

**Department for Economy,  
Science & Transport**



**Llywodraeth Cymru  
Welsh Government**

## **Wales Enterprise Zones: Progress Update**

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## Contents

<b>Section</b>	<b>Contents</b>	<b>Page</b>
<b>1</b>	<b>Introduction and Context</b>	<b>3</b>
<b>Zone-Specific Development and Projects</b>		
<b>2</b>	<b>Anglesey</b>	<b>4</b>
	<b>Central Cardiff</b>	<b>7</b>
	<b>Deeside</b>	<b>11</b>
	<b>Ebbw Vale</b>	<b>15</b>
	<b>Haven Waterway</b>	<b>19</b>
	<b>Snowdonia</b>	<b>22</b>
	<b>St Athan – Cardiff Airport</b>	<b>25</b>
<b>Cross Cutting Delivery into the Wales Enterprise Zones</b>		
<b>3</b>	<b>Transport</b>	<b>27</b>
	<b>Information Communication Technologies</b>	<b>27</b>
	<b>Skills Development</b>	<b>29</b>
	<b>Business Rates Scheme</b>	<b>31</b>
	<b>Enhanced Capital Allowances</b>	<b>34</b>
	<b>Local Development Orders</b>	<b>35</b>
	<b>Business Development &amp; Marketing</b>	<b>35</b>
	<b>Measuring Progress across Enterprise Zones</b>	<b>35</b>
	<b>Longitudinal Survey</b>	<b>36</b>
<b>4</b>	<b>Next Steps</b>	<b>36</b>

## Introduction and Context

In 2012, the Welsh Government launched seven **Enterprise Zones** across Wales. The Enterprise Zones are designated geographical areas that support new and expanding businesses by providing a first class business infrastructure and support.

Each Enterprise Zone has an external; private-sector led advisory Board. These Enterprise Zone Boards have provided advice to Welsh Government on the strategic vision and priorities to support jobs and growth within each Zone.

Each of the Enterprise Zones has a focus on one or more key business sectors. They are:

- **Anglesey Enterprise Zone** – focusing on the energy and environment sector;
- **Central Cardiff Enterprise Zone** – focusing on the financial & professional services sector;
- **Deeside Enterprise Zone** – focusing on the advanced manufacturing and materials sector;
- **Ebbw Vale Enterprise Zone** – focusing on the advanced manufacturing and materials sector;
- **Haven Waterway Enterprise Zone** – focusing on the energy & environment sector;
- **Snowdonia Enterprise Zone** – focusing on the energy & environment, ICT sectors and advanced manufacturing and materials sectors.
- **St Athan – Cardiff Airport Enterprise Zone** – focusing on the advanced manufacturing and materials sector and in particular its aerospace sub-sector.

## Purpose of this Document

This document summarises the strategy, projects and key developments identified by Enterprise Zone Boards. It also outlines the cross cutting activities being taken forward by the Welsh Government, its partners and key stakeholders to support the development of the Zones and to measure their progress and delivery.

## Further Information

For further information on the Wales Enterprise Zones, please visit [www.enterprisezones.wales.gov.uk](http://www.enterprisezones.wales.gov.uk) or contact the Welsh Government's business Information Hotline on 03000 6 03000.

## Anglesey Enterprise Zone



**Apprenticeships at Coleg Menai, Anglesey**

*“Seventy new apprenticeships in engineering and construction are to be created across North West Wales through a funding boost of almost £900,000 from the Welsh Government. This offers a great opportunity for young people in Anglesey and North West Wales to get apprenticeships and take advantage of future work opportunities in the engineering and construction sector with developments such as the Wylfa new build and offshore wind and marine turbines”.*

John Idris Jones, Energy Island Programme Manager

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The vision for the Anglesey Enterprise Zone is to create a world-renowned centre of excellence for the production, demonstration and servicing of low carbon energy. The Zone is focussed upon eight strategic sites which fully compliment the Energy Island Programme:

- Production – investing in new low carbon energy production to help secure a stable energy future for Wales.
- Demonstration – establishing world-class facilities to place Anglesey as a leading location for low carbon energy innovation and demonstration.

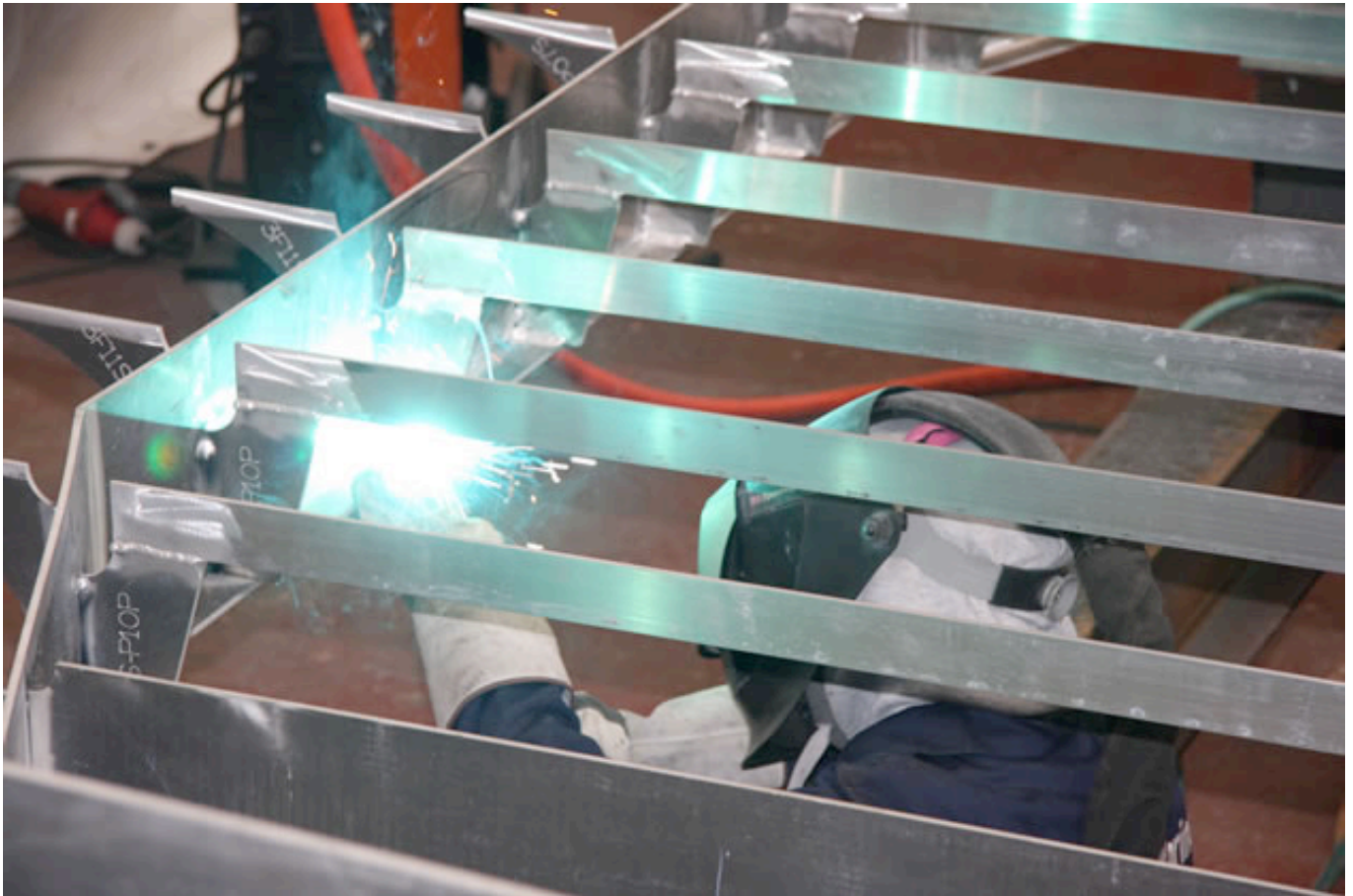
- Servicing – ensuring that supply chain opportunities are captured and maximised.

A number of key energy and maritime proposals are progressing in order to support this vision:

- Joint funding contribution with Stena on the Holyhead Port Development Master plan is in place to explore options for future development; this will consider a range of offshore wind, marine, nuclear, and cruise market opportunities. This master plan report is due in the autumn.
- A £2.2m funding commitment to support plans led by Conygar Investment Company PLC to develop the first phase of a logistics and distribution hub at Parc Cybi Business Park.
- The preparation of investor information packs for the eight strategic sites within the zone and master-planning reports for Llangefni, Gaerwen, Rhosgoch and Penrhos. As well as being of value as marketing tools, these reports due in the autumn will help inform infrastructure requirements and the priorities needed to support the future development of Anglesey as a leading location for low carbon energy innovation, generation and demonstration.
- Working with Bangor University and Isle of Anglesey County Council on the development of the Menai Science Park. This development will bring academic and commercial expertise together to help maximise the benefit to Wales of the major energy projects planned for the Zone.
- Work with key stakeholders to develop a major nuclear supply chain capability assessment. A mapping exercise costing £168,000 will inform interventions to better support indigenous businesses and will assist the identification of the gaps which need to be addressed to attract more inward investors to the Zone.
- Works underway with DfES and other partners to support Cwmni Prentis Menai.
- Work underway to review property need on Anglesey in line with Board strategy to identify readily available premises for business and job creation within the Zone.
- Broadband delivery has been prioritised for the Zone; initial planning has been completed and is scheduled to go live mid 2014.



## **Case Study - Holyhead Marine**

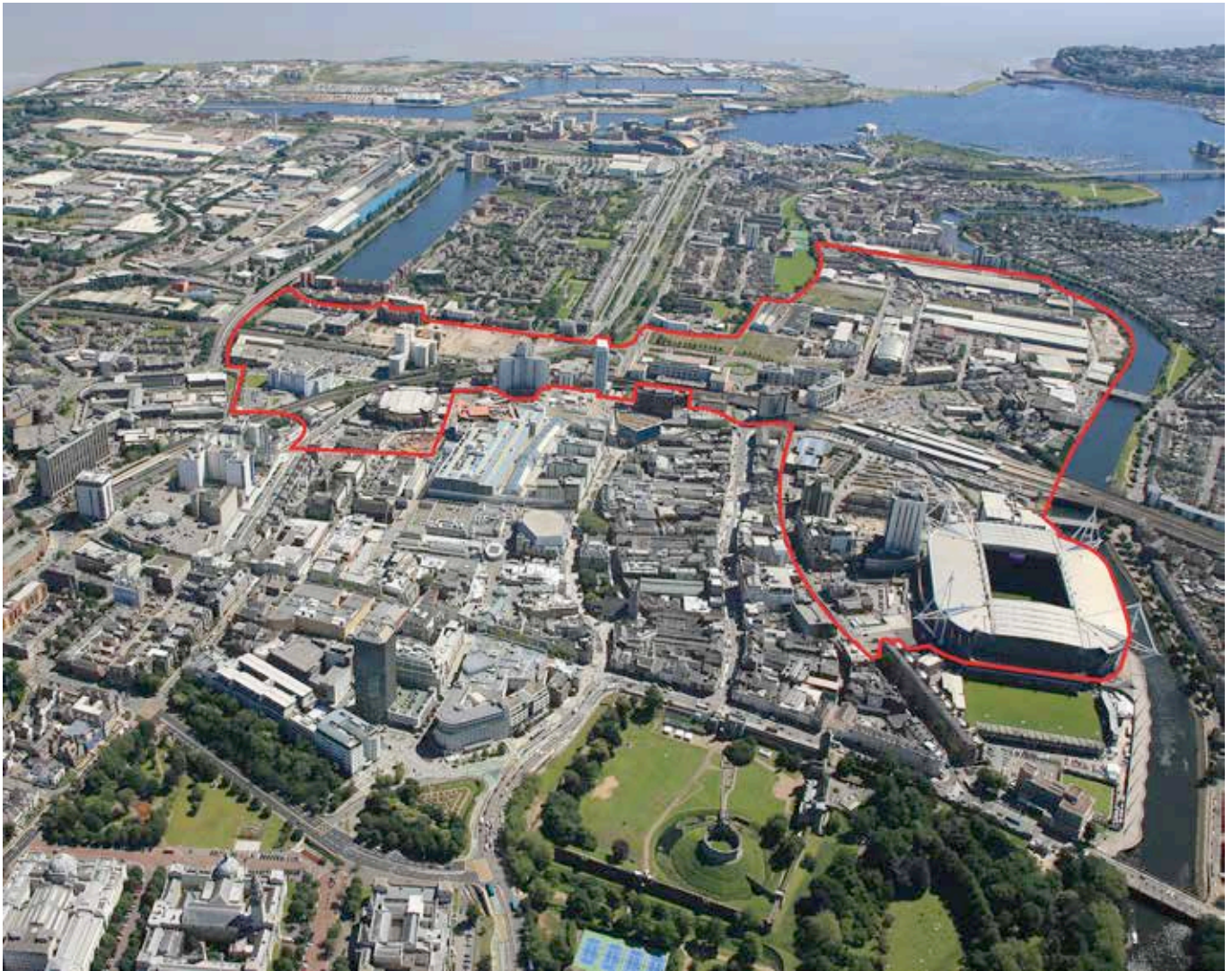


Established in 1962 and situated in the Anglesey Enterprise Zone, Holyhead Marine Service Ltd has over 40 years experience. The company has recently expanded within the Enterprise Zone with the help of Welsh Government support. The support package, which included business finance of £84,000, has enabled the creation of a further 12 jobs at the company.

Holyhead Marine has grown from repairing and refitting pleasure boats in the 1960's to specialising in the new build, refit and repair of commercial vessels such as RNLI lifeboats, Royal Archer Class patrol boats, pilot and harbour boats, survey vessels, fishing boats and tugs, and has built up a wide ranging portfolio of vessel designs to meet the needs of its commercial client base.

In recent years Holyhead Marine has moved into the military sector winning a number of prestigious contracts to build boats for the Royal Marines and the Ministry of Defence Police which has opened up a range of opportunities both nationally and internationally. Recent contracts include building two pilot boats for Sydney Ports Corporation.

## Central Cardiff Enterprise Zone



*“The increasing prevalence of Wales’ academic institutions means that as an employer we have an excellent graduate talent pool on the doorstep. We have a happy, enduring workforce and we are confident that this is due in no small part to our excellent location.”*

Alun Sweeney, Director of Atradius, UK and Ireland

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The overall vision for the Central Cardiff Enterprise Zone is to help create one of the UK’s premier locations for business with the aim of attracting new investment, facilitating the development of new high quality offices and other supporting infrastructure and to create new high quality sustainable jobs. Central Cardiff Enterprise Zone vision is to:

- Capitalise on the city’s existing attributes and competitive advantages.
- Help deliver new, high quality developments that meet the needs of modern business.

- Support business, particularly through new and enhanced training and education packages to businesses locating to the Enterprise Zone.
- Secure and build upon existing transportation links – locally, regionally and nationally.
- Build upon existing ICT and other supporting utility infrastructure enabling Cardiff to become a super connected city.
- Tap into the economic benefits and advantages offered by the wider City Region and generate prosperity for the City Region.

Key projects being delivered to support the development of this vision are:

- The appointment of professional advisors including property agents to aid project development within the Zone.
- The acquisition of Site EO4, Callaghan Square enabling the delivery of 500,000 sq. ft. of Grade A space to business.
- The procurement of 'Building 1' in Callaghan Square to provide 90,000 sq. ft of Grade A space to be available to let by Spring 2015.
- The conditional acquisition of 79,500 sq. ft. Grade A space in Capital Quarter, Cardiff - JR Smart Building to be complete and available for let by April 2014.
- The offer of a Property Development Grant proposal to encourage the development of a further 75,000 sq. ft. of Grade A space by JR Smart by 2017.
- The agreed sale of the Welsh Government site to JR Smart to help create a comprehensive and coherent development of Capital Quarter and bring the scheme closer to Callaghan Square and the central area.
- The offer of grant towards the provision of the new state of the art bridge connecting Capital Quarter with the City Centre at Pellet St.
- Work underway to explore further ICT infrastructure enhancement to the Zone.



## **Case Study – Deloitte in Cardiff**



**Ross Flanigan, Director of Quality and Risk Operations for Deloitte UK**

Based in Central Cardiff Enterprise Zone, a small specialist team within Deloitte has grown to become a multi-functional research and compliance unit with a worldwide remit. Set up in Cardiff to combat money laundering threats facing the accountancy profession, the team was set up within the main Welsh office of the 'Big Four' practice, Deloitte, to help the firm's UK tax practitioners meet their obligations under the growing body of legislation against money laundering, terrorist funding and hiding the proceeds of crime.

Such was its success that its original responsibilities have been greatly expanded and the initial team of eight people has mushroomed to around 70; rising soon to 90. Today, however, the department provides a whole host of specialist compliance support right across the Deloitte organisation worldwide.

Although its rapid growth over the past three years led Deloitte to consider relocating the unit, they came down firmly in favour of keeping it in Cardiff, where they had managed to recruit a steady stream of top calibre professionals to perform this complex work.

The Quality and Risk Operations Unit now occupies high-profile offices at Fusion Point, adjacent to main railway station and benefits from fast communication links to London. It is situated in the heart of Central Cardiff Enterprise Zone, the only Enterprise Zone in the UK dedicated to the Financial and Professional Business Services Sector. Today it accounts for nearly a third of all Deloitte staff in the city.

As well as client work, the unit also operates a practice review programme; a type of internal audit team that will visit every part of the Deloitte tax practice every three years.

Another growing area of expertise is conflict resolution within the business environment, a discipline that will soon add another 20 people to the total number employed.

With each chapter of its development, Cardiff has proven the company's original location calculation was right on the mark.

It is the right thing for our business to be here in Cardiff with this team." says Cardiff office director Ross Flanigan, who explains that London was seriously considered as an alternative location in the early days and subsequently, as it grew, sites in Poland, Hungary, The Czech Republic and India were discussed.

Ross added that the skills and knowledge already built up in Cardiff has created a valuable service centre shared by many arms of the business across all continents; looking not only for compliance support but for a widening range of in-depth research.

"It turned out that the comparisons between Cardiff and the other areas did not produce anything to take us away from here. It was a purely business decision," said Ross.

He added: "The major success factor is the people. We would not have achieved what we have without the diverse and capable workforce. I have been overwhelmed by high quality of applicants every time I have recruited. The majority of our people are graduates and there is a huge pool of people in the relevant disciplines out there."

An abundance of local universities – with four located inside a 15 mile radius – and a training fund of up to £400,000 made available by the Welsh Government the firm has been able to recruit and train a highly effective operation.

Transport links and the latest high-speed broadband connections have also weighed in the balance. Says Ross: "The area is growing and transport links and telecommunications are very good. On a personal level it is also very attractive for prospective staff. There is nothing in my business or personal life that is missing from this area."

The Welsh advantage doesn't end there. He adds: "They have also helped with advice on international business and provided me with great network contacts which will be invaluable as we grow."

## Deeside Enterprise Zone



The Deeside Enterprise Zone covers the most important employment area in north Wales, an area stretching from Flintshire Bridge in the north, along the river Dee to Broughton. Within the Zone the sites associated with several anchor companies, key employers and skills vital to the Welsh economy located, include:

- Deeside Industrial Park, which provides employment for over 9000 jobs on site.
- Major employers including Airbus, Toyota, UPM and Tata Steel. Airbus employs in the region of 6,000 staff, with a further 2,000 sub-contractors and suppliers on and around the Deeside site.
- Northern Gateway, the largest mixed use development site in Wales.

The ambition of the Enterprise Zone is to secure and continue the process of transformation which is helping to make Deeside a first class environment for advanced manufacturing and technology. An area where recognised excellence is anchored in the fields of aerospace, automotive and process engineering, electronics, pharmaceuticals, construction, food, paper and packaging and sustainable energy.

Key projects being delivered to support this vision for Deeside Enterprise Zone include:

- Procurement for flood defence works required to protect the Northern Gateway site. Work is set to begin later this year signalling a significant step forward in unlocking the potential for Northern Gateway as a major business location.
- Negotiations with the private developer regarding infrastructure at the Northern Gateway site so that the site is shovel ready in 2014.
- Funding for a phase 1 feasibility study of a North Wales Advanced Manufacturing and Skills Park due to be completed in the autumn.
- Work underway to review property need in Deeside in line with Board strategy to identify readily available premises for business and job creation within the Zone.
- Works underway supporting a number of business expansions within the Advanced Materials & Manufacturing and Life Science sectors.
- Broadband delivery has been prioritised for the Zone; initial planning has been completed and is scheduled to go live mid 2014.



## **Case Study – ConvaTec**



Located in Deeside Enterprise Zone, ConvaTec – the multi-national medical technology company which employs 600 people at three facilities in Wales is investing £3.7m expanding its operations with support from Welsh Government.

The investment at its Global Manufacturing Centre on Deeside Industrial Estate will create 67 new jobs and safeguard a further sixteen. The Centre specialises in the manufacture of wound care and ostomy products that are exported globally.

Backed by a comprehensive support package from the Welsh Government, including business finance and training support, the two pronged investment will bring a new product manufacturing line for their innovative Aquacel Foam dressings range to Wales.

This is currently produced in the US by external contractors and Wales was competing with ten other ConvaTec sites around the world for the project.

The second project will establish a new shared services centre at Deeside providing accounting and finance support to the ConvaTec network. ConvaTec has an R&D operation on Deeside and a further manufacturing plant in Rhymney.

*"I am delighted Welsh Government support helped secure these two very important projects for Wales that will create a wide range of skilled' well paid jobs. The investment will strengthen ConvaTec's presence in Wales and provide a further boost for our expanding life science priority sector. ConvaTec operates in the niche wound healing sub sector where Wales has a*

*particular strength and is the largest and most important company working in this area in Wales.”*

Edwina Hart, Minister for Economy, Science and Transport

## **Ebbw Vale Enterprise Zone**



Ebbw Vale and its surrounding area have a strong industrial heritage and long history of manufacturing. The area is already the base for international leaders such as Tenneco, Yuasa Battery, Continental Teves, G-TEM, Penn Pharma and Monier Redland.

The Ebbw Vale Enterprise Zone comprises five areas totalling approximately 40 hectares of developable land: -

- Rhyd-y-Blew
- The Works Site
- Tredegar Business Park
- Rassau Industrial Estate
- Bryn Serth

There is also the potential of another development site within the Zone in future, should the Circuit of Wales project succeed through its development stage. The project secured outline planning permission from the Local Authority in August 2013.

Rhyd Y Blew is one of the largest development sites of its type in the Valleys with excellent access and potential for excellent infrastructure. It is the primary development site within the Zone which could be used for large scale investment projects. The other four key sites will be suitable for attracting a variety of investments both large and small.

The development of the Ebbw Vale Enterprise Zone will build on the area's successful track-record for delivering manufacturing projects to create a vibrant; world class high technology

hotspot for manufacturing companies in Wales. The Zone will attract businesses of all sizes spanning many key sub sectors, providing employment that is challenging, rewarding and valued.

Key developments being delivered to help achieve this vision are:

- The provision of match funding of £1.2m and £720k from WEFO for site infrastructure at the Rhyd y Blew site to facilitate the delivery of a strategic site for the Zone.
- An investment of £110k to upgrade the electricity power supply capacity for development sites within the Zone.
- The start of £250k preparation and signage works to assist all key identified sites to become investment ready.
- A Property Development Grant of £2m to the Heads of the Valleys Development Company to support the initial project development phase of the Circuit of Wales project.
- The development of the new A465 dual carriageway already underway, investing £40m.
- The development of an £11m extension of the railway line from Parkway to Ebbw Vale Works site.
- Broadband delivery has been prioritised for the Zone; initial planning has been completed and is scheduled to go live mid 2014.



## **Case Study – AB Cardinal Packaging**



**MD Dermot Brady, Business Minister Edwina Hart and Chairman Tony Richie on a tour of AB Cardinal Packaging.**

*“The Welsh Government assisted us in no small measure to achieve our objectives. We acquired an insolvent business with environmental issues and old machinery and have modernised the plant, resolved all environmental issues and provide secure permanent jobs for 68 people.”*

Dermot Brady, MD, AB Cardinal Packaging.

Cardinal Packaging in the Rassau Industrial Estate, part of Ebbw Vale Enterprise Zone has undergone a significant transformation. In just under two years the company has gone from a loss making and insolvent business to a modern dynamic company employing nearly seventy people.

Support of £500,000 from the Welsh Government’s Single Investment Fund was instrumental in the takeover of the company by the AB Group in 2010, saving the company from potential closure and the loss of 40 jobs. Its recovery was so swift the company needed to invest in additional equipment in 2012 to meet the growing demand for new orders which was supported by a £500,000 grant through the Welsh Government’s Economic Growth Fund.

It was also announced in March 2013 that AB Cardinal, alongside other companies based in the Ebbw Vale Enterprise Zone, have been successful with their application for support through the Welsh Government’s Enterprise Zone Business Rates scheme, launched on 15 January 2013. These companies will benefit from funding towards their business rates over the next 3 years. AB Cardinal operate from a 61,440 sq. ft. unit and has its own extrusion, graphics and plate

making facility under one roof so all the processes are taken on site. The company received £165,000 of support through the Enterprise Zone Business Rates scheme.

*“In just over two years the business has been transformed and is now a significant employer in the area, supporting the regional economy and helping to create wealth. I am pleased that support from the Welsh Government has played such a key role in supporting the recovery and on-going expansion of the facility – securing and creating much needed jobs.”*

Edwina Hart, Minister for Economy, Science and Transport.

## Haven Waterway Enterprise Zone



*“Consort was enticed to locate to Milford Haven, which was then a development area, in 1966. For almost 50 years we have received fantastic support from what are now the Welsh Government and Pembrokeshire County Council. The new Enterprise Zone has given us the further incentive to once again invest in the latest capital equipment, keeping the factory at the leading edge of technology, and able to compete in a global market.”*

Ed Spankie, Managing Director, Consort Equipment

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The Haven Waterway Enterprise Zone includes a number of key sites extending from the immediate Haven area to the surrounding areas of Honeyborough, Thornton and Haverfordwest Airport. The Zone offers both renewable and traditional energy companies an established industry base and supply chain together with a skilled workforce, an established distribution infrastructure, a variety of sites to suit a range of needs, and a network of universities with expertise in a range of energy-related fields.

The creation of the Haven Waterway Enterprise Zone is based on the vision of further investment in energy projects, the creation of green jobs, together with the development and enhancement of existing jobs in the energy sector within the area.

The vision for the Enterprise Zone is to:

- Bring the Waterston site to market following a programme of preparatory works.
- Develop tailored specialist Energy related training packages within the Zone working with partners and stakeholders.
- Develop a Maritime Centre of Excellence working with partners and stakeholders.
- Improved road links are important to the future development of the Zone - in particular, further improvements to the A40 and a new access road to the Waterston site.

Key projects underway include:

- Investment of £135k on studies to bring sites to market, including the Waterston site. The site is now ready to market following the appointment of property agents. Expressions of Interest are being invited from potential investors in Energy or Port related projects.
- Works underway to explore the future potential for the Blackridge site, with the ambition to maximise the business potential of this key site within the Zone.
- A feasibility and scoping exercise is underway to explore the potential of a Maritime Centre of Excellence.
- Links established with local companies focusing on business development opportunities within the Zone.
- Broadband delivery has been prioritised for the Zone; initial planning has been completed and is scheduled to go live mid 2014.



## Case Study – Mustang Marine



Haven Enterprise Zone is home to Mustang Marine, the company recently announced the creation of over 100 new jobs with the £1.5m expansion of a boat building company in Pembrokeshire.

Mustang Marine, which also repairs boats, is constructing a new boat building hall in Pembroke Port, and plans to double its workforce. The company said it came after growing demand from around the world. It is the first major investment in the Haven Waterway Enterprise Zone.

It is hoped the expansion will prompt renewable energy firms to use the facilities at Pembroke Port, which is part of the Haven Waterway Enterprise Zone.

Mustang Marine's expansion is said to be the most ambitious part of a phased development in the historic former Royal Dockyard. In its 200 year history, it has launched five Royal Yachts and more than 200 Royal Navy vessels.

Mustang Marine was one of the early recipients of the Welsh Government Business Rates Scheme in January 2013, having been successful with their application for support. The company will benefit from funding towards their business rates over the next 3 years alongside 16 other companies who were successful within the Enterprise Zone.

## **Snowdonia Enterprise Zone**



*The Enterprise Zone's two strategic sites offer significant opportunities for the North West Wales area to be at the forefront of growing and emerging sectors, and investors can reap the benefits of living and working in a superb natural environment, right at the heart of the Snowdonia National Park."*

Sioned Williams Head of Head of Economy & Community Development, Gwynedd Council.

The Snowdonia Enterprise Zone consists of 2 sites; the Trawsfynydd decommissioning site with its exceptional energy infrastructure and Llanbedr Aviation Centre & Enterprise Park which has the capacity to accommodate a range of both airside and non airside uses and the potential to significantly increase Wales' Remotely Piloted Aircraft Systems (RPAS) capability. The aim is to ensure that the foundations are laid and conditions established at both sites to foster sustainable economic growth and private sector investment.

The unique assets of both sites are reflected by a focus across key sectors including Energy & Environment, ICT and Advanced Manufacturing. Their status as key strategic sites makes them important future economic drivers for the wider area.

In addition, the EZ Board including key partners continue to engage with the competition process being led by the Nuclear Decommissioning Authority (NDA) to secure a new Parent Body Organisation (PBO) to oversee decommissioning activity across its estate. The aim is to ensure that the new PBO can maximise the socio-economic benefits for the area through for example release of land and supply chain opportunities.

The overall vision for the Snowdonia Enterprise Zone is that:

- Snowdonia will be a preferred location for high quality digital and low carbon technology enterprises.
- The Zone will make the most of its unique characteristics; including its nationally important energy infrastructure and location at the heart of the National Park.
- The Zone will build upon the strengths of its knowledge and skills base to contribute positively area's economic prospects.

Key developments include:

- A Strategic Options Assessment for the Trawsfynydd Site which will consider and evaluate all options for the future economic use of the site.
- An Energy Pricing Study is underway to better understand whether the Zone and wider region can offer a competitive and comparative advantage in terms of energy pricing, given its role as a key energy generating area.
- The Very High Speed Data Connectivity Study better understand the market requirements for diverse routed high bandwidth connectivity for both sites, over and above Superfast Cymru.
- Broadband delivery has been prioritised for the Zone; initial planning has been completed and is scheduled to go live mid 2014.
- A Master plan for the Llanbedr Aviation Centre & Enterprise Park is underway costing £24k. This exercise is due to conclude by the end of 2013.
- A scoping exercise is being prepared to assess the integrity of existing fibre on site and outline a detail plan of requirements suitable for a range of uses. This is due to complete by end of 2013.

## **Case Study – QinetiQ and Llanbedr Air Field Estates**

Based within Snowdonia Enterprise Zone, QinetiQ and Llanbedr Airfield Estates (LAE) signed an agreement in September 2013 to further develop the Wales Unmanned Aircraft System (UAS) Environment, incorporating Llanbedr Airfield in North West Wales as an operating centre which further enhances the UK's reputation in facility and capability provision for UAS operations.

The QinetiQ and LAE 'Teaming Agreement', supported by Welsh Government, is the catalyst to delivering extended UK UAS operating capability in early 2014 and enables UAS programme development in support of both Civil and Defence related opportunities. The regeneration of Llanbedr Airfield as an operational centre for unmanned aviation complements the existing infrastructure and services currently being delivered by QinetiQ's West Wales UAV Centre (WWUAVC), and affirms the Wales UAS Environment as a unique capability dedicated to accelerating the growth of the UAS industry in the UK and beyond.

Building on the existing capability developed and delivered by the QinetiQ WWUAVC, Llanbedr will provide enhanced airfield services and access to the dedicated infrastructure and airspace already in place through recent regional government investment. Combining the Llanbedr Airfield infrastructure with the experience, knowledge and facilities already available through the QinetiQ WWUAVC, presents access to world leading test and evaluation, demonstration and training capabilities, as well as increased options for permanent operations for future civil UAS opportunities.

The QinetiQ West Wales UAV Centre co-ordinates and manages a unique environment created in the UK to facilitate and accelerate the growth of the Unmanned Air Systems industry. The centre provides unmanned air systems T&E, R&D, expert technical and operational support, outstanding infrastructure and test facilities, development and demonstration flight trials and training. With safety, management and operational infrastructure delivered by QinetiQ, this European-centric environment is located on the Welsh Government-supported Parc Aberporth Technology Park.

*"The long term strategic vision for Llanbedr is linked to the Unmanned Air Systems (UAS) sector and this teaming agreement between QinetiQ and Llanbedr Airfield Estates is an important step forward in developing that vision. Llanbedr Airfield has the capacity to significantly increase Wales' capability in the UAS arena and its strategic importance was acknowledged by the Welsh Government when it was included within the boundaries of Snowdonia Enterprise Zone".*

Edwina Hart, Minister for Economy, Science and Transport.



## **St Athan - Cardiff Airport Enterprise Zone**



The St Athan - Cardiff Airport Enterprise Zone is a unique environment for Aerospace businesses within Wales and is made up of the three distinct areas.

- **Cardiff Airport** offers opportunities for business and tourism in Wales. The site is capable of developing cargo and freight initiatives to support of the local supply chain.
- **The Gateway Commercial** programme will create a quality office environment, cargo, leisure facilities and links with academia.
- **St Athan Aerospace Business Park** is a secure facility offering a long term well connected base for aerospace industry and other companies requiring airside and non airside access.

The overall vision for the Enterprise Zone is the creation of a Gateway to Wales which builds upon the foundations already in place to maximise the opportunities for St Athan-Cardiff Airport to become an internationally recognised centre of excellence for the aerospace industry and Maintenance, Repair and Operations (MRO) activities in particular.

Key projects and developments being delivered in support of this vision are:

- Commissioning of a detailed Master plan of St Athan – Cardiff Airport Enterprise Zone site. This is due to complete with a series of recommendations to the Board in early 2014.



- The refurbishment of Building 858, Aerospace business Park is complete and currently being marketed for non airside users.
- Improvements to the Airfield at St Athan, particularly the disused runway have been undertaken.
- Development of the Gileston Bends Project, which is due to begin in late 2013 and complete in August 2014 providing an investment of £2.75m into the Zone.
- Agreement secured with the Ministry of Defence for partial access to Super hanger on site, enabling a Welsh Government commercial tenant to locate within this area of the Zone.
- On-going negotiations with Ministry of Defence by Welsh Government to agree the full transfer of the Super hanger at St Athan into Welsh Government ownership by March 2017.
- Announcement that Ministry of Defence plan to base 14 Signal Regiment at St Athan as part of the outcomes of the “basing study”.
- Broadband delivery has been prioritised for the Zone; initial planning has been completed and is scheduled to go live mid 2014.

### **Case Study – eCube Solutions**

eCube Solutions, formed in November 2011 and operational at St Athan airfield from April 2012, is an aviation services company which specialises in the fast growing ‘end of life’ aircraft project sector. The operation provides facilities to park and store aircraft, dis-assembly services, and storage capacity for components, including bulk items and engines. The services are provided to an array of international clients, typically investment funds and aircraft leasing companies. eCube received £82,500 from the Welsh Government’s Welsh Economic Growth Fund which provided grant against capital expenditure based on employment created during 2012. The company has also benefitted from grant of £20,000 per year for a three year period under the Welsh Government’s Business Rates Scheme. The company has employed 15 staff since start-up, of which 9 are permanent employees. eCube is currently bidding for a strategic contract which, if successful, would double its staffing levels in 2014.

*“The business is based in one of the original hangars at St Athan which has proven to be an excellent base from which to operate a business of this nature. The start-up phase has been successful with the first year financial performance exceeding budget, and a strong projection for the second fiscal year. We are guided to identify relevant opportunities for business support by the Welsh Government team, who understand our growth needs and match them to appropriate government schemes.”*

Mike Corne, Partner & Commercial Director, eCube Solutions

## Cross cutting delivery into the Wales Enterprise Zones



In addition to identifying priority areas for delivery across Enterprise Zone, Boards also considered and made recommendations on a series of key cross cutting delivery areas. These areas, including ICT, transport, and skills are supporting the development and future success of the Enterprise Zones. Work is being undertaken across these areas, including;

### Transport

Planned transport investment into the Enterprise Zones is being reviewed to ensure that it is directed to enhance transport connectivity to each of the Enterprise Zones, align with the Enterprise Zone Boards' transport priorities and maximise economic impact.

Central Cardiff Enterprise Zone Board is engaged as a key stakeholder in the South East Wales Integrated Transport Task Force Report. A study is underway to consider in detail proposals for a metro system to support economic growth and regeneration at key locations in Cardiff, including Cardiff Airport, and across South East Wales.

The North East Wales Integrated Transport Task Force submitted a report examining how to drive forward the development of an integrated transport system in North East Wales. This work will inform the new Ministerial Task Force on North Wales Transport that has recently been established. The Ministerial Task Force includes the Chairs of the three North Wales Enterprise Zones.

At Ebbw Vale, funding of £11.5 million for a railway and station in Ebbw Vale has been announced. This will extend from Parkway to The Works site, as an initial element of a wider programme to create a more integrated transport network in South East Wales and support the City Region strategy. This investment will be a further boost to the regeneration of the local area aligned with the Boards ambition.

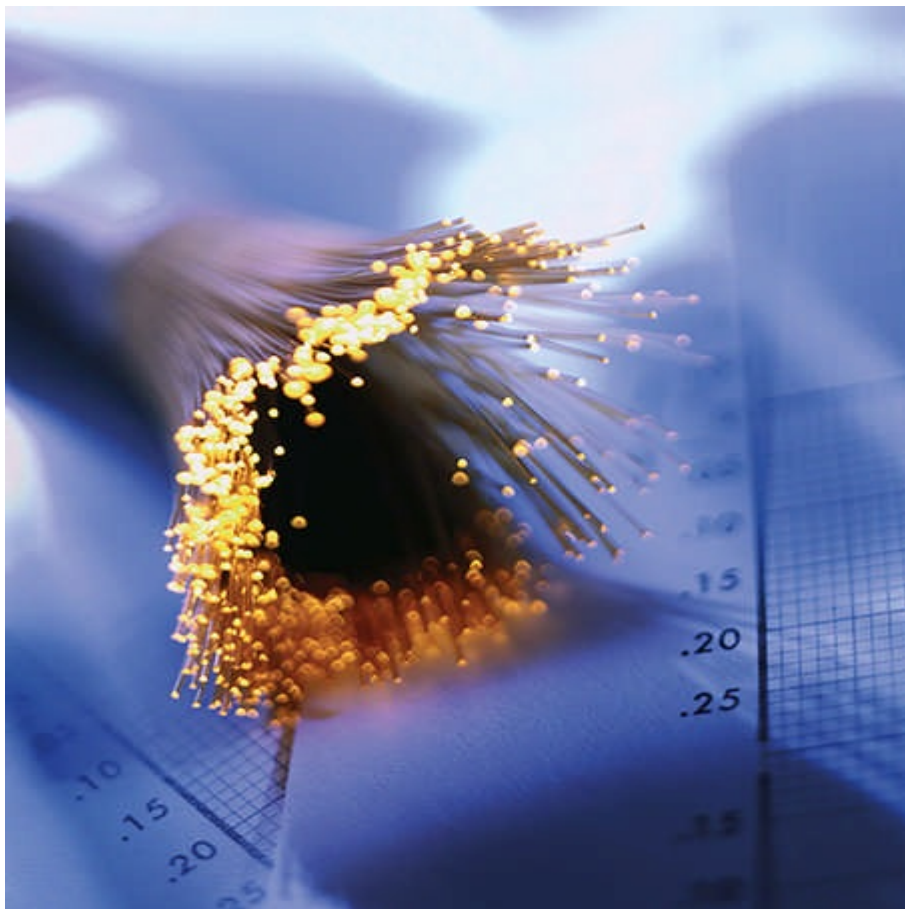
There are plans to revisit proposals to improve the A40 identified as a priority by the Haven Waterway Enterprise Zone Board.

An AMEC transport study has been undertaken on the Island of Anglesey with these recommendations currently under consideration by the Welsh Government as part of the wider review of transport priorities.

The development of the business case for North Wales rail modernisation and progressing improvements to the A55, including the Conwy Tunnels, will support the ambitions of the Deeside, Snowdonia and Anglesey Enterprise Zone Boards.



## ICT



Next Generation Broadband has been prioritised for the Enterprise Zones. Deployment is now advanced across all Zones with BT Open Reach.

- Anglesey Enterprise Zone works are underway. The Menai Bridge exchange is live, with Llangefni and Gaerwen expected to go live by the end of the year, and the remaining locations by spring next year.
- Ebbw Vale Enterprise Zone including the Brynmawr, Tredegar and Ebbw Vale exchanges is now live. On going engineering work are underway to continue to enable the remaining broadband cabinets.
- Haven and Waterway Enterprise Zone works are underway, with Pembroke, Milford Haven and Haverfordwest exchanges expected to go live by spring 2014.
- Deeside Enterprise Zone has now been enabled. Areas within the Enterprise Zone now live include parts of Connah's Quay and Hawarden Industrial Estate. Sealand is planned to go live by the end of the year.
- Snowdonia Enterprise Zone works are underway with Trawsfynydd and Llanbedr expected to go live by spring 2014.
- The St Athan, Llantwit Major and Barry exchanges are all live, with Rhoose exchange expected to be live by spring 2014. Officials are working with Openreach to ensure connectivity to all parts of the St Athan – Cardiff Airport Zone.

A number of additional ICT Infrastructure interventions are also being explored which are intended to benefit the Enterprise Zones. These include looking at how very high bandwidth communications facilities can be made more widely available, improving Mobile and WiFi communication services. Investigation works and a series of studies are underway with Enterprise Zone delivery prioritised for support within all of these areas.



## Skills Development



We are taking forward the development and delivery of skills support across to support the employment and skills needs identified in each Zone. These include:

### **Anglesey Enterprise Zone**

The Energy Island partners within the Enterprise Zone have developed and agreed an Education and Skills Strategic Action Plan which includes three themes:

- Maximising the benefits of nuclear construction
- Ensuring a supply of Science, Technology, Engineering and Mathematics (STEM) skills
- Maximising the socio-economic benefits of Energy Island investments.

Various strands have been identified to support the themes of the Education and Skills Strategic Action Plan.

The Energy Island Programme has recently refocused activities in the area of skills. “INSPIRE” - Integrated Skills Plan Including Regional Expectations plan will focus on providing the skills response to projects including Celtic Array, Land and Lakes, National Grid developments, Lateral Power and Magnox.

Welsh Government is providing direct support for Energy Island activity via an Advocate Service funded through the Welsh Government Sector Priorities Fund Programme. Business cases are currently being developed.

Funding is in place to support 93 apprenticeships on Anglesey over a three-year period with contributions from Anglesey, Gwynedd and Conwy Councils and Horizon Nuclear Power.

### **Central Cardiff Enterprise Zone**

We are developing an approach to skills need to support the vision for the Enterprise Zone. Works are underway to provide skills support to a number of major employers within the Zone including Capital Law, NewLaw, Eversheds and Geldards.

We are also providing support to Admiral via Skills Growth Wales funding. This project has supported leadership and management training linked to the expansion of the workforce to 5,200 employees within the Central Cardiff Enterprise Zone.

In addition we are currently delivering two new projects impacting on the Central Cardiff Enterprise Zone. The first project lead by Skills for Justice was launched in September. It links to the delivery of higher level apprenticeships for the legal sector. Apprenticeships are now in place.

The second project is managed by Atradius, on behalf of a consortium of employers including Admiral, and is aimed at developing a 2 year Graduate Programme supporting 20 graduates within the Financial and Professional Services Sector. Launched in September, graduates have now commenced their placements.

### **Deeside Enterprise Zone**

The core focus within Deeside Enterprise Zone for skills support and development is apprenticeships. Given the concentration of automotive and manufacturing industry within the Enterprise Zone, the Board has commissioned a study to explore the development of an Advanced Manufacturing Centre of Excellence, with a huge focus on skills delivery and supply of skilled labour within this study.

This work will enable us to explore how best existing skills and delivery within the Enterprise Zone can be maximised to support the Board ambition, and the Enterprise Zone and industry need.

### **Ebbw Vale Enterprise Zone**

The Board is focused on understanding the existing skills availability within the Zone looking at supply and demand, and gaps across the wider Zone. A scoping exercise has been undertaken to ascertain the current position. We are working with the Board to explore apprenticeships and training and development support to enable the Zone to engage with potential business.

Going forward we will work with the Enterprise Zone Board on delivering the skills required to the Circuit of Wales project. A project team to look at skills development and requirement to support this multi million pound project and its impact within the Zone is underway.

### **Haven Enterprise Zone**

We are working closely with the Enterprise Zone Board to explore the ambition to develop a 'Skills Maritime Academy' for Pembrokeshire. The Board is focused on ensuring skills to support the wide range of suppliers to the Haven Waterway Enterprise Zone. A scoping exercise is being undertaken by the Welsh Government.

Engagement with the Regional Learning Skills Partnership and the Advocate Service is underway to fully understand provision currently funded within Pembrokeshire. This will be presented to the Board in November.

### **Snowdonia Enterprise Zone**

A Strategic Options Assessment for the Trawsfynydd Site has completed. We are currently considering the skills requirement from this assessment.

Over £1.4million is being invested in two high level skills programmes to address the current and future skills demands of the ICT sector in Wales. We are funding two pilot programmes which will run in tandem and provide up to 550 people with the specific ICT skills identified by employers across Wales.

Pathways to Digital Employment will up-skill and retrain up to 300 people who are not in work – including recent graduates and military leavers. Pathways to Digital Growth will further develop 250 employed IT professionals to a certified standard that fully meets the demands of their job and their employers' needs. Both projects will be managed by e-skills UK providing direct benefit within Snowdonia.

### **St Athan - Cardiff Airport Enterprise Zone**

We have been working closely with the Board and the team on site to encourage inward investors to locate in the Enterprise Zone with work progressing on a number of projects. A Recruitment and Training Group has been established to ensure support agencies are fully engaged, including Job Centre Plus, Careers Wales and Cardiff and the Vale College.

We are working with Cardiff and the Vale College to explore the potential of supporting eligible sub-contractors and franchise holders at Cardiff Airport to identify their workforce development needs.

We continue to support British Airways Maintenance Cardiff (BAMC) through the Skill Growth Wales Programme (SGW) programme. An award of £300,000 has been provided to train over 300 employees and assist the creation of 53 jobs.

## Business Rates Scheme

The £20 million Business Rates Scheme, launched in 2012/13, offers financial support for business rates liabilities incurred by small and medium-sized businesses located in the seven Enterprise Zones in Wales.

In 2012/13, 61 applications for business rates support were received. Of these, 39 applications were approved, offering support of more than £750,000 to businesses currently employing over 1,200 people and committing nearly £2,500,000 during 2012/13, 2013/14 and 2014/15 financial years.

<b>2012/13</b>	<b>No. of applications Received</b>	<b>No. of applications Approved</b>
Anglesey	7	5
Central Cardiff	0	0
Deeside	14	9
Ebbw Vale	6	6
Haven Waterway	24	17
Snowdonia	0	0
St Athan – Cardiff Airport	2	2
Not in an EZ	8	0
<b>TOTAL</b>	<b>61</b>	<b>39</b>

In the current financial year, 55 applications for business rates support were received following an initial round in May. Of these, 33 applications were approved (27 have been successfully completed, with 6 continuing to be worked through). The successful delivery of these will provide over £900,000 to businesses employing a further 900 people, committing £2,012,963 during 2013/14, 2014/15 and 2015/16 financial years.

<b>2013/14</b>	<b>No. of applications Received</b>	<b>No. of applications Approved</b>
Anglesey	1	0
Central Cardiff	4	2
Deeside	26	22
Ebbw Vale	3	2
Haven Waterway	11	7
Snowdonia	1	0
St Athan – Cardiff Airport	0	0
Not in an EZ	9	0
<b>TOTAL</b>	<b>55</b>	<b>33</b>

The support available through this scheme, which will run until 2015/16, aims to be a significant boost for job creation and business growth within the Zones.

## **Enhanced Capital Allowances**

HM Treasury offers Enhanced Capital Allowances (ECAs) at certain sites within a number of designated Enterprise Zones across the UK where there is a strong focus on manufacturing. ECAs enable businesses to claim 100% first year allowance for the capital cost of investment in eligible plant and machinery made after April 2012 and before March 2017. In Wales, ECAs are available at specific sites within the Enterprise Zones. There are four sites identified for Enhanced Capital Allowances within three Enterprise Zones in Wales: Deeside Enterprise Zone, Haven Waterway Enterprise Zone and Ebbw Vale Enterprise Zone.

Detailed maps of where the ECAs apply have been published on the Wales Enterprise Zones website ([www.enterprisezones-wales.gov.uk](http://www.enterprisezones-wales.gov.uk)).

Officials are working with sector colleagues to prioritise infrastructure to the sites assigned ECAs. This will deliver the sites as shovel ready to potential investors.

## **Local Development Orders**

We are undertaking research into Local Development Orders.. A Good Practice Guide for LDO's is being developed and will be issued in the autumn to Local Authorities.

## **Business Development & Marketing**

Key to success of the Enterprise Zones will be driving both existing business and new business growth and development within which maximises the benefits of the zones relevant specialisms and bespoke support.

Approximately 167 enquiries relating to Enterprise Zones have been received by the Welsh Government's Business Information Helpline. We are targeting investment in each zone with the specific aim of delivering jobs and growth. At this stage we are working on an early stage enquiry pipeline of over 2000 jobs across the seven Enterprise Zones.

The marketing of the Wales Enterprise Zones has been a clear priority focus since the inception of the Zones. A new dedicated Enterprise Zone website ([www.enterprisezones.wales.gov.uk](http://www.enterprisezones.wales.gov.uk)) was launched in June 2013, receiving over 7100 visits since June 2013. More than 50 of the Enterprise Zone related enquiries received by the Business Wales Helpline were made as a response to marketing activity.

We are working closely to ensure that each Zone is promoted extensively as part of the broader Sector offering. A range of marketing materials are under development including literature, exhibition display stands, promotional videos and 3D 'fly through' for each Zone. Works on Enterprise Zone site signage is underway with Local Authorities.

In addition, Enterprise Zones are embedded in Sector marketing and events, and in the all Wales marketing through the Foreign Direct Investment team (FDI).



## **Measuring progress across Enterprise Zones - Key Performance Indicators**

It is essential that we develop a set of indicators against which we can monitor and measure performance accurately and effectively. We are currently working on developing a set of performance indicators that will enable us to measure the performance of Enterprise Zones and which we expect to publish by the end of this year.

The timing will ensure full verification of the management information currently being collected and assessed. In addition, Enterprise Zone Boards continue to consider as zones develop if further specific indicators are required for their Zones to inform the strategic priorities identified.

The indicators will need to recognise the financial and non-financial interventions within Enterprise Zones and so we will look at measuring progress in key areas, including business support; land development, the level of investment and enquiries as well as jobs across the Enterprise Zones.

Once published as a base line, the indicators will be measured and reported upon on a regular basis.

## **Longitudinal Survey**

A survey of companies within Welsh Enterprise Zones will commence in the autumn to understand how Zones are supporting business. The survey will provide a base line of information to monitor how effectively these dedicated geographical areas are supporting new and expanding businesses. The survey will also consider the impact the policy levers including providing first class business infrastructure and specific incentives are benefiting business and the economy.

The survey will repeat bi annually to establish a clear picture of progress and impact.

## **Next steps**

Success of Enterprise Zones ultimately depends on those that create jobs and growth – the private sector. To facilitate these officials within EST, Sectors and Business are focused on delivering successful projects and outputs against Board priorities, as approved by the Minister.

Going forward, officials will continue to consider each Enterprise Zone Board's advice and priorities, and scope and prioritise any additional projects that will support the Enterprise Zones deliver jobs, growth and wealth to Wales.