

# The Case for an Enterprise Zone in Plymouth

## The Economy

Plymouth is facing the challenge of rebalancing its economy and delivering sustainable private sector growth.

With a population of 256,000, Plymouth is the largest city on the south coast of England, the 15th largest in the country and the key urban hub of the HotSW. The city has faced significant economic challenges in recent years, preventing it from reaching its potential. With GVA per head of just £16,500 (some 22% below the national average), its performance has been more akin to areas in the North East than the relatively more prosperous South West.

Factors such as the city's distinct industrial structure, relatively low skills levels, worklessness, and a high percentage of low value occupations, have opened up a substantial productivity gap with the national average which has continued to widen over time. Furthermore, over the last decade, the city has relied heavily on the public sector for economic growth and job creation. Shifting the city's economy to a private sector led one is therefore a big challenge and opportunity.

Plymouth's economy exhibits a high degree of specialisation in the marine and advanced manufacturing sectors—the former an area of competitive advantage, backed up by world class marine institutions. By focussing resources in areas of genuine strength, Plymouth has a real opportunity to tackle head on its underperformance and steer the economy on a new upward trajectory.



## Plymouth's place in the HotSW

As the HotSW's urban hub, Plymouth acts as a catalyst for change across the area and the successful Enterprise Zone (EZ) will encourage growth and development

There is synergy between the overall Vision for Plymouth and the objectives of the HotSW LEP: to create new jobs, raise productivity levels and increase the average wage of the area. Securing an EZ will facilitate these aims through encouraging development and stimulating business and jobs growth.

Having the backing of the LEP shows that Plymouth has been identified as a key location in initiating the changes that the HotSW is planning on implementing.

Plymouth is a strong supporter of the LEP being business led, which matches the ethos of our local Plymouth Growth Board.



## The Plymouth Proposal

The Plymouth Enterprise Zone bid is focused on marine & renewables and advanced manufacturing - which are high value, productive sectors with huge economic potential.

The EZ contains the following totalling some 82 ha with the potential to create 7,700 jobs by the end of the EZ period.

- Langage Energy Park
- South Yard, Devonport
- Plymouth International Medical and Technology Park
- Tamar Science Park
- Millbay

These sites have been chosen on the basis of their supporting infrastructure with the majority having 'clean' status.

Langage Energy Park falls within the neighbouring South Hams but borders Plymouth and therefore has a vital role to play in the city's ambitious growth strategy.

Being home to the University of Plymouth's Marine Institute, Plymouth Marine Laboratory, Plymouth Marine Sciences Partnership, GAIN (Growth Acceleration and Investment Network) and a number of globally competitive engineering companies, the city can draw on a considerable pool of expertise to develop its existing strengths and become a centre of excellence in these sectors.

Furthermore, the EZ complements new, exciting initiatives such as the proposed SW Marine Energy Park and the off-shore Renewables Technology and Innovation Centre.

Simplified planning regulations and business rate reductions for enterprises locating within the Zone, will help unlock the growth potential of these sectors and send out a clear message that Plymouth and the HotSW is open for business.

The Plymouth Enterprise Zone bid is being submitted by the HotSW LEP and has been produced by PCC, the Plymouth Growth Board and the University of Plymouth.

The following individuals and organisations have signified their support for an Enterprise Zone in Plymouth

Edward Anderson -Bickley	Anderson UK
Tim Bagshaw	Managing Director, Business and Place
Dawn Bebe	Managing Director, Onshore Media
Adrian Bratt	Associate, Bond Pearce LLP
Soo Brizell-Hogg	Head of Employability, Shekinah Mission
Francine Brooks	Managing Director, Engage People Development Ltd
Vince Brooks	Director, Karris Ltd
Simon Budd	Managing Director, Tell Systems Ltd
Tim Charlesworth	Chief Executive and Harbour Master, Cattewater Harbour Commissioners
Oliver Colvile MP	MP for Plymouth Sutton and Devonport
Julie Cotgrave	Director, Target Search and Selection
Julian Cramp	Director of Business Development, Bishop Fleming
Sue Dann	Solutions Manager, Working Links
Nathaniel Davis	Tee Design
Nigel Day	Director, Clarihon Web Services
Adam Fox-Edwards	Managing Director, Arundell Arms
Ian Gent	Director of Marketing Communications and Partnerships, Peninsula Enterprise
Steve Gerry	Plymouth Manufacturers Group Secretary
David Gibson	National Marine Aquarium
Carolyn Giles	Director, Hardwick HR Ltd
Chris Girdler	Publisher, Cornerstone Vision
Dan Gough	Managing Director, Purple Telecommunications Ltd
Jo Hallas	VP & General Manager, Invensys Controls
Richard Holifield	Amey
David Huxtable	Brettes
Mark Kendall	MAK Property Ltd
Martyn King	Director, Fuel Communications Ltd
Samantha Laverder	Managing Director, ARGANS Ltd
Martin Limburn	Director, Limbtec

Graham Lobb	Director, Form Design
Victor Lyndon	TL Printing and Packaging
Mark Nicholas	Commercial Director, Stem Group
Prof. Margaret Noble	Principal, University College Plymouth St Mark and St John
David Parlbay	Chief Executive, Plymouth Chamber of Commerce and Industry
Roger Pipe	General Manager, Millfields Trust
Karena Pring	Independent Chair, Plymouth Marine Science Partnership
Simon Reeves	Akarimobile
Martin Roberts	MCR Office Limited
Steve Scott	Partners, CSP Coaching LLP
Geraldine Scott-Smith	Marketing Manager, Pluss
Andrew Scowcroft	Managing Director, Foot Solutions
Alison Seabeck MP	MP for Plymouth Moor View
Andrew Searle	Partner, Origami Group
Alex Smith	TaxAssist Accounts
Paul Stapleton	Senior Partner, Parkhurst Hill
Dr. Graham Stirling	Chair, Plymouth Employment and Skills Board
Gary Streeeter MP	MP for South West Devon
Tim Squires	Noah's Ark Childcare Centres
Sally Taylor	Chief Executive, St. Luke's Hospice Plymouth
Steve Tomkinson	Numo Group
Clive Turner	Chief Executive, Plymouth Community Homes
Emma Warburton	Director, Green Scheme Ltd
Jane Ward	Davies Johnson & Co
Jude Whitford	Commercial Director, Pepper Communications Ltd
Anouska Wilkinson	Marketing and Account Director, 51 Studio
Matthew Wood	Managing Director, Coast Business Solutions Ltd
Paul Woods	Senior Partner, Wolferstans
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