

GROWTH DEAL IMPLEMENTATION PLAN

(Last updated: September 2019)

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**1. INTRODUCTION**

The Lancashire Growth Deal aims to realise the growth potential of the Lancashire economy, building on key local economic assets including the Lancashire's universities and colleges, the Lancashire Advanced Manufacturing and Energy Cluster (LAMEC), the Preston, South Ribble and Lancashire City Deal, and the high value business clusters in Central and East Lancashire, and Blackpool and the Fylde coast which are a key component of this growth deal. There is also a strong focus on Blackpool, with a combination of transport and housing interventions designed to support and sustain the visitor economy and address local housing market challenges.

Lancashire's Growth Deal comprises three funding awards from Government, Growth Deal 1, 2 and 3, which have a combined allocation of £320m.

The Growth Deal identifies four key priorities which are generally pan-Lancashire, in terms of coverage, and are rooted in maximising the area's competitive economic strengths. The four key priorities are:

* **Releasing Growth Potential**
* **Renewal of Blackpool**
* **Growing the local Skills and Business base**
* **Innovation and Manufacturing Excellence**

By 2021, this Deal is expected to bring to Lancashire's economy:

* 11,000 jobs;
* 3,900 homes; and
* £1.2bn private sector investment

This document sets out the arrangements for the Growth Deal implementation outlining critical financial and project delivery milestones and risks, and the management mechanisms in support of government monitoring and reporting processes. It also sets out the broad economic development context and Growth Deal priorities that project outcomes are working towards.

Its primary purpose is to enable a regular dialogue between Lancashire and HMG at the programme level of the Growth Deal.

Other features:

* This document sits above and does not replace local implementation plans.
* It is co-owned between HMG and the LEP and the contents should be agreed between both parties.
* The contents should be proportionate to the size of the deal, reflecting the priorities of both the LEP and HMG.

How it will be used:

* It will be a ‘live’ document that will evolve over the life of the Growth Deal.
* It should be reviewed and updated on a quarterly basis, or more frequently if HMG and the LEP agree it is necessary.
* Strategic and project milestones and risks will be updated, and key information extracted in tabular form, to be prepared for HMG and the LEP.

It will provide a ‘snapshot’ that enables HMG to report quickly and efficiently on progress to Ministers on a regular basis - LEPs can also use it as a reporting tool to key stakeholders.

The LEP's Assurance Framework, Strategic Economic Plan, Growth Deal Statements, Growth Deal Implementation Plan and Growth Deal Monitoring & Evaluation Framework can be found on the LEP website ([www.lancashirelep.co.uk](http://www.lancashirelep.co.uk)).

**2. GROWTH DEAL PRIORITIES**

Lancashire's Growth Deal takes the vision, objectives and priorities of the Strategic Economic Plan and sets out an integrated programme of interventions that the LEP believes are capable of generating the step change required to move the local economy forward.

The Growth Deal identifies four key priorities which are generally pan-Lancashire, in terms of coverage, and are rooted in maximising the area's competitive economic strengths.

Spatially specific interventions are articulated within *Releasing Growth Potential* which includes the LEP's transport proposals and the case to expand Lancashire's *Growing Places* investment fund to accelerate the pace of change in regeneration areas.

In addition the *Renewal of Blackpool* priority concentrates upon the area's unique characteristics which require specific focus. The four key priorities are:

**1. Releasing Growth Potential**

Create the right conditions for business and investor growth, and unlock new development and employment opportunities across Lancashire by strengthening transport connectivity to create jobs and enable housing development.

**2. Renewal of Blackpool**

Focus on addressing Blackpool's unique characteristics which require a specific focus, to create economic opportunities for its local communities.

**3. Growing the local Skills and Business base**

Realise the full potential of Lancashire's competitive economic strengths and business base and refocussing Lancashire's approach to skills provision, ensuring it is responsive to business needs and demands.

**4. Innovation and Manufacturing Excellence**

Maximise the economic value of Lancashire's centres of research and innovation excellence and globally competitive business clusters.

**3. FUNDING**

The financial model that underpins the Growth Deal sets out clearly what Government is "buying" through the Lancashire Growth Deal. The Growth Deal and SEP provide a compelling story around value for money and delivery capability.

Plausible private sector leverage is clearly shown, and local partners have also clearly demonstrated their commitment to using their resource to deliver the necessary infrastructure to support their local growth ambitions.

Funding for Growth projects will be subject to conditions that Government have agreed with the LEP and which are set out in individual funding agreements between the LEP (via its accountable body, Lancashire County Council) and individual project sponsors.

All projects which have secured Growth Deal funding will be required to agree and sign a Growth Deal Grant Funding Agreement (GFA), prior to draw down of funds. The GFA will set out conditions of funding: including project sponsors commitment to monitoring and evaluation requirements; agreement to the Growth Deal communications protocol and delivery and key milestone requirements. The GFA will include adequate provisions for the protection of public funds (e.g. arrangements to suspend or claw back funding in the event of non-delivery or mismanagement).

The Lancashire Growth Deal brings together different funding streams designed to support local growth, along with a share of the new Local Growth Fund.

**4. PROJECTS**

**Project List**

**There are 43 projects in the GD programme, spread across 4 themes as detailed below:**

**Releasing Growth Potential**

**GF01-22CD-T**A6 Broughton Bypass

**GF01-03-T** Blackburn - Bolton Rail Corridor

**GF01-02** Blackburn Town Centre Improvements

**GF01-01** Burnley, Hyndburn, Pendle Growth Corridor

**GF01-04-T** Centenary Way Viaduct Maintenance

**GF01-23-T** Darwen East Development Corridor

**GF01-07-T** East Lancashire Strategic Cycle Network

**GF03-06** Lomeshaye Industrial Estate Extension

**GF01-06-T** M55 to St Anne's Link Road

**GF03-04** North West Burnley Growth Corridor

**GF03-02-T** Pennine Gateway

**GF01-05-CD** Preston City Centre Improvements

**GF01-20-CD** Preston Western Distributor

**Renewal of Blackpool**

**GF01-10** AMuseum (formerly Blackpool Heritage Based Visitor Attraction (HBVA))

**GF03-01** Blackpool 21st Century Conference Centre and Hotel

**GF01-08-T** Blackpool Bridges

**GF01-09-T** Blackpool Integrated Traffic Management

**GF01-21** Blackpool Town Centre Quality Corridors

**GF01-24-T** Blackpool Tramway Extension

**Growing the Local Skills and Business Base**

**GF03-05** Advanced Manufacturing Research Centre NW

**GF01-40** Café Northcote @ Cathedral Quarter

**GF01-32-S** Energy Simulator Suite (equip.) for the proposed Lancashire Energy HQ

**GF01-38-S** Enhancing IT Infrastructure

**GF01-16-S** Fleetwood Fire Training Centre Phase 2

**GF01-31-S** Lancashire Centre of Excellence for Digital Technology and Innovation

**GF01-13-S** Lancashire Energy HQ

**GF01-34-S** Lancaster Campus Teaching Hub (Health and Social Care)

**GF01-15-S** Maritime Engineering Facility

**GF01-19-S** Merger of Nelson and Colne College (N&CC) and Accrington and Rossendale College (A&RC)College

**GF02-27** Northlight (formerly Redevelopment of Brierfield Mill) – this includes the project approved for the relocation of LAL College to Brierfield Mill

**GF02-26** Rawtenstall Redevelopment Zone

**GF01-12-S** Science & Engineering

**GF01-18-S** Training 2000 Additional Engineering Training Capability

**Innovation and Manufacturing Excellence**

**GF01-19-S** Advanced Engineering & Manufacturing Innovation Centre

**GF01-37-S** Advanced Manufacturing Capital for Skills Development and Employer Engagement (ACaDEmE)

**GF02-28** Burnley Vision Park

**GF01-35-S** Edge Hill University Technology Hub

**GF02-29** Engineering & Innovation Centre

**GF01-17-S** Farm, Innovation Technology Centre

**GF01-11** Lancaster Health Innovation Campus

**GF02-30** Making Rooms – Lancashire's first Fab Lab

**GF01-14-S** M&E Bispham Campus

**GF01-33-S** Mechanical & Electrical Replacements, South and Montreal Buildings

**Progress by Project**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **LCC Project No. & CLG Project No.** | **Project Name** | **LEP Approved** | **GFA Complete** | **Start on site** | **Complete on site** | **Spend complete** | **Outputs complete** | **Growth Deal £M** | **RAG** | **Status** |
| GF01-22-CD (T) LGFLAN21 | A6 Broughton Bypass | Oct-15 | Y | Dec-15 | Mar-18 | N | 2021 | 15.50 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-37-S LGFLAN27 | Advanced Manufacturing Capital for Skills Development | Apr-16 | Y | Sep-16 | Dec-16 | N | 2021 | 0.67 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF03-05 LGFLAN39 | Advanced Manufacturing Research Centre NW - Samlesbury | Jan-18 | Y | Jan-20 | Mar-21 | N | 2025 | 20.00 | Green | Live - On Site. |
| GF01-10 LGFLAN10 | AMuseum | Feb-19 | N | TBC | TBC | N | TBC | 1.50 | Amber | Funding Approved - Subject to Contracting (GFA) |
| GF01-03 (T) LGFLAN5 | Blackburn-Bolton Rail Corridor | Apr-15 | Y | Jun-15 | Dec-15 | Y | 2021 | 12.40 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-02 LGFLAN2 | Blackburn Town Centre Improvements | Jun-17 | Y | Jun-18 | Aug-19 | N | 2021 | 0.20 | Green | Live - On site |
| GF03-01 LGFLAN40 | Blackpool 21st Century Conference Centre & Hotel | Jun-17 | Y | Oct-17 | May-20 | N | 2031 | 15.51 | Green | Live - On Site |
| GF01-08 (T) LGFLAN8 | Blackpool Bridges | Apr-15 | Y | Jul-16 | Mar-19 | Y | Y | 3.80 | Green | Project complete both in terms of spend and outputs. |
| GF01-09 (T) LGFLAN9 | Blackpool Integrated Traffic Management | Oct-15 | Y | Jan-17 | Jan-18 | Y | 19/20 | 1.51 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-21 LGFLAN28 | Blackpool Town Centre Quality Corridors | Jun-16 | Y | Jan-17 | May-20 | N | 20/21 | 6.60 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-24 (T) LGFLAN38 | Blackpool Tramway Extension | Dec-17 | Y | Apr-18 | Mar-21 | N | 23/24 | 16.40 | Green | Live - On-site |
| GF01-01 (T) LGFLAN6 | Burnley, Hyndburn, Pendle Growth Corridor | Dec-15 | Y | Sep-15 | Oct-20 | N | 20/21 | 8.00 | Green | Live - On-Site |
| GF02-28 LGFLAN29 | Burnley Vision Park | Apr-16 | Y | Aug-17 | Jan-18 | N | 24/25 | 1.70 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-40 LGFLAN30 | Café Northcote @ Cathedral Quarter | Apr-16 | Y | Apr-16 | Jun-16 | Y | 18/19 | 0.22 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-04 (T) LGFLAN1 | Centenary Way Viaduct Maintenance | Apr-15 | Y | Jul-15 | Feb-16 | Y | Y | 1.30 | Green | Project complete both in terms of spend and outputs. |
| GF01-23 (T) LGFLAN37 | Darwen East Development Corridor | Jan-18 | Y | Feb-18 | Jun-19 | Y | 20/21 | 2.50 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-07 (T) LGFLAN7 | East Lancashire Strategic Cycle Network | Jun-15 | Y | Nov-15 | Mar-20 | N | 20/21 | 2.60 | Green | Live - On site |
| GF01-35-S LGFLAN25 | Edge Hill University Innovation Technology Hub | Feb-16 | Y | Mar-16 | Sep-16 | Y | 20/21 | 3.00 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-32S LGFLAN31 | Energy Simulator Suite for Lancashire Energy HQ | Apr-16 | Y | Oct-16 | Sep-17 | Y | 20/21 | 0.17 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF02-29 LGFLAN22 | Engineering & Innovation Centre | Feb-16 | Y | Jun-17 | Apr-19 | N | 2030 | 10.50 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-38-S LGFLAN26 | Enhancing IT Infrastructure Project | Feb-16 | Y | Apr-16 | Aug-16 | Y | Y | 0.20 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-16-S LGFLAN13 | Fleetwood Fire Training Centre Phase 2 | Apr-15 | Y | Oct-15 | Jun-17 | Y | 20/21 | 0.55 | Amber | Live - Capital works complete. On-going reporting of outputs. |
| GF01-17-S LGFLAN17 | Farm, Innovation Technology Centre | Feb-16 | Y | Feb-16 | Aug-17 | Y | 20/21 | 3.00 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-31-S LGFLAN32 | Lancashire Centre for Excellence for Digital Technology / Innovation | Apr-16 | Y | Jun-16 | Oct-17 | Y | 19/20 | 0.13 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-13-S LGLAN12 | Lancashire Energy HQ | Apr-15 | Y | Apr-16 | Sep-17 | Y | 2021 | 6.20 | Amber | Live - Capital works complete. On-going reporting of outputs. |
| GF01-34S LGFLAN24 | Lancaster Campus Teaching Hub (Health and Social Care) | Apr-16 | Y | May-16 | Apr-17 | Y | 20/21 | 2.26 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-11 LGFLAN16 | Lancaster Health Innovation Campus | Nov-16 | Y | May-17 | Apr-20 | N | 2034 | 17.00 | Green | Live - On Site |
| GF03-06 LGFLAN42 | Lomeshaye Industrial Estate Extension | Nov-18 | N | Feb-20 | Jan-21 | N | 2025 | 4.00 | Amber | Funding Approved - Subject to Contracting (GFA) |
| GF01-15-S LGFLAN11 | Maritime Engineering Facility | Apr-15 | Y | Jan-16 | Jul-16 | Y | 18/19 | 0.84 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-14-S LGFLAN23 | M&E Bispham Campus | Apr-15 | Y | May-16 | Sep-17 | Y | 20/21 | 1.26 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-06 (T) LGFLAN4 | M55 to St Anne's Link road | N | N | TBC | TBC | N | TBC | 1.98 | Red | Subject to funding approval and contracting (GFA) |
| GF02-30 LGFLAN33 | Making Rooms - Lancashire's First Fab Lab | Apr-16 | Y | Aug-16 | Oct-16 | Y | 20/21 | 0.45 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-33S LGFLAN34 | Mechanical & Electrical Replacements, South & Montreal Buildings | Apr-16 | Y | May-16 | Sep-16 | Y | 18/19 | 0.52 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF04-01 | Merger of Nelson and Colne & Accrington Rossendale Colleges | Nov-18 | N | TBC | TBC | N | TBC | 0.50 | Amber | Funding Approved - Subject to Contracting (GFA) |
| GF01-19-S LGFLAN18 | Advanced Engineering & Manufacturing Innovation Centre | Apr-15 | Y | May-15 | Oct-15 | Y | 20/21 | 1.40 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF02-27 LGFLAN36 | Northlight | Feb-16 | Y | Oct-16 | Mar-21 | N | 20/21 | 4.95 | Green | Live - On-site |
| GF03-04 LGFLAN41 | North West Burnley Growth Corridor (NWBGC) | Apr-18 | Y | Jan-18 | Mar-21 | N | 2027 | 4.90 | Amber | Live - On site. |
| GF03-02 LGFLAN45 | Pennine Gateway programme (3 projects) | Jan 19 (2) | Y (1) | Feb-19 | Mar-21 | N | 2027 | 12.00 | Amber | One project complete, One on site, One subject to approval and contracting. |
| GF01-05-CD LGFLAN3 | Preston City Centre Improvements | Oct-15 | Y | Feb-15 | Mar-20 | N | 20/21 | 6.00 | Green | Live - On site |
| GF01-20-CD/T LGFLAN43 | Preston Western Distributor | Jun-19 | N | TBC | TBC | N | TBC | 58.00 | Amber | Funding Approved - Subject to Contracting (GFA) |
| GF02-26 LGFLAN35 | Spinning Point (formerly Rawtenstall Redevelopment Zone) | Jun-16 | Y | Apr-17 | Dec-20 | N | 20/21 | 1.90 | Amber | Live - On site |
| GF01-12-S LGFLAN14 | Science & Engineering | Apr-15 | Y | Mar-15 | Aug-16 | Y | 19/20 | 4.24 | Green | Live - Capital works complete. On-going reporting of outputs. |
| GF01-18-S LGFLAN15 | Training 2000 - Additional Engineering Training Capability | Apr-15 | Y | Aug-15 | Apr-16 | Y | 18/19 | 0.80 | Green | Live - Capital works complete. On-going reporting of outputs. |
|  |  | **41** | **37** | **37** | **25** | **21** | **3** |  |  |  |



**5. GOVERNANCE, DELIVERY & IMPLEMENTATION**

A Shadow Growth Deal Implementation Board, chaired by Mr Graham Cowley, was established in 2014 to oversee the preparation of a Growth Deal Implementation Plan and a Growth Deal Monitoring and Evaluation Framework. These two key Growth Deal documents, which were submitted to Government in April 2015.

Since April 2015 the role and remit of the Growth Deal Management Board have been discussed. Draft Terms of Reference were presented to, and approved by, Lancashire Enterprise Partnership Board on 16 June 2015

The Growth Deal Management Board's primary responsibility is to ensure the  
implementation of the Growth Deal and to make strategic recommendations to the LEP Board in this regard. The remit of the Growth Deal Management Board is to:

1. Implement and monitor the Growth Deal in accordance with the Growth Deal

Implementation Plan and Growth Deal Monitoring and Evaluation Framework;

1. Ensure that the Growth Deal Implementation Plan and Monitoring and Evaluation Framework are updated according to operational need, and annually as a minimum;
2. Oversee the work of the Monitoring and Evaluation Sub Group, receive quarterly

Reports from the same and approve the submission of quarterly monitoring reports;

1. Ensure that any conditions attached to Local Growth Fund funding agreements are discharged appropriately;
2. Refer to the LEP Board any issues arising if project sponsors are unable to comply with the Growth Funding principles agreed by the LEP Board;
3. Make recommendations to the LEP Board on any proposed material changes to funding profiles, including redirecting significant resources in year and between projects; and
4. Make recommendations to the LEP Board (who in turn would need to seek approval from Government) on any proposed material changes to project funding in the event of non-delivery, and / or the withdrawal of grant offer.

**6. MILESTONES**

**STRATEGIC PROGRAMME MILESTONES: PRE IMPLEMENTATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Condition** | **Timescale** | **Lead HMG/LEP** | **Status** |
| ***Assurance Framework*** | | | |
| 1. LEP and SFA sign MOU for Skills Capital | Dec 2014 | LEP /SFA | **Completed** |
| 1. Assurance framework (AF) principles approved by LEP Board | Feb 2015 | LEP | **Completed** |
| 1. Draft AF Stakeholder engagement | March 2015 | LEP | **Completed** |
| 1. Draft AF considered by Accountable Body Scrutiny Committee | March 2015 | LEP / AB | **Completed** |
| 1. Draft AF approved by LEP | March 2015 | LEP | **Completed** |
| 1. Final AF approved by Accountable Body | April 2015 | AB | **Completed** |
| 1. Accountable Body confirm to HMG that AF has been prepared and approved | April 2015 | AB | **Completed** |
| 1. AF published on LEP website | April 2015 | LEP | **Completed** |
| ***Governance*** | | | |
| 1. Terms of Reference for Growth Deal Programme Implementation Board approved by LEP Board | April 2015 | AP | **Completed** |
| 1. Skills Board terms of reference revisions approved by LEP Board | March 2015 | LEP | **Completed** |
| 1. LEP Board agree to establish Performance Committee | March 2015 | LEP | **Completed** |
| ***Delivery Management*** | | | |
| 1. All project boards and working groups in place (for Year 1 projects) | April 2015 | Project sponsors | **Completed** |

|  |  |  |  |
| --- | --- | --- | --- |
| ***Communications*** | | | |
| 1. Growth Deal Communications Protocol agreed | April 2015 | LEP / Projects sponsors | **Completed** |
| ***Monitoring and Evaluation*** | | | |
| 1. Monitoring and Evaluation Framework approved by LEP Board | April 2015 | LEP | **Completed** |
| 1. Framework submitted to HMG | April 2015 | AB | **Completed** |
| 1. Evaluation options agreed by LEP Board | April 2015 | LEP | **Completed** |
| 1. Quarterly monitoring systems and resources established | April 2015 | AB | **Completed** |

**STRATEGIC PROGRAMME MILESTONES: POST-IMPLEMENTATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Condition** | **Timescale** | **Lead HMG/LEP** | **Status** |
| ***Communications*** | | | |
| 1. Growth Deal Communications Plan approved by LEP Board | October 2015 | LEP/  GDMB | **Completed** |
| 1. Growth Deal Communications revised Communications protocol approved by LEP Board | January 2018 | LEP/GDMB | **Completed** |
| ***Miscellaneous*** | | | |
| 1. West Lancs Borough Council HRAB Limit Increase   CLG approval | Oct 2014 |  | **Completed** |

1. **MONITORING AND EVALUATION**

A Monitoring & Evaluation Framework has been prepared and can be found on the LEP website ([www.lancashirelep.co.uk](http://www.lancashirelep.co.uk)).

The LEP will continually assess the monitoring and evaluation information collected and will use it to further inform the Strategic Economic Plan and future investment proposals and to identify opportunities to achieved enhanced outcomes and impacts.

The key monitoring and evaluation reporting outputs are as follows;

* The LEP will use the monitoring process to manage performance to ensure that the planned delivery happens is achieved.
* The GDMB, in its capacity as the LEP's sub-committee, receive RAG (Red, Amber, Green) rated reports which highlight key issues and actions which need to be resolved are considered. Where necessary these are escalated to the LEP Board. The RAG rating classifications mirror the Cities & Local Growth Unit (CLG) guidance.
* All Growth Deal projects are contractually required to report quarterly on the metrics as contained in their Grant Funding Agreement. Following completion of the Growth Deal financial claim, projects are required to report on a bi-annual basis for the remainder of their proposed outputs.
* The LEP, via its Audit and Performance Committee will also undertake periodic auditing of the monitoring and evaluation information provided by project sponsors to ensure accuracy and consistency.
* As data owners, project sponsors are responsible for collecting and submitting their monitoring data to the LEP in accordance with a series of pre-agreed quarterly, bi-annual or annual timescales. This enables the LEP to analyse and collate data for submission to the Growth Deal Management Board, the LEP Board and to Government. The expectation from Government is that the monitoring of activity and output metrics would come from existing management information systems. Government is not providing additional resources to the LEP for the purpose of monitoring the Growth Deal.
* All Growth Deal projects will be subject to evaluation, with a selection of 6 projects, evaluated in more detail. These were chosen to represent the breadth of activity being supported through the Growth Deal as well as its wide geographical spread and regional significance. Along with the individual projects, the LEP also agreed that a full evaluation of the Growth Deal Programme should be undertaken, therefore allowing for both project and programme level evaluation.

1. **COMMUNICATIONS PROTOCOL**

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**Lancashire Growth Deal**

**Communications Protocol 2018-2019**

**Overview**

This Lancashire Growth Deal Communications Protocol has been developed to assist partners and stakeholders to proactively and effectively communicate key messages relating to Lancashire's £320M Growth Deal programme.

The Communications Protocol focuses on two aspects. Firstly, it provides partners and stakeholders with an understanding of the protocols which the Lancashire Enterprise Partnership (LEP) has agreed to adhere to with government in the promotion of Lancashire's £320M Growth Deal and as part of the wider agenda of promoting the government's Northern Powerhouse initiative. Secondly, it provides partners with an agreed protocol for promoting individual Growth Deal schemes.

**Promoting the Lancashire Growth Deal and the Northern Powerhouse Initiative**

In November 2016, the Lancashire Enterprise Partnership became one of the first LEPs to become a partner in the Government's Northern Powerhouse Partner Programme.

In signing up to be a Partner, government has encouraged partners to use key messages as part of any promotional activity. These are as follows:

* The government is committed to building a Northern Powerhouse to help the great cities, towns and rural communities of the North pool their strengths and take on the world.
* The government is taking a coherent and targeted approach to building the North's economy, focusing on tackling the major barriers to productivity facing the region – skills, enterprise, connectivity and trade.
* The government is backing business growth right across the North, and giving our great cities the power and resources they need to reach their huge untapped potential.
* Building a Northern Powerhouse is about boosting the local economy by investing in skills, innovation, transport and culture. The government will devolve significant powers and budgets to directly elected mayors to ensure decisions on the North are made by the North.
* The government is committed to fuelling local economies by encouraging investment, improving transport, boosting skills and creating new jobs. The Prime Minister appointed a dedicated Northern Powerhouse Minister to work with colleagues across the whole of government to make the North a driving force in the UK economy.
* The whole machinery of government will push on with plans to build an economy that works for everyone. The government wants to get all of our great cities firing on all cylinders.
* The Northern Powerhouse forms part of our modern Industrial Strategy which will build upon our string economy and help businesses up and down the country seize the opportunities presented by Leaving the EU.

Building the Northern Powerhouse is also focussed on generating momentum across five key pillars:

* Connectivity and Transport;
* Education and Skills;
* Enterprise and Innovation;
* Trade and Investment; and
* Quality of Life

**Growth Deals**

To date the government has awarded £3.4 billion in Growth Deals in the Northern Powerhouse. This is providing targeted financial support to locally-determined projects in order to unlock growth and give local people the powers and tools they need to drive forward growth for their areas.

Lancashire has received £320M in Growth Deal funding to date which has been allocated to 44 projects across the County. The Lancashire Growth Deal is focussed around the following four themes:

* Releasing Growth Potential;
* Renewal of Blackpool;
* Growing the local Skills and Business Base; and
* Innovation and Manufacturing Excellence.

**Partner Support**

The Northern Powerhouse Partner Programme is open to businesses, institutions and organisations with a presence in the region who want to become advocates and pledge support.

Government is actively working with partners to maximise Northern Powerhouse promotional opportunities by collaborating and speaking with one voice to tell a powerful story about the North.

A range of brand assets have been created for partners with content including partner badges, brand guidelines, an extensive image library and press release templates.

**Communications Channels**

Government is using a range of channels to communicate the Northern Powerhouse initiative, including major investment programmes such as Growth Deal.

These include:

* Digital;
* Media;
* Visits; and
* Events

However, there is also a focus on driving the Northern Powerhouse forward through:

* Increased brand awareness;
* Embedding the Northern Powerhouse narrative in key messages, statistics and in business plans and strategies; and
* Joined up communications.

**Delivering a Lancashire Communications Protocol**

The Lancashire Growth Deal is a £320M programme, secured by the Lancashire Enterprise Partnership from Government.

Local Growth Fund resources will fund a wide range of high-profile capital projects across the county, all of which aim to realise Lancashire's potential for economic growth.

All Growth Deal projects have leveraged public and private sector investment by way of local contributions and in the delivery of jobs, housing and economic growth.

The Growth Deal is managed as a whole programme by the LEP. This necessitates interaction between the funding secured and the outputs and outcomes generated by individual projects and the programme as a whole.

As communications is a fundamental part of this ‘whole programme’ approach it is important to ensure:

* Strategic and consistent messages about the significance of the Growth Deal are manged and communicated effectively;
* The Growth Deal is consistently referenced as a Lancashire-wide initiative;
* The LEP is referenced for its role in securing funding and overseeing the implementation of the Growth Deal programme; and
* Recognition of the investment made by Government through the allocation of Local Growth Fund resources to Lancashire.

Individual partners should communicate these points whenever they are involved in any communications linked to any individual Growth Deal projects.

**Approach/Governance**

As of July 2107, the LEP’s appointed Media and Communications Agency, SKV, will lead on the overarching strategic Growth Deal communications strategy to ensure it aligns with the wider Lancashire economic narrative. Updates will be supplied by SKV to the Growth Deal Management Board regarding the overarching communication activity for the Growth Deal programme. This will be supported by local partner reporting.

Partners will still lead on communications for their own projects locally, and should share their proposed PR approach and any draft press releases in advance with SKV to ensure there is consistency and no duplication.

**Media handling**

**Reactive:**

* SKV, on behalf of the LEP, will manage all generic reactive media enquiries about Lancashire’s overarching Growth Deal programme, informing and working with relevant partner organisations' communications teams as and when appropriate.
* Where there is a specific point relating to an individual project at a local level the media enquiry should be directed to and handled by the appropriate partner in the first instance, liaising with SKV if deemed appropriate.

**Proactive:**

* Individual partners will continue to produce proactive media releases relating to their own projects for local audiences, and share these with SKV to review prior to being issued.
* SKV will create the first draft of any proactive media releases relating to Lancashire’s Growth Deal programme as a whole, and will seek approval from local partners as appropriate.
* Projects which are considered to be of national or regional importance, SKV will liaise with the relevant local partner to ensure appropriate and consistent strategic messaging is reflected in any media releases.

**Growth Deal Programme - description and key messages**

All proactive releases should include the following boilerplate within **notes to editors.** This copy, or parts of it, can also be included in the body of any press release to describe the wider context of the Growth Deal programme and its key messages:

**BOILERPLATE: About Lancashire’s Growth Deal Programme**

In the last three years the Lancashire Enterprise Partnership (LEP) has successfully secured £320m of Growth Deal investment from the Government's Local Growth Fund.

This funding, one of the largest Growth Deal settlements to be allocated to a LEP, is designed to help improve and upgrade existing commercial infrastructure, kickstart new economic initiatives, and unlock additional private investment to drive further growth across the county.

Over 40 projects have directly benefitted from the LEP’s Growth Deal Programme. These include:

* New and improved transport connections including the Blackburn-Bolton Rail Corridor; the Broughton Bypass; the Centenary Way Viaduct; and the Hyndburn-Burnley-Pendle Growth Corridor;
* World-class higher education, research and vocational skills provision and facilities including UCLan’s flagship Engineering and Innovation Centre; the national Energy HQ in Blackpool; Lancaster’s Health Innovation Campus; and Myerscough College’s Food & Farming Innovation Centre;
* A wide-ranging package of regeneration programmes specifically for Blackpool including a new international conference centre at the Winter Gardens complex; the development of Blackpool town centre ‘Green Corridors’; traffic management, bridge and road improvements and an extension of Blackpool’s tram network.

The Growth Deal programme will help to generate up to 11,000 new jobs, create 3,900 new homes and attract £1.2 billion of additional public and private investment for Lancashire.

Lancashire’s Growth Deal programme is also fully aligned to other major economic initiatives such as the £450m Preston, South Ribble and Lancashire City Deal, the £20m Growing Places Investment Fund, and the Lancashire Advanced Manufacturing and Energy Enterprise Zone Cluster.

For more information visit [www.lancashirelep.co.uk](http://www.lancashirelep.co.uk)

**Media Spokespeople**

On issues relating to the overarching Growth Deal Programme a LEP spokesperson should be quoted and/or be put forward for interview.

Individual partners should continue to nominate their own spokespersons to comment on specific projects at a local level and are encouraged to seek a supportive quote from the LEP for press releases when appropriate.

**Branding**

Recognising that individual projects are also funded by project sponsors themselves and via other contributions, a co-branding approach will be adopted whereby all signage and other material produced for individual projects will feature the Lancashire Enterprise Partnership & Northern Powerhouse logos.

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The LEP and NHP logo block (see above) - which will be emailed to you separately in a variety of file types and sizes - should be placed alongside that of the project sponsor and other funders as appropriate, and should be of equal scale and prominence.

If you need to request the logo block to be re-supplied, please contact SKV Communications.

If it is not possible to display the logo on materials or are there are space and size restrictions, a text reference indicating the support received should be used as follows:

***This project is part-funded via the Lancashire Growth Deal.***

**Public Information**

Individual partners will retain responsibility for engagement at a local level for their own projects.

**Growth Deal Programme Evaluation & Reporting**

Local partner PR activity linked to Growth Deal projects need to be fed into the Growth Deal Management Board meetings, which in turn feed into LEP board papers.

Local partner communication teams are asked to continue to briefly summarise any Growth Deal related PR activity undertaken, and any known future PR milestones/opportunities on a six-monthly basis, which needs to be sent to SKV.

SKV will use these reports to inform a wider communications summary which will be included twice yearly in the GDMB report.

A reporting template, and deadlines for submissions, will be provided via email to help partners with this process ten working days before they are required by SKV.

**Lancashire Growth Deal Communication Contacts**

For any queries or questions about Growth Deal communications, or any aspect of Growth Deal media and PR protocols, please contact SKV Communications on 0161 838 7770.

Email contacts:

[jason.grimsley@skvcommunications.co.uk](mailto:jason.grimsley@skvcommunications.co.uk)

NB. If the issue is considered to be of high importance please also ensure you copy in the LEP’s lead on media and communications activity;

Rachel McQueen, Chief Executive, Marketing Lancashire [Rachel@marketinglancashire.com](mailto:Rachel@marketinglancashire.com) and Martine Winder, Economic Policy and Communications Manager, [Martine.Winder@lancashirelep.co.uk](mailto:Martine.Winder@lancashirelep.co.uk)

**Growth Deal Programme Communications Protocol Summary**

* SKV will be responsible for overarching Growth Deal external PR activity on a regional and national basis on behalf of the LEP from July 2017.
* Local partners will continue to be responsible for all Growth Deal project PR on a local level.
* Local partners are required to liaise with SKV in advance of issuing any local press releases to ensure wider LEP/Growth Deal messages are included when appropriate.
* Local partners will be required to nominate a local spokesperson for local Growth Deal PR activity, but a LEP spokesperson may also be nominated/sourced by SKV in addition when appropriate.
* Local partners are required to include the updated boiler plate (see above) on all Growth Deal related press release notes to editors, and use Growth Deal and LEP descriptors/key messages from within the boiler plate text in press release body copy when appropriate.
* When branding is required on any Growth Deal communications collateral, partners are required to use the LEP/Northern Powerhouse logo block as supplied.
* Local partners will be asked to submit a brief six-monthly summary of past, present and future PR activity in advance of the quarterly Growth Deal Implementation board meeting based on a reporting template which will be sent ten working days in advance of deadline.
* Local partners are encouraged to engage with SKV, and share any ideas or highlight any issues, in advance of undertaking any Growth Deal related PR activity to see where SKV/the LEP can add-value to, or support, the local project’s PR.

**9. GLOSSARY**

AB Accountable Body

CLG Cities and Local Growth Unit

DCLG Department for Communities & Local Government

GFA Grant Funding Agreement

HMG Her Majesty's Government

LAMEC Lancashire Advanced Manufacturing and Energy Cluster

LEP Lancashire Enterprise Partnership

LGF Local Growth Fund

NPH Northern Power House

SFA Skills Funding Agency