



The Bognor Regis Enterprise Zone and Coastal Employment

Simon Meecham
Planning and Housing Strategy Manager

Coastal Employment

- Higher unemployment rate than SE
- Lower NVQ levels than SE
- Higher % of NEET than SE
- Higher % of 60+ inactive than SE
- Lower GVA than SE
- Lower business start up and survival than SE

Coastal Employment

- Cushioned from financial redundancies but impact on public sector
 - Higher reliance on public sector than SE 25/33%
 - Lower weekly wages than SE £100
 - Higher out-commuting than SE
-

Budget 2011 - EZ 21

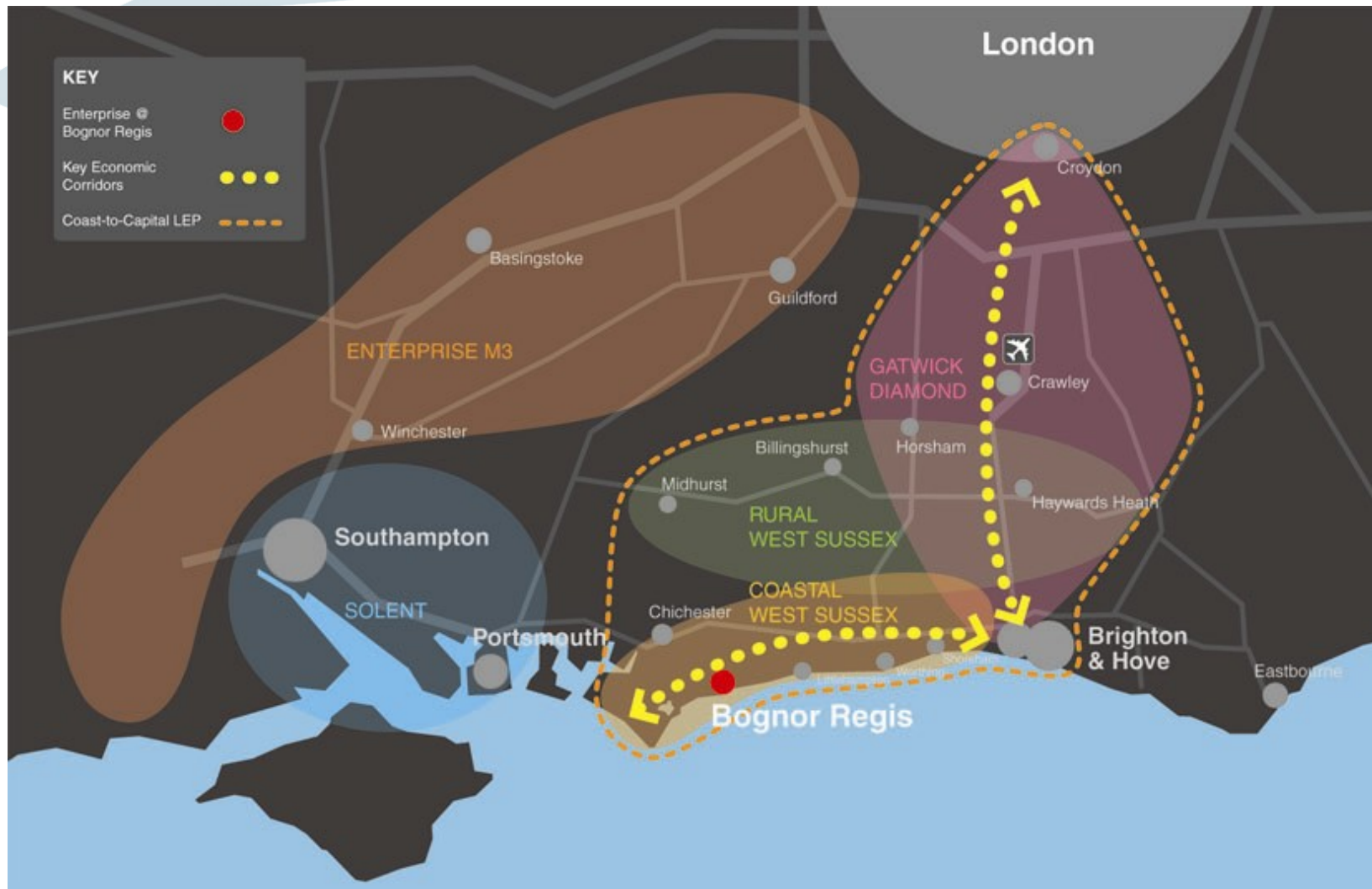
- Built on Green and White Papers
 - for economic growth
 - Northern and public sector reliance bias
 - 10 zone areas given

Birmingham and Solihull, Sheffield City Region, Leeds City Region, Liverpool City Region, London, Greater Manchester, West of England, the Black Country, Derby and Nottingham, Tees Valley and the North East.

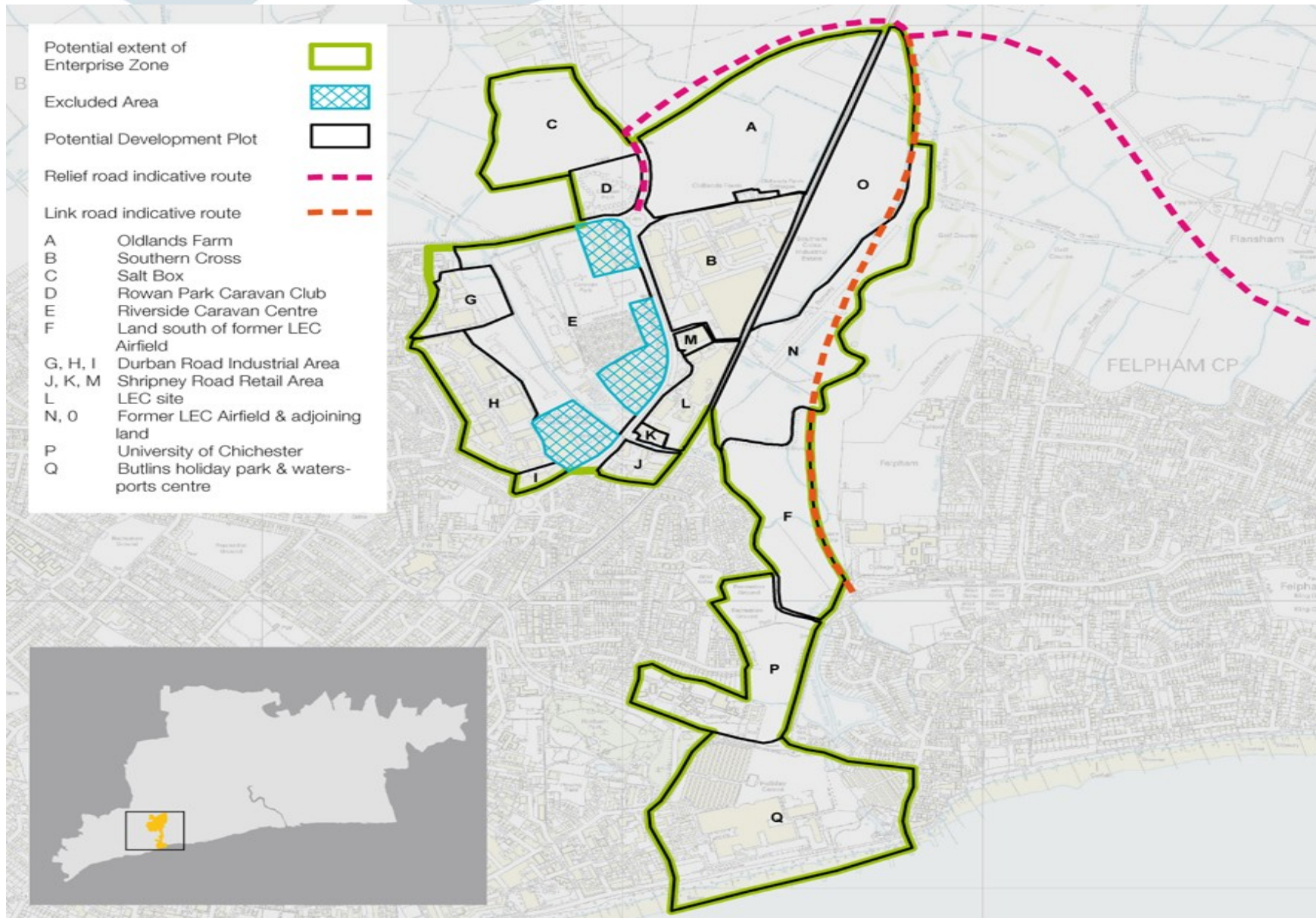
EZ Assessment Criteria

- a business rate discount worth up to £275,000 per eligible business over a five year period
 - all business rates growth within the zone for a period of at least 25 years will be shared and retained by the local area, to support the Partnership's economic priorities and ensure that Enterprise Zone growth is reinvested locally
 - government help to develop radically simplified planning approaches for the zone using, for example, existing local powers to grant automatic planning permission
 - government support to ensure that superfast broadband is rolled out throughout the zone, achieved through guaranteeing the most supportive regulatory environment and, if necessary, public funding.
-

THE LOCATION



THE SITES



THE OPPORTUNITIES



THE COMPONENT PARTS

- Advanced manufacturing park
- Knowledge Park for high quality office development
- Campus of small business and studio units for fledgling businesses
- Retail and leisure hub
- “Green Corridor”

PLUS

- Business Incubator Units (University hub)
 - Leisure Park and Watersports Centre
 - Upgrading and intensification of existing industrial area
-

OUR AMBITIONS

- A transformational approach to
 - rebalance the economy of this part of Coastal West Sussex
 - tackle issues of a low growth economy, lower rates of business formation, low skills
 - in a district where some areas fall within the top 20% most deprived in the country
-

OUR STRONGEST POINTS

- 80 hectares of “clean” greenfield sites - Oldlands Farm, the “Salt Box”, former LEC airfield
- No significant or complex land assembly issues
- Deliverability: potential for 7,500 jobs by 2015
- Access to a labour force of over 250,000 in Coastal sub-region and 1 million in LEP area
- Strongest possible support from local businesses and developer partners

THE TIMETABLE

- June 30th submitted to DCLG
- July (before Summer Recess) decision
- April 2012 discount business rates
- April 2013 Tax Increment Financing
- Businesses must open by 2015

WHY US?

- Scale of ambition will bring greater returns in terms of growth
 - Closeness to central government's stated rationale for establishing Enterprise Zones
 - A catalyst to coastal regeneration, providing a broad-based approach to securing long-term growth
-



Simon Meecham
Arun District Council

Simon.meecham@arun.gov.uk



enterprise@bognorregis

Our bid for EZ status
