

**HEREFORD ENTERPRISE ZONE  
EXECUTIVE BOARD  
6 MAY 2014**

<b>Present:</b>	<b>In attendance:</b>
Neil Kerr (NK) Vice–Chair, in the Chair	Steve Burgess (SB) (for minute 5a)
Tracey Goodwin (TG)	Nick Webster (NW)
Geoff Hughes (GH)	Dorothy Coleman (DC)
Mark Pearce (MP)	
Councillor Roger Phillips (RP)	

	<b>ACTION</b>
<b>MEMBERSHIP</b>	
NK reported that Keith Lawton had written to the Chair and advised that he would not be returning to the Board. The Chair had responded and thanked him for his contribution to the work of the Enterprise Zone.	
<b>1. APOLOGIES FOR ABSENCE</b>	
Bill Jackson	
<b>2. DECLARATIONS OF INTEREST</b>	
As per Register of Members' Interests.	
<b>3. MINUTES OF MEETING HELD ON 4 MARCH 2014</b>	
Approved as a correct record.	
<b>4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</b>	
<p><u>Minute 4 Full Board Meeting</u></p> <p>MP confirmed that the Members Board, which would be meeting on 20 May, comprised the Executive Board members, and LEP representation of a business and a local authority representative from Telford &amp; Wrekin and Shropshire (Graham Wynn and Mandy Thorn, David Sidaway and Andy Evans). A summary of achievements to date, and the Draft Delivery Plan for 2014-15 would be presented at that meeting.</p> <p><u>Minute 5c) Road naming</u></p> <p>It was noted that MP had met with the street naming officer and on his advice would be submitting applications for the first two priorities, Hursey Road (South Magazine) and Skylon View (North Magazine) in the first instance.</p> <p><u>Minute 5d) Litter</u></p> <p>A letter had been sent to companies that were considered to have the potential to generate litter along the roads into and on the Estate, requesting that they be more vigilant about refuse and general site tidiness.</p>	<b>MP</b>

<p><u>Minute 8b) Rail Link</u></p> <p>It was noted that Councillors Matthews and Bridges had been asked to provide written confirmation from London Midland of any intention to provide a future rail link from the city centre to Rotherwas. The Council was unable to provide either capital or revenue to support this.</p>	
<p><b>5. ISSUES FOR DISCUSSION/DECISION</b></p>	
<p><b>a) Transport issues</b></p> <p>SB reported that the Transport Assessment report had now been signed off by the Highways Agency. Pinch point data had been released by the Highways Agency, and this would also be used to try to generate further additional capacity for the Zone. Data relating to work at three main junctions could also be incorporated. An improvement scheme to extend the 2 lane entry onto the Asda roundabout from the A465 would also release additional capacity.</p> <p>The LDO would now be updated taking account of the additional information, and it was agreed that this would cover the whole EZ area.</p> <p>Internal briefings on the preferred route for the A49/A465 would take place at the end of May, following which a public announcement would be made. It was anticipated that a planning application would be submitted before Christmas, with planning consent granted in March/April. Funding (approx. £15m) for the road had not yet been secured, but a bid had been included in the Strategic Economic Plan, along with the City Link Road.</p> <p>The Leader of the Council had met with the Welsh MP and Assembly Member who had confirmed the importance of this road to them. The Board agreed to support the need to extend the A49-A465 road to the Brecon road and was willing to confirm that. It was agreed that every opportunity should be taken to promote and demonstrate the Zone's support of this road.</p> <p>The EZ would be preparing a new Travel Plan for the Estate once all the elements of the Transport Assessment had been completed.</p> <p><b>b) Strategic Economic Plan (SEP) and Strategic Investment Framework (SIF)</b></p> <p>NW reported that the SEP had been submitted to Government on 30 March and that some additional information had been requested.</p> <p>Fourteen priority projects had been identified totalling over £100m, the top three for Herefordshire being the Hereford City Centre Transport package, the South Wye Transport package and Model Farm, Ross-on-Wye. The 3 local authorities had agreed that in the likelihood that a reduced fund was awarded, then the money would be split three ways. All projects identified had to link to the opening up of housing land and job</p>	<p><b>MP</b></p>

<p>creation, and be able to start to deliver in 2015-16.</p> <p>NW and SB would be meeting with DfT the following week to go through the transport projects. There would be a 2-3 month negotiation period followed by an announcement on strategic funding by the end of July.</p> <p>It was noted that the funding for Model Farm would be for infrastructure, and GH agreed to look into the potential for joint marketing of the site with the Zone, and of offering some business rate relief to businesses locating on the site.</p> <p>NK explained some ideas for two potential projects based on the North Magazine – a Start up / Innovation Centre which would link well with the prospective university, and a Food Technology Centre (similar to the Shropshire Food Enterprise Centre). Combined, these two buildings, with a reserved space allocation for the new University, would be referred to as the 'Innovation Campus'. Escalating rents would ensure that tenants moved on to other commercial premises after a period of time to ensure a continuous turn over.</p> <p>Some early designs had been produced and MP agreed to produce a paper for the next meeting setting out the resources that would be needed to develop this idea and take through to planning consent. Once planning consent was received, the project would be in a good position to bid for funding ERDF or the next round of SEP or government funding for EZs.</p>	<p style="text-align: center;"><b>GH</b></p> <p style="text-align: center;"><b>MP</b></p>
<p><b>6. MANAGING DIRECTOR'S REPORT</b></p>	
<p><b>a) Sales</b></p> <p>The client timelines table and disposals map were considered. MP outlined progress on each potential investment, and confirmed that the Beck Group were now in occupation of their new premises. It was also noted that Western Power contractors would start on site on 8 May.</p> <p>MP reminded members that all investors were encouraged to meet the standards set in the Design Guide and were expected to build to the BREEAM 'Very Good' standard. Landscaping, particularly in the more prominent plots, was also specified.</p> <p>At each future meeting, a summary would be provided of the percentage of the net developable land sold, under negotiation and interest, jobs created including construction jobs, and level of private sector investment.</p> <p>In discussion on a recent enquiry the Board confirmed that only businesses meeting the essential sector criteria would be considered.</p> <p>It was agreed that a sales board be erected advertising both Council and Goodwin land</p>	<p style="text-align: center;"><b>GH</b></p> <p style="text-align: center;"><b>MP</b></p> <p style="text-align: center;"><b>MP</b></p>

for sale.

It was agreed to invite the prospective investor interested in establishing a Sustainable Energy Plant on land to the north of the EZ boundary to the next meeting to provide an update on his proposals.

**b) Marketing**

Communications and PR

The Zone’s PR company had provided an updated summary of proposed regular PR and communications activity over coming months. This included press releases on sales, building work and completions, and Twitter and LinkedIn activity. Releases would be issued on the Beck Group completion, North Magazine Access Road, the start of work at Skylon Court, Shell Store HLF bid, and the Fastershire awareness event in June.

CLG was keen to arrange a ministerial visit in early 2015, and suggestions were made for appropriate sites and businesses to be included.

RP reported that he provided a monthly update on the Enterprise Zone to all councillors, and that a report was also presented to Cabinet quarterly.

Website

It was noted that V8 Media Ltd, a local company, had been appointed to create a new Skylon Park website.

Inward Investment Activity

CMI had been continuing to work through their contract strategy, and it was agreed that they be invited to attend the July Board meeting. A resource to follow up on the leads generated was now essential, and MP reported that would be targeting a job advert through inward investment groups on LinkedIn. A Skylon Park LinkedIn page had now been created to enable this. He would refresh the job description.

**MP**

**c) Infrastructure**

Broadband

It was noted that the route of the first phase of fibre ducting had been agreed and that Owen Pell would be undertaking the work. The extension to Rotherwas businesses of the Council’s Voucher Scheme which provided 50% of cost of installation to eligible businesses had been approved by Government. An awareness day for all Rotherwas businesses was being arranged for the end of June, and information would be provided about what the Zone was aiming to achieve, progress to date, and the options available to businesses.

Access Road North Magazine

Work was due to be completed in June.

<p><u>Landscaping/site works</u></p> <p>In accordance with plans produced by the Masterplanners SEW, the shrub and brash between the access road roundabout and the garage on the Straight Mile had been cleared. Further work would be planned for later in the year. Plans were now being made to remove the extraneous signage on the estate.</p>	
<p><b>7. RELATED PROJECTS</b></p>	
<p><u>Skylon Court – Small Unit Development Scheme: Use of ERDF</u></p> <p>It was noted that the final designs for this development had been agreed and that the contractors would be starting on site in June, and that four companies had expressed an interest in 2 units in block C.</p> <p><u>Heritage Project</u></p> <p>A meeting would take place on 8 May to finalise the project details, with a further meeting on 11 June to review the detailed submission. Full details would then be provided to the Board at the end of June.</p>	<p><b>NK</b></p>
<p><b>8. ANY OTHER BUSINESS</b></p>	
<p><u>Appointment of new director</u></p> <p>Following the resignation of Keith Lawton, members were asked to consider the skills that were now needed on the Board. Suggestions included highways, inward investment, defence, utilities and construction, and it was agreed that these would be further considered at the next meeting.</p> <p><u>Capital budget</u></p> <p>It was agreed that an outline of the agreed £5m capital budget be provided at the next meeting.</p>	<p><b>All</b></p> <p><b>MP</b></p>
<p><b>9. DATE OF NEXT MEETING</b></p>	
<p>To be agreed</p>	