"Birmingham City Centre Enterprise Zone represents a key opportunity to deliver a step change in the economic performance of not just the city centre, but the wider Greater Birmingham and Solihull Local Enterprise Partnership.

It is an opportunity, if we get it right, to not only create 40,000 jobs but also deliver a £2.8 billion per annum boost to the economy.

We have made significant progress in implementing the initiative. An Implementation Plan, which explains the mechanisms that will be put in place to deliver the Zone's objectives, has been agreed with Government; detailed financial modelling has been undertaken; engagement with key stakeholders is underway; and proposals for simplifying the planning process have been put out to consultation.

Government has endorsed our work to date; rating our proposals as "Green" which means that excellent progress has been made and there are no impediments to delivery. The Enterprise Zone will not be fully operational until April 2013, but we are ready to start having discussions with businesses who want to locate here.

We have a busy year ahead, but the prize will be significant in terms of our ability to drive growth and boost prosperity."



**Andy Street** Chair of the Greater Birmingham and Solihull LEP

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Greater Birmingham





Birmingham City Centre Enterprise Zone

Update on progress

# Update on Birmingham City Centre Enterprise Zone

A considerable amount of work continues to be carried out to ensure that the Enterprise Zone (EZ) is fully operational and is able to drive growth and increase prosperity. This work is being undertaken across four areas:

#### **Investment in Infrastructure**

The EZ is a far reaching programme that will deliver genuine economic growth and employment. So that we can deliver on these ambitions it is vitally important that we have the right plans in place that can maximise the positive effect of the Zone.

Ongoing dialogue with developers and landowners has helped identify the infrastructure priorities that will best deliver growth and support the long-term viability of the area. Feedback from these meetings has been used to inform the development of an Investment Plan, which will set out how the uplift in business rates will be used to unlock development and catalyse growth.

The Investment Plan is underpinned by several work streams, including financial modelling (with an external commission of consultants), infrastructure planning and development of a financial strategy.

#### Key milestones:

January 2012	Presentation to LEP Executive Group and Board on EZ Implementation Plan.
January/ February 2012	Follow on meetings with developers/landowners.
Summer 2012	Investment Plan presented to LEP Board and BCC Cabinet.
Summer 2012	Investment Plan briefing session with developers/ landowners.
April 2013	EZ fully operational with retention of uplift in business rates.

### **Simplified Planning**

The EZ is about allowing an area with great potential to create the new businesses and jobs it needs, thereby supporting growth in Birmingham and the wider LEP area. We are making changes to the planning system to ensure that it is easier for businesses to get things done.

A key part of this is the work on creating Local Development Orders (LDO) for Digbeth and Birmingham Science Park Aston, which will offer greater freedom from planning control. The public have been consulted on the detail of the LDO's prior to their formal submission to the Secretary of State.

The EZ will also benefit from a streamlined planning system. Workshops with developers and landowners have taken place to share ideas on the content of a simplified planning protocol for EZ sites.

#### Key milestones:

February 2012	4 week public consultation on the LDOs.
February 2012	Stakeholder workshop to discuss content of a simplified planning process for EZ sites.
April 2012	Planning Committee approve LDOs.
April 2012	Submission of LDOs to Secretary of State for approval.
Summer 2012	EZ planning protocol in place.

#### **Business Support**

To ensure that we derive maximum benefit for businesses we are developing a comprehensive support package for new and growing businesses within the EZ.

The business support package will set out all of the available sources of funding for businesses, particularly those sectors identified as EZ priorities, most notably the creative and digital industries. The support package will also incorporate a 'soft landing' offer for new locating businesses as well as set out the available support for skills and training. Businesses will also be eligible for business rates discount up to £55,000p.a. subject to State Aid limits.

We are also working with government to enable the EZ to benefit from an ultrafast broadband infrastructure capable of delivering speeds in excess of 100mbps, complemented by the deployment of next generation wireless technologies. It is expected that businesses could start benefiting from this world class connectivity in the first half of 2013.

#### Key milestones:

March 2012	Develop support package for new and growing businesses within the EZ.
April 2012	Business rates relief commences.
Spring 2012	Business support workshop
Summer 2012	Package for digital infrastructure developed.

### Marketing and Inward Investment

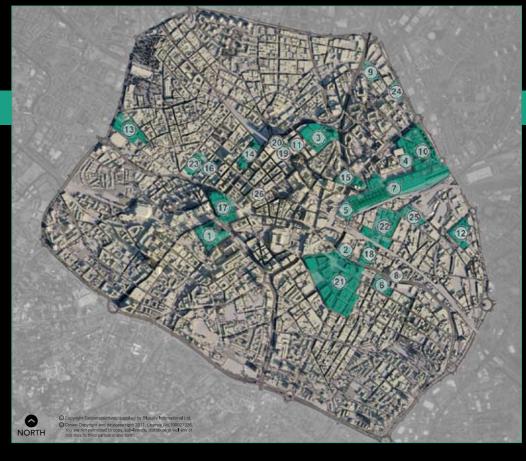
We are also putting together a comprehensive package and marketing campaign to promote the EZ to inward investors. The campaign will actively encourage the best overseas companies to consider Birmingham as their preferred location in which to do business.

In order to support the marketing of investment opportunities we are producing an Enterprise Zone Prospectus. The Prospectus will provide details for each site within the EZ and set out the links with the ambitions for the city centre as well as all the other support that is available for businesses.

#### Key milestones:

March 2012	Marketing campaign to support inward investment.
Summer 2012	EZ Prospectus to be produced.
Summer 2012	Communication Plan for EZ produced.
Summer 2012	Follow up events to be held with developers/landowners and stakeholders/resident groups.

# List of sites



- 1 Arena Central
- 2 Beorma
- 3 Birmingham Children's Hospital
- 4 Birmingham City University Campus
- 5 City Park Gate
- 6 Connaught Square
- 7 Curzon Street
- 8 Custard Factory Extension
- 9 Digital Media Zone
- 10 Eastside Locks
- 11 Former Post and Mail Building
- 12 Great Barr Street
- 13 Kettleworks

- 14 Ludgate Hill
- 15 Masshouse
- 16 Newhall Square
- 17 Paradise Circus
- 18 Smithfield Court
- 19 Snow Hill Queensway Phase 2
- 20 Snow Hill Queensway Phase 3
- 21 Southern Gateway
- 22 Typhoo Wharf
- 23 University College Birmingham
- 24 Venture Way
- 25 Warwick Bar
- 26 106 Colmore Row