

**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
13 DECEMBER 2016**

Present:	In attendance:
Bill Jackson (BJ) Chair	Dorothy Coleman (DC)
Tracey Goodwin (JG)	
Geoff Hughes (GH)	
Mark Pearce (MP)	

	ACTION
1. APOLOGIES FOR ABSENCE	
Councillor David Harlow, Neil Kerr, Glyn Morgan	
2. DECLARATIONS OF INTEREST	
As per Register of Members' Interests.	
3. MINUTES OF MEETING HELD ON 1 NOVEMBER 2016	
The minutes of the meeting held on 1 November were approved as a correct record.	
4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
None.	
5. BUS PASS WITH BENEFITS	
<p>Councillor David Summers attended the meeting for this item. He outlined the proposal for a pilot scheme to trial a loyalty card that could be offered in conjunction with the purchase of a bus pass (specifically for the Yeomans Service 78X) which would also offer discounts for other services within the city such as restaurants, theatre etc.</p> <p>The Board supported the principle of the proposal but the team, although happy to contribute to the debate, was unable to resource the development and implementation. It was suggested that Councillor Summers:</p> <ul style="list-style-type: none"> a) Speaks to Councillor Rone who had responsibility for transportation b) Contacts John Jones and the BID team to gauge their support and potential organisation of the service c) Speak to the Truffle team about possibly extending its arrangements to include this project. <p>MP would write to Councillor Summers to confirm the above.</p>	MP
6. ITEMS FOR DISCUSSION/DECISION	
<p>a) Sales issues/plot disposals</p> <p>MP reported on new investor interest. Should all existing and new interest proceed to</p>	

<p>invest, it would be increasingly difficult to provide shovel ready plots. Substantial infrastructure work including ground raising, utilities and access roads were needed to open up new areas for development.</p> <p>It was agreed that it would no longer be possible to allow individual investor interest to progress over a period of years, and that evidence of funding for a project would be required at the start of negotiations.</p> <p>TG and GH provided an update on the Bloor interest in Goodwin land to the south of the Zone, and GH agreed to get all parties together for further discussions.</p>	GH
7. MANAGING DIRECTOR'S REPORT	
<p>a) Sales Progress</p> <p>MP reported on progress with sales.</p> <p>One major land sale contract would be exchanging before Christmas. Erebus and GB Electrical & Building Services developments were progressing on site and should be completed by February. Work would be starting on the LDP Engineering site in the New Year.</p> <p>b) Marketing</p> <p><u>Communications and PR</u></p> <p>A promotional video of the Estate was being developed by the University of Wolverhampton, highlighting particular sites. This could be used on the website and at events. BJ confirmed that he would be exhibiting at MIPIM 2017 and could also use the video on his stand. Further publicity for the remainder of the available plots was being arranged for the New Year.</p> <p><u>Inward Investment Activity and Events & Exhibitions</u></p> <ul style="list-style-type: none"> • Herefordshire Defence and Security Expo <p>MP was continuing to work with Harrison Clark Rickerbys and the University of Wolverhampton on arrangements for this event on 1 February 2017. The exhibition space was fully taken up.</p> <ul style="list-style-type: none"> • MIPIM 2017 <p>MP would be attending MIPIM 2017 as part of the Midlands Engine exhibition team, and was attending meetings with other delegates from the Midlands to plan input and activity.</p> <p>c) Infrastructure</p> <p>Infrastructure work to be commissioned included an informal access from the South Magazine onto the relief road for occasional use, a SUDS scheme for the South Magazine, and an access road into C1. Ground raising work was also needed.</p>	

<p><u>Broadband</u> Following the formal Council sign off, ITS Technology Group were now active on site, working with local businesses.</p> <p><u>Greenway Cycleway Lighting</u> The lighting scheme bollards had been ordered with a view to Balfour Beatty starting work in February/March.</p> <p><u>Straight Mile Cycleway</u> This work was close to securing Highways Authority clearance and would be implemented from the spring. Tenders would be invited.</p> <p>d) Business Support and Networking</p> <p><u>Business Events</u> Suitable subject areas for future network events would be considered in the New Year.</p> <p>e) Direct developments</p> <p><u>Shell Store: Incubation and Development Application Centre</u> Further information had been provided to the Government's ERDF team to clarify elements of the application and to ensure compliance with the current scheme. The scheme was to be considered by the Government's decision group before Christmas.</p> <p>The Marches LEP had requested additional funding to that first indicated as part of the Autumn Statement. Once the outcome of that had been notified, the LEP would confirm decisions on Growth Deal applications, including the one concerned.</p> <p>There was potential for topping up any shortfall in the funding package through an application to the Marches Investment Fund.</p> <p><u>Centre for Cyber Security</u> As above, the Growth Deal funding decision was awaited.</p> <p>In the light of the Government's emerging Industrial Strategy, this centre would be an essential component of the county's defence and security offer.</p> <p>The remainder of the land on the South Magazine would be available to offer to cyber businesses.</p>	
<p>8. RELATED PROJECTS</p>	
<p><u>Skylon Tower</u> The planning application for the Skylon Tower had been submitted and a decision expected by the end of February.</p>	

9. ANY OTHER BUSINESS	
<u>Acquisition of Freehold</u> BJ raised an issue relating to a request for the conversion of a long-term leasehold to on a Council building to freehold. GH agreed to pursue a Council decision for this site disposal.	GH
10. DATE OF NEXT MEETING	
2.00pm on 31 January at the Business Solutions Centre	