

DEESIDE ENTERPRISE ZONE

AN ENGINE FOR
REGENERATION
AND GROWTH...





**DRIVING THE
TRANSITION TO A HIGH
VALUE, LOW CARBON
ECONOMY.**

INTRODUCTION

Deeside Enterprise Zone (DEZ) is a long term approach to job creation, growth and regeneration in Deeside. It brings together a range of work that has been undertaken by Flintshire County Council, key anchor companies, developers, the Welsh Government and other partners to bring investment and jobs into this key economic area that drives the wider North Wales economy.

Flintshire is now the most manufacturing-dependent local authority area in the UK. Maintaining this position and the business that is here is as important as it is to attract new businesses. This will require the delivery of the necessary physical, environmental, skills and infrastructure that a high quality manufacturing economy needs.

Our ambition is to secure and continue this process of transformation to make Deeside acknowledged as a centre for advanced manufacturing and technology on a world scale. This will be an area where recognised excellence is anchored in the fields of aerospace, automotive and process engineering, electronics, pharmaceuticals, construction, food, paper and packaging and sustainable energy. Very close partnership between the public and private sectors is the norm here and we will continue to work together to deliver regeneration and growth in a truly sustainable way - economically, socially and environmentally.

Central to the delivery of the DEZ vision are eight key strategic themes:

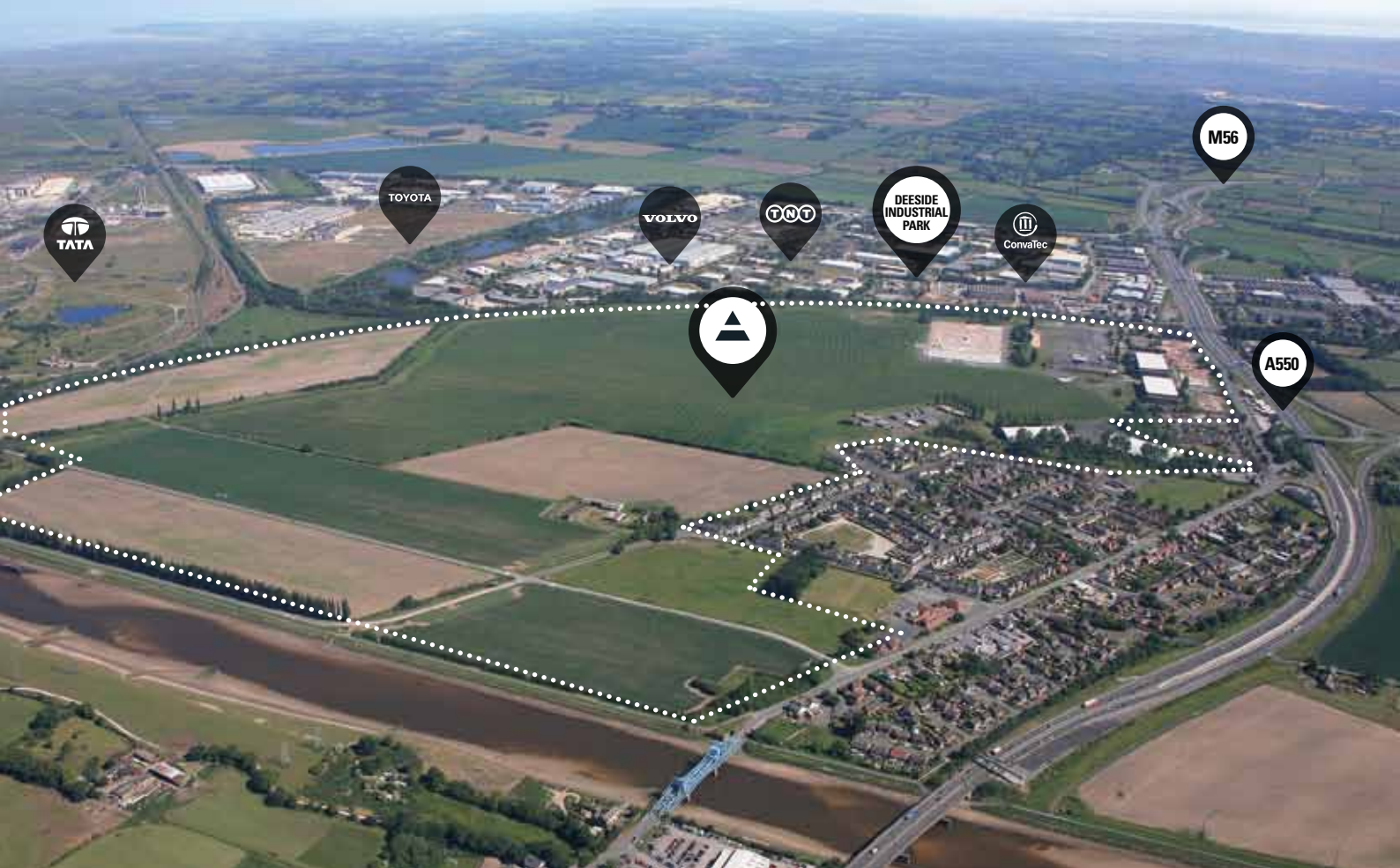
- a diverse, outward looking and internationally recognised business community
- a centre of excellence (CoE) for advanced and sustainable manufacturing and technology, built upon a unique partnership of industry, education and government, potentially with access to internationally renowned universities
- building and retaining a high value skills base
- an enterprise culture where all businesses are valued and supported with opportunities for new starts, social enterprise and inward investment
- modern and integrated connectivity and communications including next generation broadband
- an attractive, sustainable physical environment with a strong local culture and sense of community
- strong branding and promotion, nationally and internationally
- an education culture based upon inclusivity, ambition and achievement

To see how Deeside Enterprise Zone can help your business, please contact :

Askar Sheibani
Chairman DEZ Board

VISION STATEMENT

DEZ WILL FOCUS AROUND ADVANCED MANUFACTURING, AEROSPACE ENGINEERING, ELECTRONICS, CONSTRUCTION AND SUSTAINABLE ENERGY. WE WANT TO BECOME THE FIRST CARBON NEUTRAL EZ / BUSINESS PARK IN NORTH WALES. WE WILL BE OUTWARD LOOKING, FOCUSING ON MARKETS WORLDWIDE BOTH FOR TRADING AND INWARD INVESTMENT PURPOSES. WE WILL HELP 10 COMPANIES TO EXPORT PER YEAR.



VISION STATEMENT

DEZ covers the most important employment area in North Wales, an area stretching from Flintshire Bridge in the north, along the Dee to Broughton, with critical sites associated with several anchor companies, key employers and skills vital to the Welsh economy. It includes:

- Deeside Industrial Park, with 9000 jobs on site, was developed from the former British Steel Shotton works;
- Airbus at Broughton is believed to be the single, largest employment site in the UK, with 6500 jobs and a further 2000 in associated subcontractors and suppliers within the site. It is one of only two sites worldwide capable of building 'big wings' for modern commercial aircraft.
- Toyota Shotton is now manufacturing hybrid engines, the only Toyota location outside Japan to do so;
- UPM Shotton is the largest UK based manufacturer of newsprint, now produced from wholly recycled sources;
- Tata Steel has now located its main operations in energy saving building technologies at the Shotton site, this includes the new Sustainable Building Envelope Centre;
- Northern Gateway, at 200 hectares is the largest mixed use development site in Wales, now 'ready to go', with planning permission granted and access to £70m Enhanced Capital Allowances to support appropriate investment.

VISION STATEMENT

“DEZ CAN BECOME A MAJOR CENTRE FOR ADVANCED MANUFACTURING ON AN INTERNATIONAL SCALE.”

DEZ is a hub site located within an area of intensive economic activity, it is situated on the TEN 22 (Trans European Network 22, linking Dublin with Northern Europe), it is the 'Gateway' to North Wales', the point of access for most visitors or business traffic, whether they be travelling by road or rail. The area is only four miles from the centre of Chester, a major centre for tourism, retail and financial services. Nearby is the Port of Mostyn to the north of DEZ, which is now the main support centre for offshore wind farms in the Irish Sea.

DEZ can become a major centre for advanced manufacturing on an international scale. It is important that DEZ continues to be a competitive location, able to sustain the existing investment, whilst offering an attractive option for appropriate mobile projects. Many of these investments are by multi national companies, able to invest anywhere in the world. We will ensure that DEZ builds on its strengths in key sectors, encouraging investment and reinvestment, as well as offering a package which competes with locations on a global scale.

DEZ offers;

- A superb location with excellent access by road, sea, rail and air (Liverpool and Manchester International Airports and Liverpool Docks can be reached in 30 minutes. Hawarden Executive Airport is located within DEZ)
- Ready availability of large areas of land for a range of purposes, which are development ready;
- A responsive planning system, well able to deal with major, complex projects;
- Commitment to developing an Advanced Manufacturing Centre and Park, a recognised world leading facility for commercialisation of new technologies and developing the engineers and technicians needed to apply them.

The DEZ approach is based around;

- the largest concentration of manufacturing jobs in Wales
- a unique combination of location and connectivity,
- significant land assets available for development, the Northern Gateway site, part of DEZ, extends to 200 hectares is understood to be the largest private sector-led development in North Wales and the North West of England.

Taken together with the approach to local regeneration, with investment in new schools, town centres and in housing, means that major investment commitments are now in place by both the public and private sectors.

These approaches will bring significant investment into the economy, new jobs, improved infrastructure, a more attractive environment and new and improved housing. We are committed to developing rent/buy options to support retention of key professional workers and it is our intention is that every building will have access to high speed broadband.

DEZ is well placed to attract both mobile and locally generated investment. The Northern Gateway though private sector drive will give the project strong impetus and market links. It will bring;

- an estimated 7,000 new jobs;
- improve skill levels and bring more local people into the world of work;
- up to 1,300 new and refurbished homes;
- create a major focus for advanced manufacturing that will be recognised internationally;
- an opportunity to capture tax revenue that can potentially be reinvested in economic regeneration
- a University and Technical College linked focus for training and advanced manufacturing
- £70m Enhanced Capital Allowances

VISION STATEMENT



“DEESIDE IS A GREAT PLACE TO DO BUSINESS. ALL OF THE ‘MUST HAVE’ FACTORS ARE IN PLACE – EXCELLENT WORKFORCE, GOOD COMMUNICATIONS AND INFRASTRUCTURE AND IMPORTANTLY, A PUBLIC-SECTOR THAT IS COMMITTED TO BUSINESS INVESTMENT.”

GRAHAM HILLIER
GENERAL AFFAIRS MANAGER AT TOYOTA

VISION STATEMENT

The Zone extending from the Flintshire Bridge, along the River Dee to Broughton, contains the major part of the Flintshire and North Wales economies. It includes Deeside Industrial Estate, the Broughton/Hawarden complex and the newly designated Northern Gateway area, together with four of Wales 'anchor' companies.



The broad principles underpinning DEZ are to:

- Enhance the external competitiveness of DEZ by building on existing successes and identifying future opportunities to widen the economic base, in particular to develop the existing links with further and higher education to improve the levels of skills available locally and to improve the flow of technology and R&D between Universities, Technical Colleges and local businesses;
- Use the economic critical mass within DEZ and in particular the potential of the large local supply chains to drive forward self-sustaining growth and investment;
- Create a catalyst for the regeneration of the wider Deeside Strip, the major concentration of deprivation within Flintshire;
- Reduce the need to travel within the sub-region through the careful location of housing, employment, and retail developments;
- Develop a local labour market programme, helping local people prepare for the world of work and helping local businesses to target recruitment within the wider region.
- Promote and develop an integrated transport system for the sub-region, with an important role for public transport;
- Ensure that the essential infrastructure and the community facilities required to support and complement new developments are provided through obligations placed upon the developers of land.
- Develop a sustainable energy business park with the objective of this being carbon neutral and BREEAM Excellent
- Develop a programme of support for SMEs encouraging expansion and international trade.

VISION STATEMENT



The strategy will be to attract both new investment and second/third round investment by local companies which need to be located in, or near to, a major advanced manufacturing area. In this respect, close engagement with the four anchor companies is key, since there will be significant opportunities presented by their supply chains and associated company operations.

The availability of a high quality skilled workforce will be critical here. Access to employment opportunities, both in terms of physical connectivity and through a local support network, will be important.

The development of DEZ will be driven by a number of core strategic objectives which seek to ensure a high quality, sustainable development well placed within the market. They include

- creating a complementary mix of uses;
- supporting local communities, increasing employment opportunities and improving skills.

- incorporating excellent access and movement linking to the immediate Deeside communities and the wider North Wales region;
- high quality place making to create an attractive and well designed environment;
- integrating principles of sustainability throughout the design, occupation and operation of the development;

“DEESIDE HAS PLAYED AN IMPORTANT ROLE IN THE DEVELOPMENT OF UPM SHOTTON. WITH A STRONG SUPPORT NETWORK FROM LOCAL AUTHORITIES AND AGENCIES, THROUGH TO A COMMITTED WORKFORCE, THE AREA HAS ALLOWED UPM TO DEVELOP ITS OPERATIONS WHILE CONTRIBUTING TO THE LOCAL ECONOMY.”

DAVID INGHAM
GENERAL MANAGER OF UPM SHOTTON

**DELIVERING A
MODERN
ENTERPRISE
ZONE**



DELIVERING A MODERN ENTERPRISE ZONE

“DEZ WILL BE THE CATALYST FOR OUR AREA, PROVIDING NOT ONLY CONSIDERABLE ECONOMIC OPPORTUNITY AND DIRECTION, BUT WILL ALSO BE A FRAMEWORK FOR ACHIEVING WIDER OUTCOMES.”

DEZ is a successful economic area, which has seen investment already, but where much more potential is realisable. It is an area with a proven track record of success which has shown itself to be a very attractive area for private sector investment.

The opportunities presented by the EZ designation will allow better co-ordination of existing planned public and private investment, bringing programmes forward more quickly, increase the leverage of private sector investment and delivering lasting regeneration in Deeside and further afield. This is a new approach, where the emphasis will be on capturing benefits in terms of new jobs and new investment, locally.



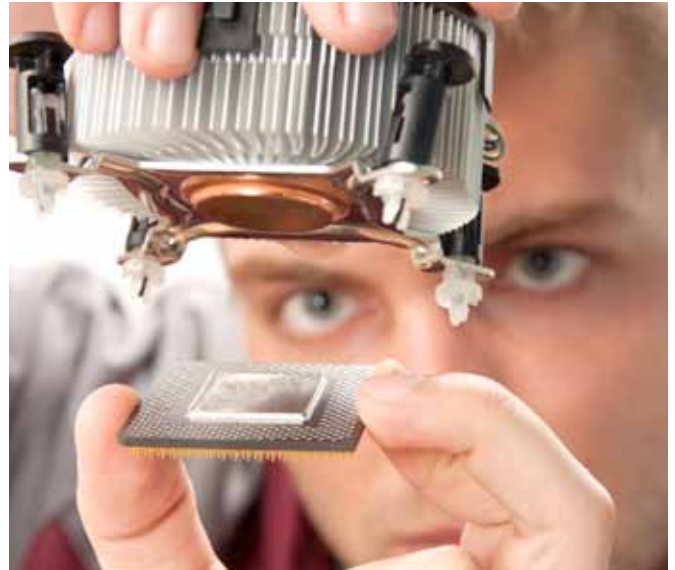
DELIVERING A MODERN ENTERPRISE ZONE



EDUCATION AND SKILLS

Developing a workforce that is adequate to meet existing and future needs and appropriate in both numbers and appropriate skills, is critical to the success of DEZ.

- a clear focus on people, the provision of real skills, particularly apprenticeships, links with the local communities in Deeside and wider into Wrexham and the North Wales coast, reflecting the strategic role of DEZ. A skills/training institution within DEZ through a partnership with Universities and Technical Colleges is underway.
- innovative approaches to training and recruitment through the Wales Single Employer Offer and our Local Labour Market Office, bringing together schools/ colleges/Careers Wales/Job Centre Plus/Flintshire and Wrexham Councils with existing and new employers. This will be a 'one stop shop' for businesses developed to meet all of their recruitment and training needs.

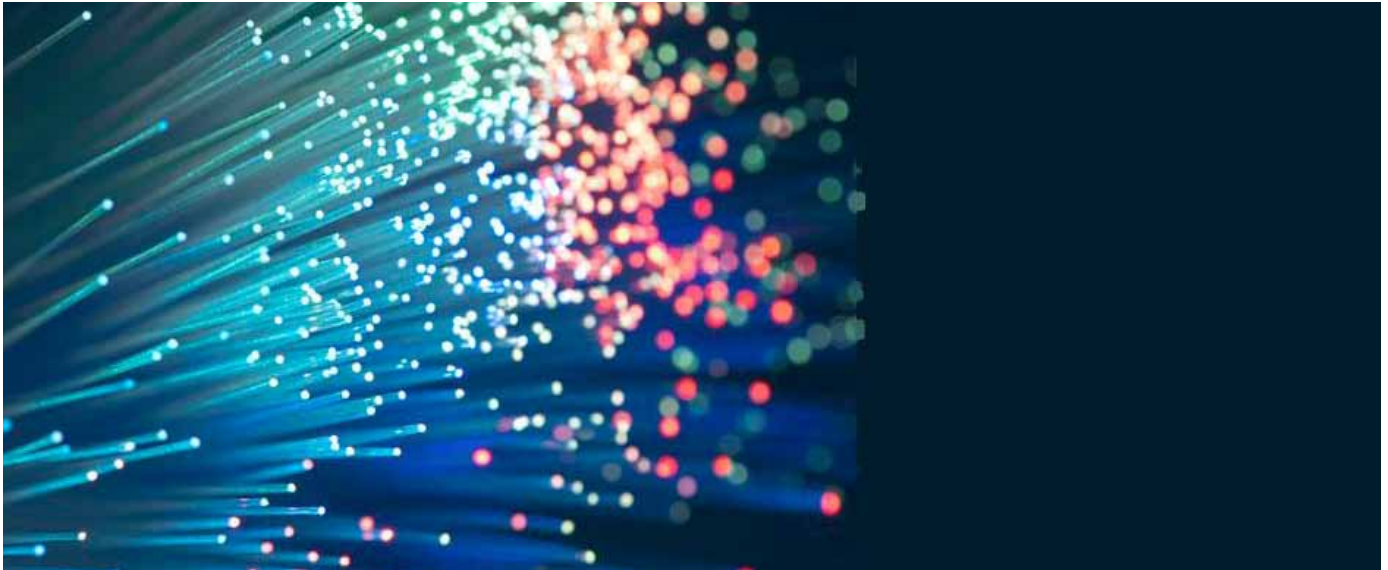


BUSINESS SUPPORT AND ENTREPRENEURSHIP

Flintshire has a strong reputation for delivering business support across our business community, Flintshire Business Week is recognised as being one of the best events of its kind in Wales. We build on our strong networks and links we have with communities, schools, colleges and businesses to develop growing existing and new businesses through:

- developing opportunities presented by our local supply chains including export;
- promoting entrepreneurship through improving our existing links between employees, communities, schools, colleges and universities;
- growing new links between business and the wider community, particularly with local schools. There are obvious benefits in raising aspirations amongst young people, improving understanding of the world of work and linking young people with job opportunities. Already UPM Shotton has 'adopted' John Summers High School and we will bring more companies together with schools to widen this approach out across the county.

DELIVERING A MODERN ENTERPRISE ZONE



KEY INFRASTRUCTURE AND PROPERTY

The availability of good infrastructure is critical factor in ensuring that the area remains competitive. Good infrastructure is essential for a quality modern industrial location.

- Northern Gateway, the major opportunity site will come on stream in 2013;
- improve access to jobs and training opportunities, within the area and more widely;
- to provide for interim employment opportunities in the short term;
- to bring forward next generation high speed Broadband

“DEVELOPING A WORKFORCE THAT IS ADEQUATE TO MEET EXISTING AND FUTURE NEEDS AND APPROPRIATE IN BOTH NUMBERS AND APPROPRIATE SKILLS, IS CRITICAL TO THE SUCCESS OF DEZ.”





**DELIVERABLES
AND
OUTCOMES**

DELIVERABLES AND OUTCOMES

“ THE DEZ PROPOSALS PROVIDE A SIGNIFICANT OPPORTUNITY FOR PROMOTING AND IMPROVING THE ECONOMIC, SOCIAL AND ENVIRONMENTAL WELL-BEING OF THE AREA AND CONTRIBUTING TO THE ACHIEVEMENT OF SUSTAINABLE DEVELOPMENT.. ”

PLANNING SUPPORT

A Business Plan, along with the Northern Gateway Master-plan will provide the planning context. Dedicated planning support is now allocated in the form of a link officer for DEZ, this will provides an expert and timely service to be delivered to all matters relating to the planning process within DEZ. Planning permission was granted for the first phase of Northern Gateway in Spring 2012.

A Local Development Order (LDO) will apply to DEZ by January 2013, reducing the burdens of the planning system. A team approach, with specialist planning, highways and economic development support will deliver a speedy and expert response to all enquiries.

DEZ will improve its competitive offer to new investors through developing a fast track planning process for major projects. Consultations and negotiations with national agencies and statutory undertakers are the main cause of delay here.

PERFORMANCE OF THE ECONOMY OF THE REGION AND SUB REGION:

The DEZ proposals provide a significant opportunity for promoting and improving the economic, social and environmental well-being of the area and contributing to the achievement of sustainable development to create jobs and growth for the sub region and beyond. The initial proposals linked to the Enterprise Zone are forecast to generate 7,000 jobs over the five year period.

DELIVERABLES AND OUTCOMES

“ OUR AMBITION IS TO DRIVE A TRANSITION TO A HIGH VALUE LOW CARBON ECONOMY AND TO CREATE A DIVERSIFIED, MORE SUSTAINABLE AND INCLUSIVE ECONOMY WHICH WILL CONTINUE TO DRIVE THE WHOLE NORTH WALES REGION.”

REACHING FULL POTENTIAL IN EDUCATION AND EMPLOYMENT:

DEZ will be well connected to local communities in Deeside and beyond. The Zone will provide access to new employment as well as the opportunity for skills development and training.

Flintshire businesses work closely with other major local employers and regeneration agencies on a comprehensive programme to support education, skills, training and development. A key objective of DEZ will be to increase the number of local residents employed in DEZ and with increased employment opportunities for residents across the region.

Unique to DEZ is the scale of private sector commitment with commitment to invest in place from developers and local businesses.

In summary:

- DEZ is 'ready to go' with no barriers to proceeding;
- It builds on significant success
- Its impact will be regional in scale
- The focus on manufacturing and advanced manufacturing is timely, given that high quality, export focussed manufacturing business is likely to continue to be the main source of growth in the economy for the foreseeable future.

INFRASTRUCTURE PROVISION WITHIN DEZ

The following transport investments are proposed:

- a co-ordinated package of business priority, frequency and infrastructure improvement in key locations across DEZ. These will provide enhanced access by public transport to the main centres for work, education, retail and leisure;
- a programme of investment in footways and cycle-ways to enhance the existing Sustrans provision by increasing permeability into residential areas and providing direct access to major employment sites, eg: Airbus and Deeside Industrial Park.

DELIVERABLES AND OUTCOMES

**A CO-ORDINATED PACKAGE OF
BUSINESS PRIORITY, FREQUENCY
AND INFRASTRUCTURE
IMPROVEMENT IN KEY
LOCATIONS ACROSS DEZ.**



A photograph showing two IT professionals in a server room. They are focused on a rack of server equipment, specifically the network patch panels. Numerous yellow and blue cables are plugged into the ports. The man on the left is wearing a light blue shirt and glasses, while the woman on the right is wearing a white shirt and glasses. The scene is brightly lit, likely from a window in the background.

**FINANCIAL
SUPPORT
&
INCENTIVES**

FINANCIAL SUPPORT & INCENTIVES

“WELSH GOVERNMENT IS KEEN TO ENSURE THAT ENTERPRISE ZONE SUPPORT GENERATES NEW GROWTH, CREATING NEW BUSINESSES AND NEW JOBS.

BUSINESS RATE RELIEF

A total of 17 hectares has been identified for consideration for rate relief. This is focussed on;

- those buildings and areas of land which have proved to be hard to let or else where development has not come forward;
- areas where redevelopment is anticipated in the short term or where support will bring forward genuine new development. Through working with WG we will target business growth, avoiding issues of displacement;
- opportunities to bring forward strategic sites or premises for early occupation
- locations which are considered to be of particular interest for new starts or SMEs.
- these areas are largely in the older parts of DIP, the Sandycroft areas and parts of Hawarden Business Park.

ENHANCED CAPITAL ALLOWANCES

The advanced manufacturing sector is generally capital intensive, dependent on high levels of investment.

DEZ has been allocated £70m Enhanced Capital Allowance

EMPLOYABILITY AND SKILLS

Ensuring that our residents have the skills they will need to enable them to secure the new jobs being created. We will do this by:

- Preparing a skills development plan for the advanced manufacturing sector, this will provide the evidence base to support investment in appropriate training;
- Working with schools, further and higher education, and other work based learning providers to ensure they are kept up to date with labour market intelligence to help inform planning of provision.
- Developing employability strategies for Deeside and North East Wales which meet the needs of our economy and enable workless individuals, to access new jobs created. This will be part of a comprehensive service which supports the whole workforce on an ongoing basis.
- Developing innovative approaches to employability, addressing high levels of unemployment, low skill levels, with a whole person/family approach, working with partners in health, housing and offender management.

VIBRANT URBAN CENTRES

Regenerating our Urban Centres

Our ability to attract and retain a skilled and increasingly mobile workforce is vital. We will need to attract more graduates, young families and knowledge workers who are able to exercise a great deal of choice in where they work, live and enjoy their leisure time. In this respect, the quality of place becomes very important.





**“DEVELOPING EMPLOYABILITY
STRATEGIES FOR DEESIDE
AND NORTH EAST WALES
WHICH MEET THE NEEDS OF
OUR ECONOMY..”**

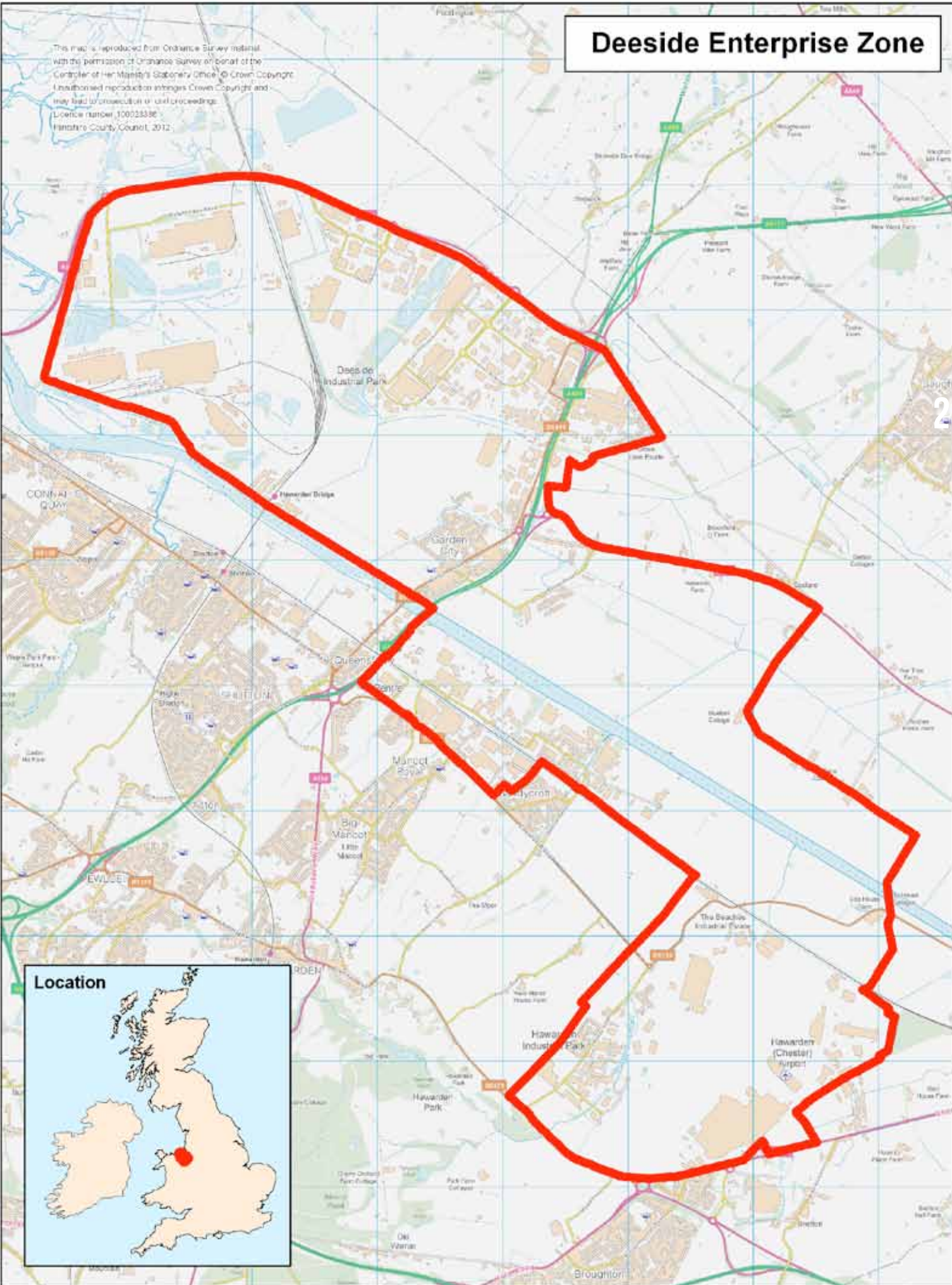


**THE LAND, THE SKILLS
THE PEOPLE,
THE TRACK RECORD
AND THE COMMITTED
PARTNERSHIP ...
...TO DELIVER GENUINE
ECONOMIC BENEFITS**



Deeside Enterprise Zone

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Location



Environment Directorate,
Flintshire County Council,
County Hall, Mold,
Flintshire, CH7 6NF
Director: Mr. Carl Longland

Scale 1:40,000 @ A4
OS Map SJ 36
Plotted 05/10/2012



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INFRASTRUCTURE PROGRAMME

THE CASE FOR DEZ INFRASTRUCTURE IS CLEAR AND COMPELLING. IT WILL DELIVER REGENERATION AND GROWTH IN A TRULY SUSTAINABLE WAY – ECONOMICALLY, SOCIALLY AND ENVIRONMENTALLY

DEZ is identified as Wales' most important location for Advanced Manufacturing. The Interim Board is now developing a clear strategy to take the EZ forward, making it recognised as a leading location in a Europe and throughout the world. This will be a new generation business location, where high level skills and rapid commercialisation of R&D are provided through a unique partnership of Higher and Further Education and key anchor companies. The development of this Advanced Manufacturing Park concept will be centred on a new Advanced Manufacturing Centre. A feasibility study is being commissioned to take this proposal further.

To achieve this ambition, it will be necessary to ensure that the DEZ has:

- the right physical infrastructure – the buildings, the environment, transport links, and broadband, which are at least comparable with the very best available elsewhere in the UK;
- the necessary intellectual infrastructure – a competitive and resilient manufacturing location needs to have access to high level R&D, through a direct link with University partners, it also needs an appropriate and adequate supply of highly skilled labour. Only in this way will Deeside be able to respond quickly to changing economic circumstances;
- the appropriate community infrastructure – a competitive business location needs to be attractive and safe, with a good environment and access to leisure, retail facilities and green spaces.

The proposals set out here have been developed through the DEZ partnership involving key landowners, developers and property agents, Taith (the North Wales Public Transport Partnership), Deeside College, Glyndwr University, Flintshire County Council and key anchor companies including Toyota, UPM and Tata Steel.



**“DEZ PRESENTS AN OPPORTUNITY
UNPARALLED ANYWHERE
IN WALES, IT WILL PROVIDE A CATALYST
FOR MORE SKILLED JOBS...”**



**BUILDING ON EXISTING
MOMENTUM...
DELIVERING TANGIBLE
RESULTS RAPIDLY**

BACKGROUND

DEZ BRINGS TOGETHER THE LARGEST MIXED USE DEVELOPMENT SITE IN WALES (NORTHERN GATEWAY), TOGETHER WITH A NUMBER OF DEVELOPMENT SITES ON EITHER SIDE OF THE RIVER DEE, IN THE HEART OF ONE OF THE MOST SUCCESSFUL ECONOMIC AREAS IN THE UK.

DEZ is the designated wider reference area within which a number of sites are identified to receive Enterprise Zone benefits. A total of 20,000 jobs are located in this area. In the last 15 years, 9,000 new jobs have been created in what is now the most manufacturing-focused local authority area in the UK. Manufacturing provides 33.7% of all jobs (the figure for the UK is 10.2%) with the focus on aerospace, automotive engineering, electronics, paper and packaging, green energy, food, pharmaceutical and electronics sectors.

DEZ has the potential to create 7,000 new sustainable and high skilled jobs. It has the potential to grow Wales GDP, to drive the economy of North Wales and to deliver an advanced manufacturing hub to rival anywhere in Europe.

Total area of DEZ:	2,145 hectares
Potential new floor space:	202 hectares for mixed use development of which 150 hectares of mixed office and general employment land
Total new jobs by 2027:	6,000 permanent jobs mainly in manufacturing with a further 1,000 jobs in construction and supply chain.

OUR VISION

The objective is to develop 'Deeside Technology and Skills Park' (DTSP), which will be recognised as the pre-eminent location for advanced manufacturing in the UK and beyond. It will be a landmark, sustainable development with a mix of residential and employment uses. It will have very high quality connections by road, sea, air and rail, by foot and cycle, and will have superfast broadband connectivity.

Direct working links will be in place with schools, further and higher education, both locally and further afield, together with public sector business support.

It will be centered around an Advanced Manufacturing Centre, that will deliver R & D, skills development and drive the commercialisation of technology within the business community.

DTSP will potentially comprise three phases:

Phase 1 - Advanced Manufacturing Centre – containing Glyndwr University's Engineering Facility;

Phase 2 - A student village and hotel;

Phase 3 - A business incubation centre, including a conference centre

Phases 1 and 2 are deliverable within the 3 year timescale and have public and private sector funding support. The proposal has been developed over the last year and has received widespread support from anchor companies and major employers across the region. Phase 3 is deliverable in 4-5 years and will attract private sector funding. Each phase will be self-funding on completion.

PROGRESS TO DATE.

This has been significant:

- An Advanced Composites Research Training and Development Centre has already been established at Hawarden and is now providing hands on experience in composites manufacturing, development and research;
- the Sustainable Building Envelope Centre (SBEC) is a joint WG/ TATA Steel project which is leading the way in high technology, low energy building product innovation. These products will be showcased throughout DEZ;
- Single Employer Offer (SEO)/Local Labour Market Office. Deeside has now been selected by WG as the pilot location for the SEO, reflecting the very significant development interest in the area and the potential for creating sustainable employment. The Local Labour Market Office is operating in pilot form and has already placed 85 local people into employment.

OUR VISION

DEZ will be a new model employment zone, taking a largely traditional brownfield industrial area into the 21st century based on the principles of:

- a mixed use development with a rapid planning process, designed to promote new investment.
- increased support for skills via the Deeside Learning Hub and WG's Single Employment Offer and the Advanced Manufacturing Centre;
- a dedicated labour market office, helping employers fill vacancies via a programme of local labour market initiatives which match local people with new jobs;
- a single point of contact reducing transaction costs of co-ordinating efforts between businesses, government and DEZ management;
- a major project which is 'ready to go' with £70m Enhanced Capital Allowances and no significant barriers to progress and for which there is known to be significant development interest;
- a business centre, with hotel and conferencing facilities

Overall, Deeside has already been transformed by foreign direct investment over the last twenty years, taking a traditional, heavy industrial area into a globally attractive and internationally focused local economy. DEZ will be the key to taking the area into globally acknowledged, resilient advanced manufacturing location.

The key to success will be the opportunities provided for private sector investment, together with the co-ordination of public sector infrastructure.

These can be summarised as follows:-

- Northern Gateway at 200 hectares, the largest mixed use greenfield site in Wales where development is ready to start.
- Deeside's four anchor companies – UPM, TATA Steel, Toyota and Airbus. All four are foreign direct investments with very substantial presences in the area. This places Deeside in a very strong position to attract repeat investment as well as securing further investment in the supply chain (Ernst and Young UK Attractiveness Survey 2011). All four anchor companies have significant areas of land under their direct control which are now available for development.
- our close links with the Technical College and Universities
- sites identified for inclusion in the Enterprise Zone are serviced with no technical constraints on development.

Additionally, further opportunities have been identified and are now being integrated into the DEZ offer;

ICT CONNECTIVITY will be secured by Openreach, a BT Group company, and will provide a fully open access high speed connections to Enterprise Zone tailored to meet the needs of companies. Openreach offers three levels of connectivity to the EZ.

- Super - Fibre to the cabinet (FTTC) broadband delivering speeds up to 80Mbps download and up to 20Mbps upload
- Ultra - Fibre to the premise (FTTP) broadband delivering speeds of 300Mbps downstream and 30Mbps upstream
- Internet Connect - Beyond broadband' speeds and service – access from 10Mbps to 10Gbps

OUR VISION

SINGLE EMPLOYER OFFER / LOCAL LABOUR MARKET

OFFICE will identify skills gaps and ensure a strong supply of appropriately skilled young people entering the labour market. The second is reducing the skills mismatch between employer needs and the skills of those who are currently out of work and making best use of existing skills in the workplace and up-skilling the workforce. It will also help to underpin the long-term security of jobs and reduce the likelihood of unemployment during any future economic downturns.

ADVANCED MANUFACTURING CENTRE (AMC) will integrate all of the above within a single facility.

- The AMC will also help to establish the DEZ as a location of choice for anchor company supply chain businesses, supporting the creation of new business start-ups and enabling existing SMEs to realise their potential. The AMC will provide a location for an Engineering Faculty, a Deeside College outreach facility, the Advanced Composites Centre and potentially, a Deeside High Performance Computing Centre. This will be the first Advanced Manufacturing Park in Wales and will follow the successful model now operating in Sheffield but with an additional focus on high-level skills development and training.

DEESIDE RENEWABLE ENERGY PARK

A significant site which hosts the major energy from waste facility for five local authorities in North Wales. It is also the location of the Sustainable Building Envelope Centre (SBEC) and UPM Kymmene's paper recovery operation.

This will be developed with the themes of sustainable energy use and generation to facilitate future investment and employment on this key site.

BUSINESS FORUM will develop our existing strong business networks to encourage more local business partnership, mentoring and other forms of mutual support. We will work with anchor companies and the wider business community to develop better and stronger links, these may include businesses adopting schools, supporting Young Enterprise and Make It in Manufacturing events.

LOCAL DEVELOPMENT ORDER (LDO) provides a streamlined planning process for development within DEZ, thereby reducing the burdens of the planning system.

- a strong consensus has been established which drives forward the DEZ proposal on the twin tracks of skills/training, together with R&D and supply chain development. This approach is being supported by EEF Wales and by SEMTA.
- Planning approval has been granted for what is believed to be the single largest development site in Wales. The 200 hectare Northern Gateway site (marketed as The Airfields), will accommodate up to 5,000 jobs and 700+ residential units.
- A feasibility study will examine the potential of developing an Advanced Manufacturing Park, based on an Advanced Manufacturing Centre (AMC).

OUR VISION

THE AMC WILL ALSO BE:

- a focus for public sector support for business, delivering Flintshire County Council / Welsh Government and other public sector assistance to business on a one stop shop principle;
- knowledge transfer, innovation and entrepreneurship led by a higher education institution and Deeside College, will give businesses and their employees the opportunity to develop their business, enterprise and entrepreneurial skills;
- a 'shop window' for the sector, not only promoting the capabilities of local and regional businesses, but as importantly, promoting the sector to the next generation of potential employees;
- a 'full service' skills and training facility, offering training from the 14/19 level, through to post-graduate;
- a location offering business incubation space;
- a Local Labour Market Office will be delivered as part of the AMC. A key objective of DEZ will be to target local recruitment into the North Wales region. Agreement has been reached with Wrexham Council, Job Centre Plus and Careers Wales to provide pre-recruitment assistance to existing and potential employers which will help 'job match' employment opportunities with those seeking work. This process is already in place and is assisting the recruitment process for new employers.
- A Development Team approach has been established and will deal with all planning and development applications for DEZ.



OUTCOMES

SKILLED JOBS FOR YOUNG PEOPLE.

7,000 NEW HIGH SKILLED LONG TERM SUSTAINABLE JOBS IN EXISTING AND NEW EMPLOYMENT SECTORS, I.E. A 35% INCREASE.

A NEW HIGHLY SUSTAINABLE BUSINESS LOCATION WITH INTERNATIONAL RECOGNITION.

A CATALYST FOR REGENERATING DEESIDE, SHOTTON, CONNAH'S QUAY, QUEENSFERRY AND GARDEN CITY.

SUPPORT FOR NEW SECTORS IN ENGINEERING, ELECTRONICS, NEW MATERIALS, SUSTAINABLE ENERGY.

A GOVERNANCE PROCESS IN PLACE WITH RESPONSIBILITY SHARED BETWEEN INDUSTRY AND THE PUBLIC SECTOR, WITH A KEY ROLE FOR OUR ANCHOR COMPANIES.





**DEZ WILL PROVIDE EXPANSION AND
NEW DEVELOPMENT OPPORTUNITIES
AND ENABLE MORE INVESTMENT TO
TAKE PLACE IN AN ALREADY VERY
SUCCESSFUL LOCATION**



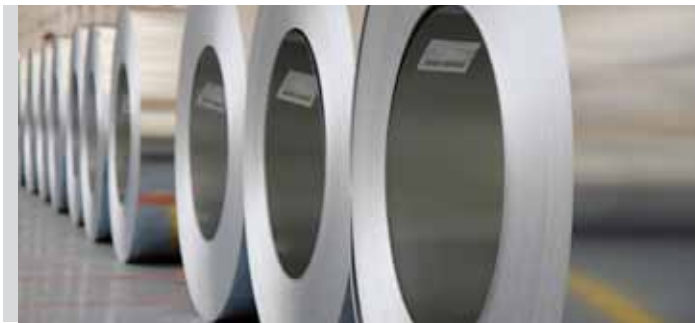
**DEZ MARKETING AND
COMMUNICATIONS PLAN
REINFORCES WG AND UKTI
APPROACHES TO PROMOTING
INWARD INVESTMENT
AND THE ADVANCED
MANUFACTURING SECTOR
THROUGH OVERSEAS OFFICES.**

ANCHOR COMPANIES



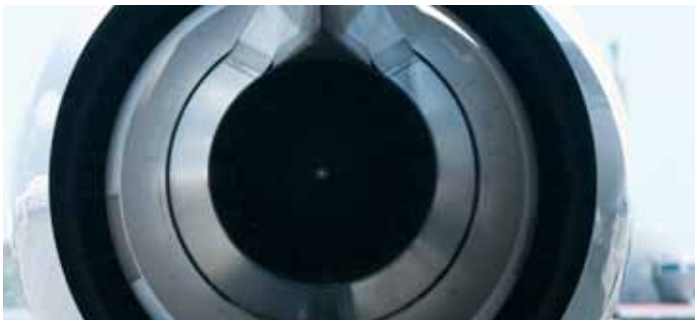
"Deeside is a great place to do business. All of the 'Must have' factors are in place – excellent workforce, good communications and infrastructure and importantly, a public-sector that is committed to business investment."

Graham Hillier, General Affairs Manager for Toyota



"Tata Steel forms an important part of the industrial infrastructure in Flintshire and is very happy that Deeside has been designated an Enterprise Zone. We will continue to work closely with Flintshire County Council, Welsh Government and the local industrial and academic community to help unlock the further potential that Flintshire offers for both existing and new organisations."

Mark Collinson, Strategy Manager



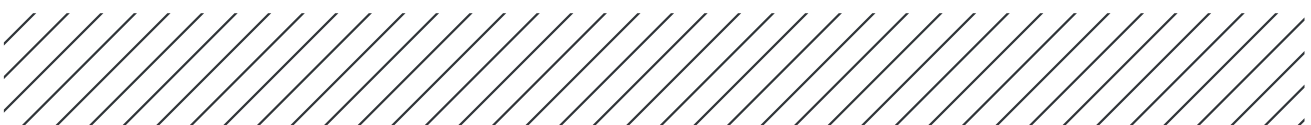
"Airbus is staying at the forefront of the manufacturing industry with state-of-the-art materials and processes. I'm delighted that Broughton is part of that"

Paul McKinlay, head of the Broughton site



"Deeside has played an important role in the development of UPM Shotton. With a strong support network from local authorities and agencies, through to a committed workforce, the area has allowed UPM to develop its operations while contributing to the local economy."

David Ingham, General Manager of UPM Shotton



KEY PARTNERS AND COLLABORATION

Key partners with a shared vision for delivering DEZ will have been identified at both regional and local levels and this commitment to undertake a joined up agenda is critical. North Wales Economic Ambition Board has identified Advanced Manufacturing and Energy as the two key priorities for regional promotion and agreed to support these sectors as part of the regional collaboration agenda.

This work will be undertaken in partnership with shared resource opportunities and will include the following:-

- DEZ Board members
- Enterprise Zones across North Wales, Pan Wales and England
- North Wales Economic Ambition Board (six North Wales Local Authorities)
- Local Labour Market Office
- Anchor companies and supply chains
- Welsh Government Pan Wales Marketing Team
- Welsh Government Sector Teams for Advanced Manufacturing and Energy
- Welsh Government Head of Inward Investment
- UKTI
- SEMTA
- International Embassy representatives
- Engineering Employers Federation
- Private property agents and land owners
- Local partners including Federation of Small Business, Chamber of Commerce and education institutions including technical colleges and internationally renowned universities
- Mersey Dee Alliance and the cross boarder “city region”

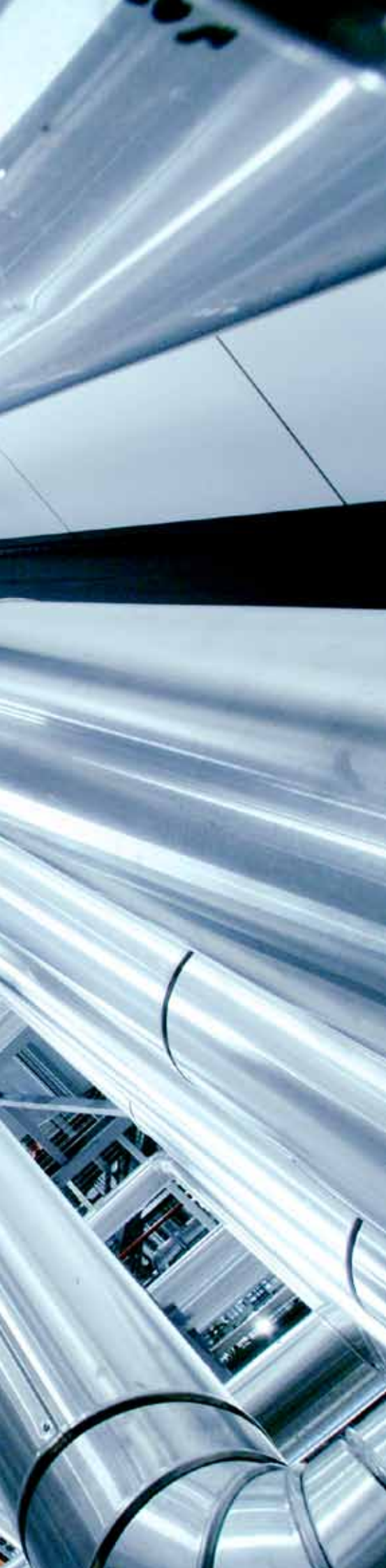
The Local Labour Market Office is now working on a pilot format which helps local people in to new jobs created. To date 118 people have been supported with 85 recruited in to posts. This project works with Jobcentre Plus, Careers Wales and Communities First and will roll out further into North Wales as DEZ develops.

DEZ WILL WORK WITH PARTNERS TO DEVELOP A COLLECTIVE MARKETING AND COMMUNICATION APPROACH, LED BY THE WELSH GOVERNMENT TO ALIGN WELSH EZS, AVOID DUPLICATION, DEMONSTRATE VALUE FOR MONEY AND STRENGTHEN THE WELSH OFFER.



**FURTHER ENHANCING THE
REPUTATION OF DEESIDE
AS A TRUE CENTRE OF
EXCELLENCE FOR ADVANCED
MANUFACTURING**





DEESIDE ENTERPRISE ZONE

THE LAND, THE SKILLS
THE PEOPLE, THE TRACK RECORD AND
THE COMMITTED PARTNERSHIP...
...TO DELIVER GENUINE ECONOMIC BENEFITS

DEESIDE ENTERPRISE ZONE

AN ENGINE FOR
REGENERATION
AND GROWTH...

IN ASSOCIATION WITH:



Praxis
Real Estate Management Ltd

APPOCHIN



FURTHER INFORMATION:

www.deesideenterprisezone.co.uk
Tel: 0300 3337 433