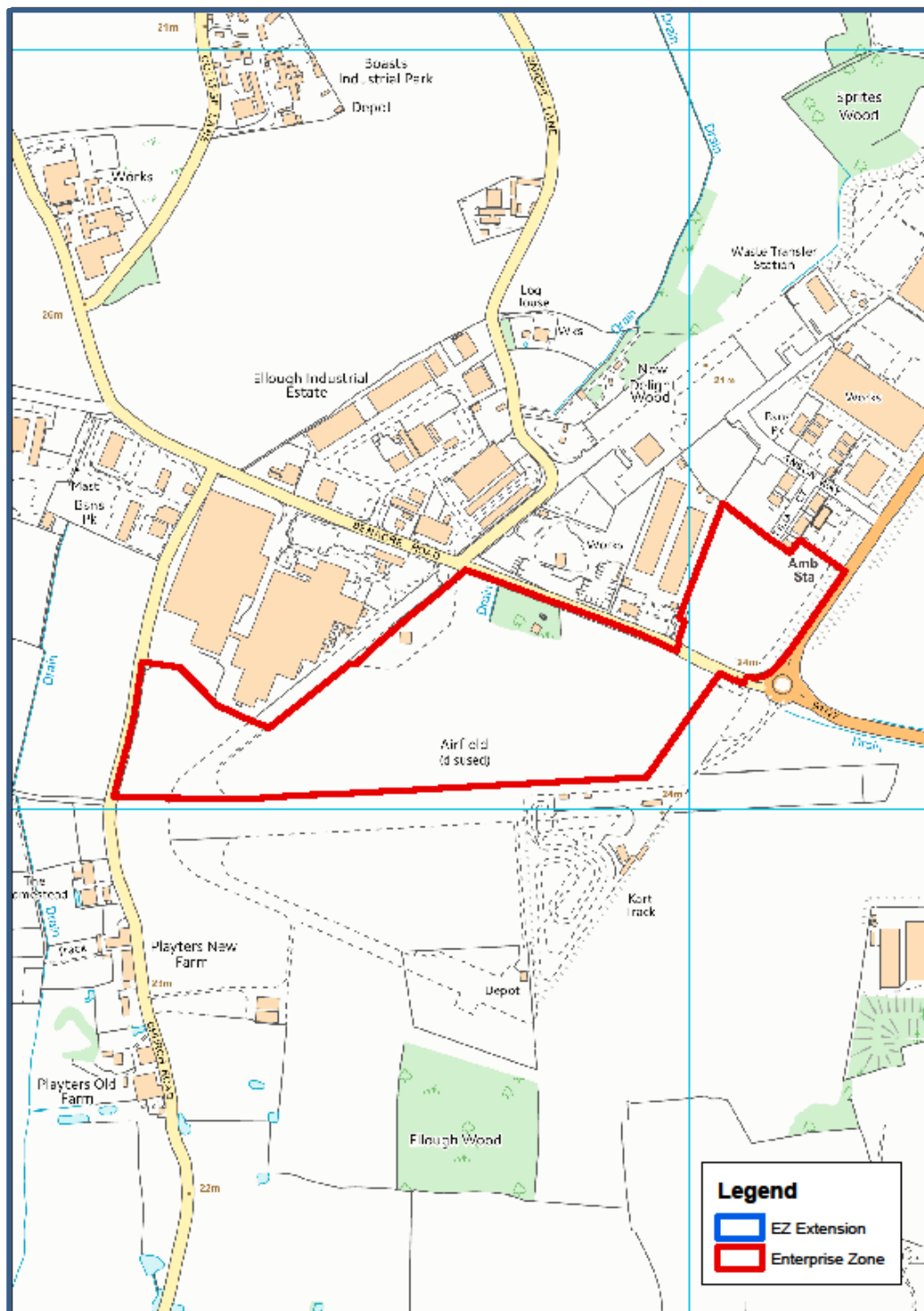
*Map 4 – Mobbs Way EZ*

**Mobbs Way** Located in North Lowestoft and accessed by the A146 via Gorleston Road. This site is partially developed with a mixture of light industrial and start up office accommodation. Mobbs Way represents an ideal location for small to medium sized units with many start-up units already in operation. It is anticipated that the remainder of the site will be developed in the same way whilst also providing relocation opportunities (as stated in SLIE) for businesses wanting to remain in the North of the town.



### Map 5 - Ellough EZ

**Ellough** Situated South of Beccles, this site can be accessed by the A146 via Benacre Road. Surrounding uses are primarily light industrial serviced through the Ellough Business Park. The construction of the new Beccles Southern Relief Road is expected to enhance access and remove commercial traffic away from the town and allow for potential of heavier industry than envisioned in the remaining Lowestoft Enterprise Zones.



## Appendix B – Enterprise Zone Summary

### Lowestoft & Ellough

Site	Offer	Size (Ha)	Incentive	Sector/ Focus
<b>South Lowestoft Industrial Estate</b>	Adjacent existing Industrial Estate. Superfast Broadband Infrastructure Installed.	20.3Ha	LDRR-EZ	Energy/ Grow-on
<b>Riverside Road</b>	Service Road. Quay Heading. Superfast Broadband Infrastructure Installed.	4.5Ha	LDRR-EZ	Civic/Energy
<b>Mobbs Way</b>	Service Road. Superfast Broadband Infrastructure Installed.	4.7Ha	LDRR-EZ	Start Ups
<b>Ellough</b>	Located away from residential properties. Superfast Broadband Infrastructure Installed.	17Ha	LDRR-EZ	'Dirty' Industry
<b>Riverside Road Extension</b>	Service Road. Superfast Broadband Infrastructure Installed.	1.0Ha	EZBRR	Civic/Energy
<b>Mobbs Way Extension</b>	Superfast Broadband Infrastructure Installed.	0.2Ha	EZBRR	Start Ups
<b>TOTAL</b>		<b>47.7Ha</b>		

### Great Yarmouth

Site	Offer	Size (Ha)	Incentive	Sector/ Focus
<b>South Denes</b>	Potential access to Port & Harbour facilities. Superfast Broadband Infrastructure Installed.	58.8Ha	LDO	Offshore/ Energy
<b>Beacon Park</b>	Bespoke office/business space. Superfast Broadband Infrastructure Installed.	16.7Ha	LDO	Energy/High Tech/ R&D
<b>Beacon Park extension</b>	Bespoke office/business space. Superfast Broadband Infrastructure to be Installed.	10.0Ha	Reduced business rates; potentially LDO	Energy/High Tech/ R&D
<b>TOTAL</b>		<b>85.5Ha</b>		