

APPENDIX 1

Priority: Economy and Enterprise
Sub-Priority: Business Sector Growth
Impact: Creating jobs and growing the local economy

What we said we would do in 2014/15: -

1. Promote and support the growth of the Flintshire economy including Deeside Enterprise Zone (DEZ) as a recognised centre for energy and advanced manufacturing.

Progress Status	Progress RAG	G	Outcome RAG	A
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In Quarter 1, 21 out of 39 investment enquiries converted in Flintshire resulting in 255 new jobs and a conversion rate of 54%. Of the 255 new jobs, 248 were created within Deeside Enterprise Zone (DEZ) with 18 businesses investing out of 30 enquiries, resulting in a 60% conversion rate.

Since DEZ started in April 2012, 88 enquiries have been handled, 1496 new jobs have been reported, 1896 jobs have been safeguarded with an average enquiry conversion rate of 60%.

Promotion of DEZ has been supported by the council, through Welsh Government's dedicated website and via private land agents and developers to encourage inward business investment. Awareness of DEZ and promotion of financial incentives associated with the Zone such as the business rate scheme will be supported during Flintshire Business Week this October.

Achievements will be measured through

- Percentage of enquiries converted to investment in Flintshire
- Number of jobs created and sustained in Flintshire
- Percentage of enquiries converted to investment in the DEZ
- Number of jobs created and sustained in the DEZ

Improvement Plan Progress
August 2014

Achievement Measure	Lead Officer	2013/14 Baseline Data	2014/15 Target	2016/17 Aspirational Target	Current Outturn	Performance RAG	Outcome Performance Predictive RAG
Percentage of enquiries converted to investment in Flintshire	Chief Officer – Community & Enterprise	N/A New Measure	Baseline Year	TBC once baseline established	54%	N/A	G
Number of jobs created and sustained in Flintshire		N/A New Measure	Baseline Year	TBC once baseline established	255 created 200 safeguarded	N/A	G
Percentage of enquiries converted to investment in the DEZ		54%	60%	60%	60%	G	G
Number of jobs created and sustained in the DEZ		1234 jobs	1300 jobs	1300 jobs	248 created 200 safeguarded 448 combined	A	G

Risks to Manage - Ensure the DEZ can be continued with pace as part of the Welsh Government group of Enterprise Zones

Gross Score (as if there are no measures in place to control the risk)			Current Actions / Arrangements in place to control the risk	Net Score (as it is now)			Future Actions and / or Arrangement to control the risk	Manager Responsible	Risk Trend	Target Score (when all actions are completed / satisfactory arrangements in place)		
Likelihood	Impact	Gross Score		Likelihood	Impact	Gross Score				Likelihood	Impact	Gross Score
(L)	(I)	(LxI)		(L)	(I)	(LxI)			(L)	(I)	(LxI)	
H	H	R	Phase 1 North Wales Advanced Manufacturing Skills & Technology Centre (NW, AMS & TC) feasibility study has been completed to develop a focus for the key advanced manufacturing sector in Flintshire and North Wales in partnership with Welsh Government, Higher Education, Further Education and private industry.	M	M	A	Phase 2 NW AMS&TC feasibility study to be completed via funds from Welsh Government.	Chief Officer Community & Enterprise	↓	L	L	G

2. Implementation of the “masterplan” for the Northern Gateway site to facilitate development of a key part of the Enterprise Zone.

Progress Status	Progress RAG	A	Outcome RAG	A
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The site is in two ownerships, Praxis and Pochin Rosemound Development Limited (PRDL). Both landowners are pursuing development on their own holdings via separate planning applications. To this end, the Council has produced a Framework Master Plan document in order to provide consistent guidance to both parties in relation to the key strategic requirements that the Council has for how this site should be brought forward and developed including infrastructure, commercial and residential areas and public spaces. This was approved by the Planning Committee on 4th September 2013.

Development Brief for the Praxis land was approved by Committee on 6th November 2013 and outline planning permission for the PRDL land was granted at a Special Committee on 4th April 2014

Welsh Government works to begin the river bank strengthening is to start imminently.

Achievements will be measured through

- Approval of the Northern Gateway site “masterplan” by April 2014
- Scale of development on the site beginning with the commencement of infrastructure works in July 2014

Achievement Milestones for strategy and action plans:

- Approval of the Northern Gateway site “masterplan” by April 2014
- Commencement of infrastructure works in July 2014

Risk to be managed - Ensure the DEZ has proportionate financial support from Welsh Government

Gross Score (as if there are no measures in place to control the risk)			Current Actions / Arrangements in place to control the risk	Net Score (as it is now)			Future Actions and / or Arrangement to control the risk	Manager Responsible	Risk Trend	Target Score (when all actions are completed / satisfactory arrangements in place)		
Likelihood	Impact	Gross Score		Likelihood	Impact	Gross Score				Likelihood	Impact	Gross Score
(L)	(I)	(LxI)		(L)	(I)	(LxI)			(L)	(I)	(LxI)	
H	H	R	Northern Gateway land is in private ownership therefore investment options will be decided by the private land owners, progress will also depend in part on the wider state of the economy, as well as the release of finance from Welsh Government. Welsh Government has appointed contractors to start the flood mitigation works, essential to site development.	M	M	A	<p>Welsh Government (WG) flood mitigation works to be completed 2014</p> <p>WG spine road development to be completed pending WG finance</p> <p>Utilities, energy and broadband infrastructure to be delivered</p>	Chief Officer Community & Enterprise	↓	L	L	G

3. Explore with Welsh Government the opportunities to improve local infrastructure (transport, utilities, environment etc.)

Progress Status	Progress RAG	A	Outcome RAG	A
<p>Northern Gateway offers 150 hectares of mixed use commercial development land. Welsh Government has secured planning permission to undertake works to strengthen the River Dee flood embankment along the southern boundary to the Northern Gateway site in Deeside. Permission was granted in July 2013 for these works and contractors have been engaged to commence work imminently. Discussions between Welsh Government and landowners regarding infrastructure within the site are progressing. Management of expectation is out of FCC control.</p>				
<p>Achievements will be measured through</p> <ul style="list-style-type: none"> ▪ The approval by Welsh Government and implementation of the Infrastructure Business Plan for the DEZ <p>Achievement Milestones for strategy and action plans:</p> <ul style="list-style-type: none"> ▪ The approval by Welsh Government and implementation of the Infrastructure Business Plan for the DEZ by Summer 2014. 				

Risks to Manage - Work with local employers and learning providers to meet the skills based needs of the future

Gross Score (as if there are no measures in place to control the risk)			Current Actions / Arrangements in place to control the risk	Net Score (as it is now)			Future Actions and / or Arrangement to control the risk	Manager Responsible	Risk Trend	Target Score (when all actions are completed / satisfactory arrangements in place)		
Likelihood	Impact	Gross Score		Likelihood	Impact	Gross Score				Likelihood	Impact	Gross Score
(L)	(I)	(LxI)		(L)	(I)	(LxI)			(L)	(I)	(LxI)	
H	H	R	Developed Northern Gateway Masterplan Identified priorities with Welsh Government	M	M	A	Completion of Northern Gateway Masterplan Agreement of priorities and release of funds via Welsh Government	Chief Officer Community & Enterprise	↓	L	L	G