

Report of	Meeting	Date
Director of Partnerships, Planning and Policy (Introduced by the Executive Member for Economic Development and Governance)	Executive Cabinet	20 June 2013

CHORLEY INWARD INVESTMENT PLAN

PURPOSE OF REPORT

1. To ensure that Members are informed about the Inward Investment Plan and to gain Member's approval to move to the delivery stage.

RECOMMENDATION(S)

2. Members are recommended to note the contents of the report and to approve the delivery of the recommended inward investment plan activities.

EXECUTIVE SUMMARY OF REPORT

3. The 2012 Economic Development Strategy was adopted in November 2012 and significant strides have been made to support new and existing businesses in Chorley. A key priority within the Strategy is to promote and increase inward investment in Chorley to support economic growth in the borough and provide a mix of well paid, high and low skilled jobs. Following a thorough procurement process, Breeze Strategy was appointed in November 2012 to recommend a series of activities to articulate a compelling Chorley offer to attract inward investors to our key development sites and premises with the potential to create between 3,000 and 19,000 jobs. The report highlights the main messages and recommended activities within the Inward Investment Plan and provides a budget estimate for their delivery which is in accordance with the approved allocation within the 2013/14 revenue budget.

Confidential report Please bold as appropriate	Yes	No
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Key Decision? Please bold as appropriate	Yes	No
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Reason Please bold as appropriate	1, a change in service provision that impacts upon the service revenue budget by £100,000 or more	2, a contract worth £100,000 or more
	3, a new or unprogrammed capital scheme of £100,000 or more	4, Significant impact in environmental, social or physical terms in two or more wards

REASONS FOR RECOMMENDATION(S)

(If the recommendations are accepted)

4. To realise our Corporate Strategy outcome to create 'A strong local economy' and to deliver a key priority within the 2012 Economic Development Strategy which aims 'to promote and increase inward investment in Chorley to support economic growth in the borough and provide a mix of well paid, high and low skilled jobs'.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

5. None.

CORPORATE PRIORITIES

6. This report relates to the following Strategic Objectives:

Involving residents in improving their local area and equality of access for all		A strong local economy	✓
Clean, safe and healthy communities		An ambitious council that does more to meet the needs of residents and the local area	✓

BACKGROUND

7. The 2012 Economic Development Strategy was adopted in November 2012 and significant strides have been made to support new and existing businesses as follows:
 - Business Advisor appointed to help start up businesses; 95.4% satisfied with service with 79 new business starts (at May 2013), a forecasted 345 new jobs and £4.1m turnover.
 - Business Advisor for existing businesses has advised 140 businesses (at May 2013) and intensively assisted a further 23 whom project to create 297 jobs and increase turnover by £407k in the short term; 97.1% satisfied with service.
 - A Starting In Business Grant has supported 56 businesses (at May 2013).
 - Our business community are positively engaging in a new programme of workshops in order to improve their competitiveness and growth potential; including the Business JIGSAW, 'Ask the Expert' and Boost Your Business Seminars.
 - 100 businesses are making new contacts at our quarterly Choose Chorley Business Network
 - Keeping businesses informed via a new Choose Chorley enewsletter
 - Recently launched, 8 expressions of interest for Chorley Business Investment for Growth (BIG) grant to support existing business with capital investment and who are creating jobs.
8. A key priority within the 2012 Economic Development Strategy is to promote and increase inward investment in Chorley to support economic growth in the borough and provide a mix of well paid, high and low skilled jobs.

In a global economy and a very competitive market place, the challenge for Chorley is to develop and articulate a succinct and targeted proposition to enable it to stand out from its competitors, particularly from within the Manchester conurbation, and bring new investment and jobs. Chorley has some fantastic assets but it needs to make sure that potential investors hear about them.

Given the current stagnating economy, Chorley simply cannot afford to leave its inward investment activities to other agencies. Of the 54,407 inward investment jobs created in England last year, only 89 were in Lancashire at 5 companies. There is potential for Chorley to raise its game and be at the forefront of the impending economic recovery that has the potential to bring new jobs and investment to the borough.

9. Following a thorough procurement process, Breeze Strategy was appointed in November 2012 to recommend a series of activities to articulate a compelling Chorley offer to attract inward investors to key development sites and premises with a specific focus on the following:

The Chorley Offer - a simple, compelling and unique offer in order to sell Chorley as a place to do business.

An Inward Investment Action Plan - an action plan which details the barriers to inward investors and provides detailed priority actions to be undertaken up to March 2015, along with timescales and budget estimates.

A Database of Target Intermediaries - to reach out to potential investors and their advisors who are likely to be involved in the expansion and relocation plans of businesses that are suited to the town.

Sectoral Propositions - create articulated propositions that are likely to attract growing companies, giving particular consideration to advanced manufacturing and engineering sectors to supply Enterprise Zone based businesses at Salmesbury and Warton.

Choose Chorley for Business Website - produce a set of recommendations for establishing a business website to send out a clear message that Chorley is open for business.

10. The Chorley Local Plan will provide a future supply of employment land in Chorley upto 2026. Prior to the local plan hearing, 17 employment sites have been identified and 11 of these are larger than 1 hectare and have significant inward investment potential. Chorley Council has a responsibility and has a role as facilitator to ensure that there is a continuous supply of land for employment uses. Whilst it is impossible to predict with any degree of accuracy the number of jobs which might be attracted through inward investment, based on industry-standard guidelines, the following table shows the average potential job numbers depending on different types of users. In essence, over the next 15 years there is potential to create between 3,000 and 19,000 jobs:

Site	Potential Jobs if B1 Offices	Potential Jobs if B2 Manufacturing	Potential Jobs if B8 Distribution
Buckshaw: The Revolution	-	1,145	580
Buckshaw: Group 1	1,350	448	-
Buckshaw: Southern Commercial	2,075	688	348
Chorley: M61 Botany Bay	1,475	489	247
Coppull: Discover Leisure	500	166	84
Chorley: Carr Lane	625	207	105
Chorley: North of Euxton Lane	3,275	1,087	550
Chorley: Botany/Great Knowley	3,525	1,170	-
Clayton Le Woods: Land east of Wigan Road	3,750	1,245	630
Chorley: Land to NE of M61 Junction	1,725	572	290
Chorley: Cowling Farm	875	290	147

An analysis of the existing stock for employment uses against recent inward investment activity that has successfully landed elsewhere in the last few years, shows that if Chorley had had an effective inward investment function in place, Chorley's existing stock should have been able to respond to:

- Medium Advanced Engineering/Automotive industries (100,000 sq ft)
- Small to Medium Back Office businesses (10,000 sq ft)

CHORLEY INWARD INVESTMENT PLAN, SUMMARY OF MAIN MESSAGES

11. The main messages and recommended activities are detailed below. A copy of the full Executive Summary is available in the Member's Room from 11th June and can also be found in the library on the Council's web site at <http://democracy.chorley.gov.uk/documents/s37220/FINAL%20Chorley%20Inward%20Investment%20Plan%20EXEC%20SUMMARY%20130513.pdf>

Inward Investment Market Place – Lancashire is an under-performing area in inward investment terms, Chorley has the opportunity to compete for many projects that are choosing similar locations.

Barriers to Inward Investment – The lack of available property, lack of awareness of Chorley and lack of distinctive offer are identified as barriers which need to be addressed.

Target Audiences – Our target audiences include existing businesses, intermediaries and advisors in Manchester, Liverpool and Preston, partner organisations like the LEP and UKTi, and potential investors such as growth companies in the North West and Midlands.

The Chorley Offer – The key elements of the Offer are:

- **Lancashire** – reinforcing the wider positive connotations of the county and giving Chorley a more familiar context to external audiences that may not be aware of its location. Communication should mention 'Chorley, Lancashire'.
- **Manchester** – leveraging the great city-brand that is only 30 minutes away, in particular using proximity to assets like the Airport, universities and wider supply-chains. Using phrases like 'on the doorstep of Manchester'.
- **Chorley is a City Gateway** – not only to Manchester, but also to Preston and Liverpool. Its geographic location and connections mean that its real offer to inward investors is far bigger than the advantages of the district itself. The Chorley Offer can be communicated through several key messages relating to accessibility and these are shown on the next page.

The Chorley Offer



Pipeline of Employment Sites – Acting as facilitator to bring forward a pipeline of employment sites.

Choose Chorley Grant – A local incentive scheme for inward investors looking to locate in Chorley would be a significant help in promoting the town to potential investors and offers the possibility of making a real difference to companies deciding on new locations.

Choose Chorley Web Site – A business-facing promotional web site is fundamental.

Social Media – Using tools such as LinkedIn and Twitter to initiate, facilitate and amplify conversations and relationships with business people and the inward investment community.

Downloadable Marketing Materials – A Choose Chorley Folder and presentation slides to promote the Chorley offer are recommended.

Sectoral Propositions – Use broad-based sectoral propositions to flexibly target potential investors.

Signage – Bespoke ‘Choose Chorley for Business’ signage at key entry points to Chorley.

Chorley Business Inward Investment Event – An annual event to showcase the town’s assets and sharing of the story, propositions and activity programme.

Chorley Soft Landing Scheme – Bringing together reputable local companies to provide free initial advice (tax, law, HR) to potential investors. Senior players assisting in site visits or discussions over investment projects.

Target Intermediaries – Explaining the offer to a selection of intermediaries and build relationships.

TIMELINE AND COSTS

12. An Action Plan has been prepared to commence delivery now and upto March 2015 and has an estimated cost as follows:

- Priority 1 Actions (must do) = £49,500
(Website, social media, photography, downloadable marketing materials, sectoral propositions, events, soft-landing scheme, intermediary contact)
- Priority 2 Actions (should do) = £44,000
(Hard copy folder and inserts, mail-outs, signage, other events)
- Priority 3 Actions (could do) = £20,000
(On-line marketing sponsorship)
- Choose Chorley Grant and Bringing forward a pipeline of Employment Sites = £235,000

13. The total estimated cost can be met by the £350,000 which was allocated as new investment within the 2013/14 revenue budget setting process.

IMPLICATIONS OF REPORT

14. This report has implications in the following areas and the relevant Directors' comments are included:

Finance	✓	Customer Services	
Human Resources		Equality and Diversity	
Legal	✓	Integrated Impact Assessment required?	
No significant implications in this area		Policy and Communications	

COMMENTS OF THE STATUTORY FINANCE OFFICER

15. The report sets out that during the budget setting process for 2013 / 14 a sum of £350 thousand was set aside for inward investment activities. Therefore the proposals are within the financial plan set out at the time of the budget.

COMMENTS OF THE MONITORING OFFICER

16. There are no comments.

LESLEY-ANN FENTON
DIRECTOR OF PARTNERSHIPS, PLANNING AND POLICY

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
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