



**DRAFT**

## Implementation Plan



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## Summary

The Mersey Waters Enterprise Zone combines two strategic, mixed use development sites covering 125 hectares located in the heart of the Liverpool City Region, on either side of the Mersey Estuary.

The Enterprise Zone comprises the consented Wirral Waters development within the Birkenhead and Wallasey Dock system and the proposed Liverpool Waters development occupying waterfront land north of Pier Head in Liverpool.

The Vision of the Mersey Waters Enterprise Zone is to accelerate the development of the Wirral and Liverpool Waters developments by marketing and delivering a range of incentives which will help overcome barriers to growth.

The EZ will also provide a focus for inward investment and a mechanism for UK Government support. It will help to demonstrate the commitment of the UK Government and local stakeholders to international investors.

It is crucial to the success of the EZ that the initial range of measures to support the EZ creates a momentum that stimulates development now, which is then sustained over a 30 year plus period. This is the anticipated delivery timeframe for the completion of the Waters projects.

Key facts about the EZ are:

- Total area for enterprise zone - 125 hectares
- Total rate relief area - 45 hectares
- Area allocated for Enhanced Capital Allowances - 11 hectares
- Total potential amount of new floorspace that could be created- 30 million sqft (2.8 million sq m)
- Total new jobs that could be located in the EZ by 2026 - over 10,000



## About Mersey Waters

Wirral and Liverpool Waters together account for approximately £10bn of investment. Liverpool Waters has a prime waterfront location within walking distance of Liverpool's commercial core. Wirral Waters is located at Birkenhead and Wallasey Docks, a once thriving area, now in need of major transformation.

The combination of single ownership, a developer with a track record in delivering major regeneration projects, prime locations at the urban core, a high level of transport accessibility and high quality

place making, will attract major employers across a range of sectors including knowledge based industries such as the professional finance and business sectors and advanced manufacturing such as those in the automotive supply chain. The high quality housing and cultural, community, leisure, education and retail offer proposed will attract the skilled workers on which they will depend.

The Waters projects also provide major opportunities for educational institutions to



co-locate in a learning hub, complementing and feeding knowledge based companies and organisations.

It is anticipated that the two projects combined will provide tens of thousands of jobs during construction (which will span 30+ years) and up to 50,000 full time jobs when complete; most of which will be in high value sectors, although the West Float site at Wirral Waters will host port related and other industrial activities, which will include manufacturing. If successful, the overall

direct gross contribution to GVA for these projects alone could be as much as £2bn annually, and act as major drivers for the Liverpool City Region and wider UK economy.

The Mersey Waters projects will create new private sector jobs thus reducing the areas dependency on the public sector. The schemes will create accessible jobs aligned to training opportunities and thereby reduce the areas reliance on state support.





## About Wirral Waters

At 17 million sqft (1.6 million sq m), Wirral Waters is the largest consented mixed-use regeneration project in the UK. The intended uses include: an education hub, a significant cultural offer, innovative housing typologies (including family housing), business accommodation for SMEs, entrepreneurs and major national and international companies, high quality public realm and leisure uses.

Wirral Waters also includes the Peel International Trade Centre (Peel ITC); a trading 'gateway' for overseas companies to access new markets in the UK and Western Europe.

Wirral Waters will be exemplary in terms of sustainability with a goal of achieving low carbon and zero waste.

The development will create up to 20,000 new jobs in Wirral with the infrastructure to help deliver skills and training opportunities for local people of all ages.

The project achieved planning consent in August 2010 and the decision not to call the project in by the Department for Communities and Local Government was made in December 2010.

Specifically, the scheme will deliver a maximum of:

- 422,757 sq m of office space;
- 60,000 sq m of retail;
- 100,000 sq m of culture, education, leisure and community uses;
- 38,000 sq m hotel and conference facilities; and
- 3,200 new homes; and
- 200,000 sq m of 'trade centre'.





## About Liverpool Waters

The Liverpool Waters vision involves regenerating a 60 hectare historic dockland site to create a world-class, high-quality, mixed use waterfront quarter in central Liverpool. The scheme, which totals 14 million sqft, will create a unique sense of place, taking advantage of the sites' cultural heritage and integrating it with exciting and sustainable new development.

Liverpool Waters will contribute substantially to the growth and development of the city, allowing ease of movement and strong connections between Northshore, its hinterland, and the city centre. It will accommodate new and existing residents, attract national and international businesses and encourage a significant increase in the number of visitors to the city, adding to Liverpool's cultural offer and providing a new and complementary destination.

Specifically, the planning application includes the development of:

- 305,479 sq m of office space
- 9,152 homes
- 87,132 sq m of retail
- 112,798 sq m of culture, education, leisure and community uses
- 17,600 sq m cruise liner terminal and energy centre; and
- 36,280 sq m servicing and other uses.

# Liverpool City Region LEP

## Strategy

There is a strong consensus between local political and business leaders that the Liverpool City Region is a functional Economic Area – it covers the boroughs of Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral. The economic objectives for the Liverpool City Region are growth, productivity and re-balancing the economy.

The Mersey Waters EZ delivers the following priorities of the Liverpool City Region LEP:

**Business Support** – The EZ will help businesses to grow and increase productivity, especially SMEs and professional firms.

**Entrepreneurship** – the EZ will promote entrepreneurship and enterprise through the development of educational hubs and by creating places whereby embryonic companies can grow and expand.

**Inward Investment** – The EZ will help the city region attract new business and professional firms to the City Region through the provision of enhanced digital infrastructure and business rate relief. This supports wider efforts to market the region's assets, potential and competitive advantages. The EZ is a collaboration between the public and private sectors to offer the right inducements to attract major employers.

**Communications** – The EZ has a role in working with the LCR Cabinet, LEP and local partners to convey a serious, intelligent, well informed, publicity aware environment and outward image.

**Skills** – The EZ will partner with the appropriate skills agencies to ensure that as employment opportunities arise within the EZ they are as accessible as possible to local people.

**Funding** – The business rate relief to new occupiers will help businesses set up business activities within the EZ. The EZ also provides an opportunity for Government to test new funding instruments and structures.

**Major Projects** – The EZ will promote the development of new real estate development that can be exploited by the City Region's investors,

professional firms, contractors and suppliers. The EZ will also contribute to this theme by creating jobs, improving the local environment, amenities and occupational space for existing and incoming business.

The other key themes outlined by the LEP are marketing, lobbying and 'step change'.

## Delivering a modern Enterprise Zone

Modern Enterprise Zones combine simplified planning arrangements, business rate discounts and the focus to develop innovative approaches to stimulate development. Government believes that Enterprise Zones can be successful where they are able to lower or remove the barriers to economic growth through reduced burdens on business, in particular lower tax levels, quicker and cheaper planning processes and the relaxing of other regulatory and administrative burdens.

Mersey Waters was selected as an Enterprise Zone as it is able to demonstrate, through this plan, that it will deliver the intended stimulus to economic development whilst learning from the past.

Mersey Waters presents a considerable economic opportunity both to the Liverpool City Region and the Atlantic Gateway area in the North West (itself a nationally significant economic growth strategy). The business rate uplift created by development with Mersey Waters will be used by the LEP to drive economic growth and address barriers to job creation across the city region.

The Enterprise Zone is focused on improving the competitiveness of the Liverpool City Region and should assist in securing foreign direct investment to the UK. It is not the intention of Mersey Waters to promote relocations (displacement) within the City Region, unless such relocation is driven by expansion which will be assessed on a formula basis.

Government is keen to ensure that Enterprise Zones support genuinely additional growth and create new businesses and new jobs. The areas within the Mersey Waters Enterprise Zone that benefit from the business rate relief will therefore generally be sites which are either vacant or have low occupancy.

The Mersey Waters Enterprise Zone will present occupiers with:

- Tax breaks, including a business rate discount worth up to £275,000 per business over five years;
- Access to super-fast broadband infrastructure;
- A simplified planning environment. Wirral Waters has the benefit of outline consent but Local Development Orders can be used to facilitate complementary development in adjacent areas;
- Occupiers will have access to the EZ funding team who can assist with grant support from a range of sources including assistance with costs relating to plant and machinery and also advice on tax relief, for example in regard to research and development; and
- Association with a nationally recognised development priority and enhanced access to public sector support organisations and government departments.

## Private Sector Support

The Mersey Waters Enterprise Zone is supported by the two partner local authorities: Wirral Council and Liverpool City Council. The Enterprise Zone is also supported by the Liverpool City Region Local Enterprise Partnership (LEP), which brings together other local authorities and key private sector representatives and by Peel Holdings, the major landowner and developer of the two Waters schemes.

Peel has, since 2006, been promoting the Wirral Waters and Liverpool Waters schemes through the planning process and has achieved planning consent for the Wirral Waters Scheme. The Liverpool Waters scheme has been submitted for planning approval and the decision of Liverpool City Council's Planning Committee is expected early 2012.

## Key Strengths of the Mersey Waters Enterprise Zone – Our USP

The combined commercial, cultural and residential offer of Wirral and Liverpool Waters presents a unique opportunity to create new waterfront neighbourhoods. Each Waters Scheme will in itself provide a unique sense of place on either side of the world famous Mersey Estuary. New, high rise property will create unrivalled views, including the Liverpool Waterfront, National Parks, Irish Sea, Mersey and Dee Estuaries, the Wirral Peninsula and the Fylde Coast.

Mersey Waters presents a unique opportunity to create a high-quality, mixed use waterfront development that will have a transformative impact upon the Mersey Estuary, the Liverpool Region

The Enterprise Zone is in single ownership and supported by both partner local authorities. The distinctive offer of Mersey Waters as an Enterprise Zone centres around its ability to create a unique sense of place, taking advantage of the areas cultural heritage and integrating this with exciting, sustainable and high quality new development, presenting an unrivalled opportunity.

The sheer scale of the opportunity also presents a distinguishing feature, with the ability to create a significant number of diverse and sustainable employment opportunities within a concentrated location.

The developments within the Enterprise Zone will provide jobs for a wide range of the employment market both locally and regionally. The developments will also provide a range of specifications with corresponding price points to suit any scale or maturity of business.

## Tax Relief Boundary Policy

The Mersey Waters Enterprise Zone is some 125.4ha. Mersey Waters has identified 45ha of vacant land and land containing buildings with a high proportion of empty units for consideration for Business Rate Relief. These areas are identified on Annex A.

The EZ Board recognise that businesses occupying the buildings included in the rate relief area will also qualify for Business Rate Relief. This seems unavoidable given the administration of the policy and the legal issues constraining the ability to distinguish between new and existing businesses. There is however a commitment, that the policy should not have unintended consequences and is appropriately targeted to deliver business growth. Through the detailed application and criteria of the scheme and working with appropriate Government departments, we will look to avoid issues of deadweight and also displacement from the City Region. These areas are predominately within the Princes Dock and land adjacent to the North, together with land within the Wirral Waters scheme at East Float and the site of the Peel International Trade Centre.

The Business Rate relief will encourage office occupiers to take empty space within Princes Dock and encourage demand for further office development within the EZ on the Liverpool side. The Business Rate relief will be attractive to new businesses from overseas within the Peel International Trade Centre (ITC), the first phase of which is focussed specifically on Chinese businesses, and to new occupiers within the Wirral Waters Scheme.

The Mersey Waters Enterprise Zone consists of two boundaries:

1. A Global EZ Boundary which encompasses all current occupiers and vacant land within the boundaries of the Liverpool and Wirral Waters schemes; and
2. A Rate Relief Boundary which encompasses land and buildings where redevelopment is anticipated in the short term.

3. Enhanced Capital Allowances will form part of the investment strategy for the Enterprise Zone. The West Float site within Wirral Waters is focused on port related, industrial and manufacturing uses and will form the ECA designated area.

Within the agreed Global Boundary, the Rate Relief Boundary should encompass the following:

- Vacant land;
- Vacant units – a detailed schedule of accommodation is included in Annex 3; and
- Land and buildings whereby redevelopment is anticipated in the short term.
- Land and Buildings which could become vacant through breaks or through expiry of lease.

## BRR Postcodes

### Liverpool

L3 0AP  
L3 0AR  
L3 1BD  
L3 1BF  
L3 1BJ  
L3 1BU  
L3 1DE  
L3 1DJ  
L3 1DZ  
L3 1EJ  
L3 1EP  
L3 1QH  
L3 1QJ  
L3 1QP  
L3 1QW  
L3 1QY  
L3 1QZ  
L3 7AN  
L3 7AS  
L3 7HJ  
L3 7HP  
L3 7HR  
L3 7DR  
L3 1BG  
L3 1DL  
L3 1DP  
L3 1QN  
L3 7BE

### Wirral

CH41 1AE  
CH41 1AJ  
CH41 1BP  
CH41 1DF  
CH41 1DH  
CH41 1DJ  
CH41 1DN  
CH41 1DP  
CH41 1DW  
CH41 1DX  
CH41 1EA  
CH41 1EB  
CH41 1EF  
CH41 1EW  
CH41 1EY  
CH41 1FD  
CH41 1FF  
CH41 1FN  
CH41 1HG  
CH41 1HW  
CH41 1LG  
CH41 1LS  
CH41 1LW  
CH41 8FA

## Enhanced Capital Allowances

The West Float area of Wirral Waters and Mersey Waters is designated for high value manufacturing and assembly as well as port related activities. The area proposed for Enhanced Capital Allowances is shown on the attached plan and occupies 11ha of West Float. Largely the remaining area of the southern banks of West Float will be home to the first phases of the Peel International Trade Centre (Peel ITC). The Peel ITC Phase 1 is a joint venture between Peel and a Chinese investment partner. Peel is actively engaged with Chinese partners in the development of innovative inward investment and employment projects on West Float.

Through Peel's experience of logistics and supply chains, we have engaged in discussions to repatriate automotive sector supply chains to the UK and the West Float site. The inherent benefits of road, rail and water access, close to UK production facilities and other Original Equipment Manufacturers (OEM) facilities in the region make the West Float an attractive site for a new Peel Automotive Supplier Park.

West Float is also the preferred site for a rail manufacturing company with strategic partners in China who require a rail connected site to import part built rail components and undertake final assembly and testing.

The intended uses for the ECA have a demonstrable case for ECAs over Business Rate relief capped at £275,000.

Site Area

Wirral Waters (East Float and West Float) 83.80 ha

Liverpool Waters 41.60 ha

Key



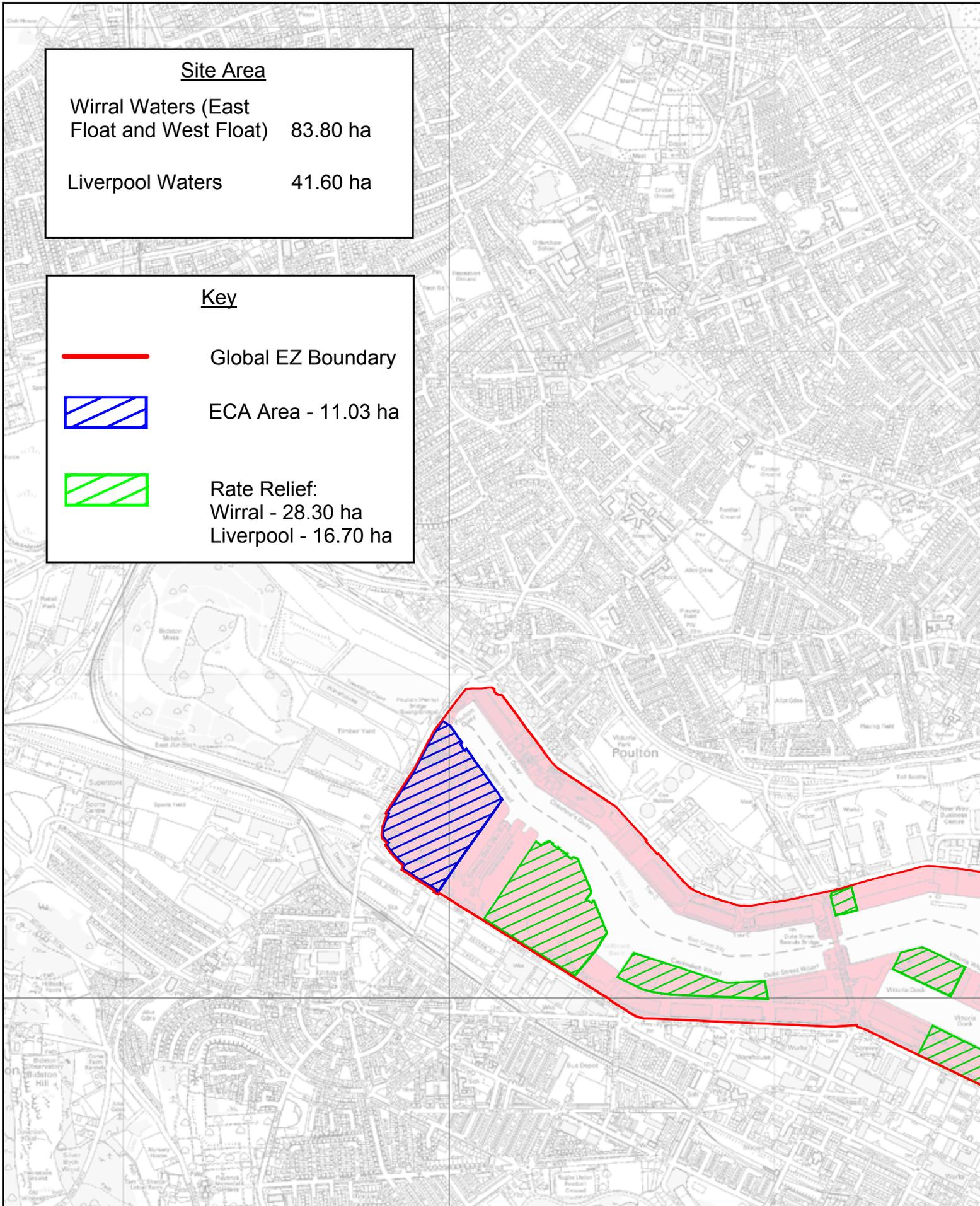
Global EZ Boundary

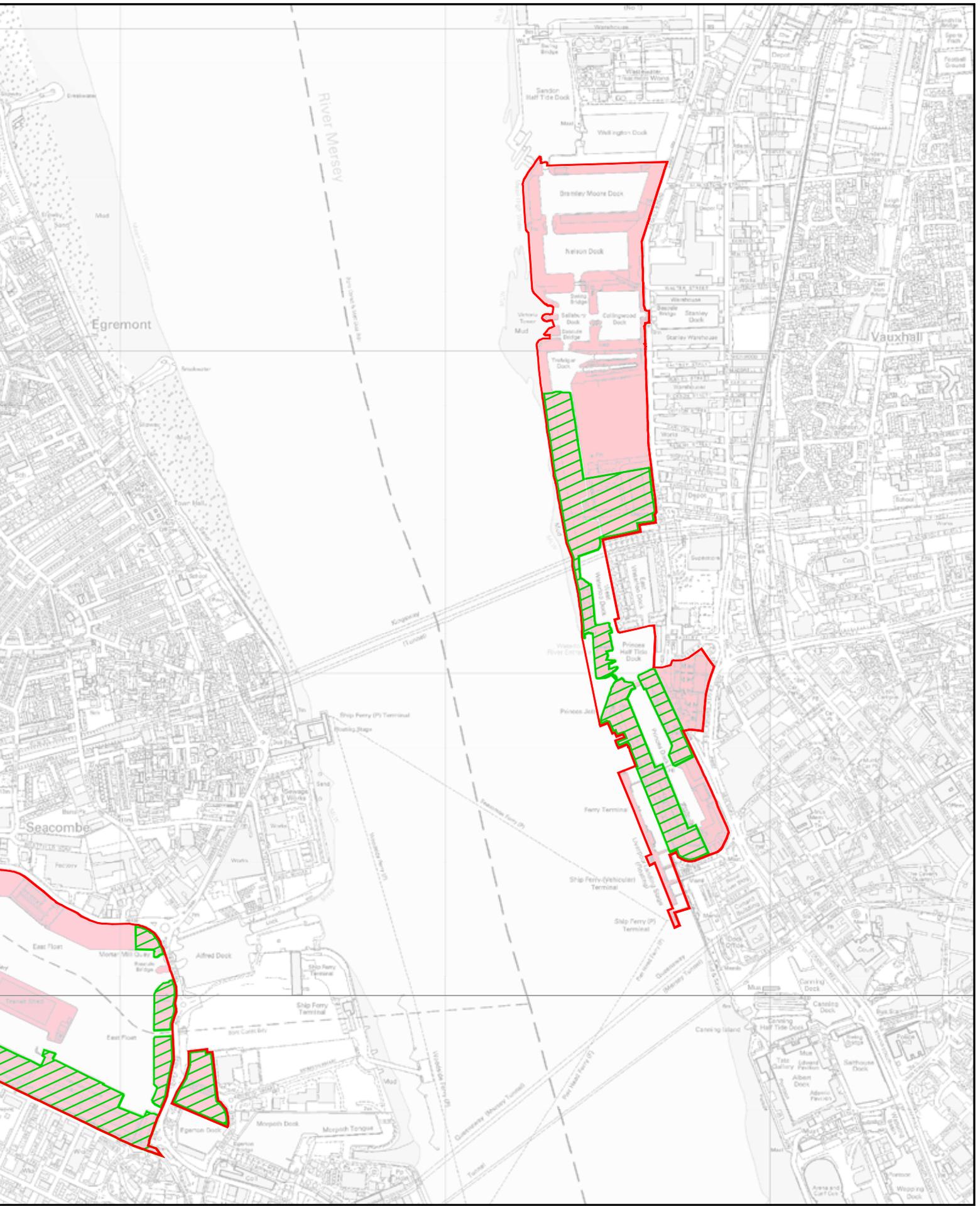


ECA Area - 11.03 ha



Rate Relief:  
Wirral - 28.30 ha  
Liverpool - 16.70 ha





# Surprise Zone Relief Boundaries



Scale: 1:15000  
@ A3



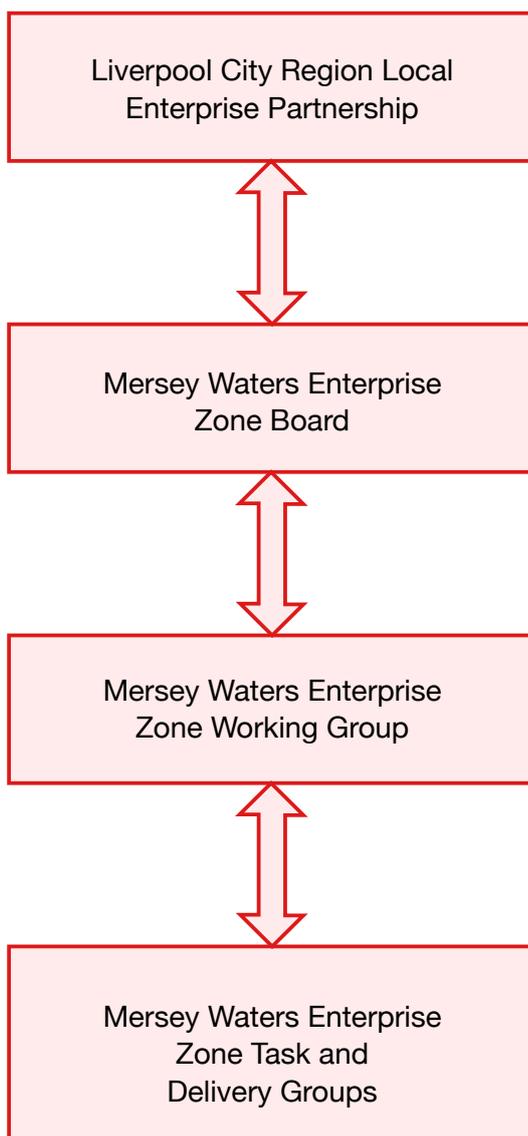
Date: 10:11:11

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## Governance Structure

The LCR LEP recognised the following governance structure at the June 2011 meeting. The EZ Board will act as the principal governing body for the EZ supported directly by the EZ Working Group. The EZ Board will work closely, inform and align priorities with the LEP Board and the wider LCR cabinet through progress updates.

The EZ Board itself will be responsible for defining priorities, projects and all aspects of operational delivery of the Enterprise Zone at this early stage of its development. It will also have a responsibility to maximise the economic potential of the EZ for the City Region. The Board will have regard to the LEP's position, views and priorities through the LEP representatives on the Board and will ensure an appropriate dialogue and discussion is maintained on strategic issues.



## Key Objectives

To deliver the Vision for the EZ of accelerating the development of the Wirral Waters and Liverpool Waters developments, the EZ has the following key objectives:

- Develop a Mersey Waters Enterprise Zone marketing strategy and EZ branding by December 2011. This will be coordinated with the wider Wirral Waters and Liverpool Waters marketing plans. These will highlight target sectors and raise the profile of the Mersey Waters;
- Develop a communications plan by December 2011 to develop a suite of communications tools and key messages;
- Involve regional and national Inward Investment agencies;
- Engage with the LEP and Government to ensure that all potential incentives and tools are available to the EZ to promote sustainable economic growth through the life of the EZ;
- Assist occupiers in achieving the full benefit of EZ occupation throughout the life of the EZ.

## Priorities for Action

Communications Plan approved for implementation by the LEP by December 2011.

Marketing Plan approved for implementation by the LEP by December 2011.

Agreed Red Line Boundary with the LEP and Government by end of November 2011.

Agreed Business Plan with LEP and Government by end of November 2011.

## Consultation with Communities

A Statement of Community Consultation will be developed by Mersey Waters EZ partners. The Mersey Waters EZ promotes the effective engagement of local communities through existing structures within the local authority. Individual developments within the EZ will engage communities through the normal planning process.

## Displacement Strategy

Rate relief would not apply to businesses locating from within the Liverpool City Region, but will apply to business which can demonstrate they are expanding and intend to employ more staff.

It is the proposed policy of the Mersey Waters EZ that any business that can show a growth on current employment should be eligible to for the benefits of the EZ. Businesses aiming to relocate within the LEP area without showing that they have clear growth aspirations will be informed that they will not benefit from the rate relief, but will benefit from the other EZ benefits.

## Marketing Plan

In summary the marketing objectives follow the broader marketing for Wirral Waters and Liverpool Waters and reflect the following elements:

- Define the economic and market trends
- Identify potential occupiers and end users
- Define the new commercial quarter
- Market positioning and development of the brand
- Rent, lease and investment strategy

## Communications Plan

A communications plan will be developed.

## Resourcing

The implementation of the EZ is supported with in-kind and or financial support by Wirral Borough Council, Liverpool City Council and Peel Holdings.

## Quotes

### Quotes from Peel

Lindsey Ashworth from Peel says:

“Wirral and Liverpool Waters essentially take advantage of the area’s best two assets – its river and its people. The Peel Waters projects are opportunities for the Liverpool City Region to compete better with the likes of London and the South East as well as cities overseas. Enterprise Zones will genuinely help us to do that.”

Richard Mawdsley from Peel says:

“The Waters projects are ones that local people have said they wanted and needed. Communities want the jobs that they will provide. Both the local and central governments have listened and helped. That culminated in Prime Minister David Cameron’s visit and endorsement in January 2011. Any assistance we get from the Government – including Enterprise Zone designation – will help Peel create the new markets needed to drive it forward.”

### Quotes from Liverpool City Council

Liverpool City Council Leader / Liverpool City Region Cabinet Chair, Councillor Joe Anderson, said:

“The City Region has big ambitions and a clear strategy to grow the economy and increase private sector jobs and investment. The Mersey Waters Enterprise Zone is central to those plans. We are keen to work with Government to make sure the benefits are shared across the whole of the City Region, and help attract much needed investment and jobs.”

### Quotes from Wirral Council

Steve Foulkes, Leader of Wirral Council:

“Wirral Council welcomes the designation of the Mersey Waters project as an Enterprise Zone. The £4.5bn Wirral Waters scheme offers a unique opportunity for growth in an area of the Borough where it is most needed and Enterprise Zone status will further help us to attract new investment and support new businesses so that the people of Wirral and the wider region will benefit from the jobs created. We are committed to working with private sector partners and government to make the Enterprise Zone a huge success and secure much needed economic growth for the area.”

Jim Wilkie said:

“Wirral Waters is already an attractive investment opportunity but its designation as an Enterprise Zone will allow us to offer tax incentives in the first years of occupancy which will give businesses locating on the site a great head start. The Mersey Waters sites were seen as the Liverpool City Region LEP’s best area of ‘unique opportunity’ and the simplified Planning regulations that go with it will act as a catalyst for investment on both sides of the river.”

## Key Contacts

Mersey Waters Main Contact (project manager): Alan Evans, Wirral Council

LEP Contact: Ged Fitzgerald, Liverpool City Council

### Wirral Council:

Senior Level:	Kevin Adderley
Planning:	Joanne Storey
Billing and discounts:	Ian Williams

### Liverpool City Council:

Senior Level:	Catherine Garnell
Planning:	Mark Loughran
Billing and discounts:	Phil Robinson

### Peel:

Wirral Waters:	Richard Mawdsley
Liverpool Waters:	Ian Pollitt
General:	Iain Taylor



