

**HEREFORD ENTERPRISE ZONE  
EXECUTIVE BOARD  
15 MARCH 2016**

| <b>Present:</b>               | <b>In attendance:</b>          |
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| Bill Jackson (BJ) Chair       | Steve Burgess (SB) for item 5a |
| Tracey Goodwin (JG)           | Dorothy Coleman (DC)           |
| Neil Kerr (NK)                |                                |
| Mark Pearce (MP)              |                                |
| Councillor Graham Powell (GP) |                                |

|  | <b>ACTION</b> |
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| <b>1. APOLOGIES FOR ABSENCE</b>  |               |
| Geoff Hughes, Glyn Morgan, Nick Webster  |               |
| <b>2. DECLARATIONS OF INTEREST</b>   |               |
| As per Register of Members' Interests.   |               |
| <b>3. MINUTES OF MEETING HELD ON 19 JANUARY 2016</b>   |               |
| The minutes of the meeting held on 19 January were approved as a correct record.   |               |
| <b>4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</b>  |               |
| <p><u>Minute 9 Councillor Visit</u></p> <p>It was noted that Councillor Matthews had been unable to visit as scheduled due to illness but that former Councillor Knipe had been shown around the Zone. Further dates would be sought from Councillor Matthews.</p>   | <b>MP</b>     |
| <b>5. ISSUES FOR DISCUSSION/DECISION</b>   |               |
| <p><b>a) Transport issues</b></p> <p><u>Straight Mile</u></p> <p>SB confirmed that proposed scheme details provided by MP had been passed to Balfour Beatty Living Places for the review of works to be undertaken in 2016/17. He would ask Mairead Lane who was leading on the review to advise MP of the programme timetable.</p> <p><u>Bus Services</u></p> <p>Travel consultants JMP had met with members of the Council transportation team and Yeomans in early February (on behalf of the EZ) requesting the introduction of a half hourly service to and from Rotherwas. A response was awaited.</p> <p><u>Studies and Strategies</u></p> <p>BJ and SB had attended the Highways England Strategic Economic Growth Plan meeting on 15 February which included representatives from across the Marches and from Welsh border authorities. The strategic importance of the A49 had been highlighted,</p> |               |

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| <p>and there would be further opportunities to feed into this major piece of work. HE were interested in exploring with the EZ and other partners what the economic outputs of investment in the A49 would be. It was suggested that the Marches LEP undertake this work using the resources identified in the Investing in Strategic Transport Corridors in the Marches document.</p> <p>It was noted that HE were also undertaking a study on the A465/A49, and were considering re-trunking the A465 to link in to the Heads of the Valleys road which was trunked. This study could take up to 2 years. The Board supported this proposal as it would be advantageous in terms of supply chain development, and could provide an opportunity for cross border collaboration. BJ would be showing reps from Powys County Council around the Zone the following week.</p> <p><u>Hereford Bypass Phase 1</u></p> <p>SB reported that the issues raised by Heritage England had been addressed and that the planning application for Phase 1 of the Hereford Bypass would be considered on 6 June. The decision could be called in by the Secretary of State. Discussions on the next stage of the bypass had commenced with the aim of identifying the preferred route within 2 years.</p> <p><b>b) CCTV cameras</b></p> <p>BJ referred to correspondence between Inspector Nick Semper and Balfour Beatty relating to the erection of 3 CCTV cameras on the estate. GP suggested that he write to/contact Superintendent Sue Thomas to raise the issue with the Community Safety Partnership.</p> <p><b>c) Goals for 2016/17</b></p> <p>Following NK’s suggestion that the Board and team work to specific goals for 2016, MP had circulated the executive team’s goals as identified in the Delivery Plan for 2016/17. NK circulated his own goals and asked members to identify their own which would complement the team’s goals. DC to co-ordinate responses received for further discussion at the next meeting.</p> <p><b>d) Sales issues/plot disposals</b></p> <p><u>Plot purchase</u></p> <p>MP reported on 4 recent enquiries. The Board confirmed the eligibility of 2, and agreed that BJ and MP visit the other 2 to seek clarification on their activities and proposals.</p> <p>It was agreed that in addition to publicising the progress with sales and job creation, information on backfilling local sites vacated by Zone investors would provide a fuller picture of the net growth associated with the Zone. This could be included in one of BJ’s Talking Point articles.</p> | <p><b>BJ</b></p> <p><b>ALL</b></p> |
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| <p><u>Skylon Court</u><br/>9 of the 10 units have been taken with interest in the tenth being pursued. This was ahead of target.</p> <p><u>Skylon Place</u><br/>MedDX Solutions had now taken occupation of the large unit at Skylon Place. The other 2 units were being marketed via the website.</p>   |  |
| <p><b>6. MANAGING DIRECTOR'S REPORT</b></p>  |  |
| <p><b>a) Sales Progress</b><br/>MP reported on progress with sales.</p> <p>It was noted that the sale of land on Chapel Road to Quickskip Limited had been completed and site clearance works were progressing. An EA permit had been obtained and Council permit was awaited. GP agreed to follow up. The operations on this site would be significantly scaled down from the original proposal, at least initially.</p> <p>NK suggested that new investors be encouraged to use the Masterplan colours from the autumn spectrum.</p> <p><b>b) Marketing</b><br/><u>Communications and PR</u><br/>MP stated that he would be meeting with Amy Bould on 23 March and reviewing forward plans for PR. These would include articles on the Woodstock completion and occupation, and new tenants in Skylon Court and Skylon Place. It was suggested that the Skylon Court publicity could include some editorial about the companies, including the University of Wolverhampton/Growth Hub offer, which was proving very successful.</p> <p><u>Inward Investment Activity and Events &amp; Exhibitions</u><br/>It was noted that MP and Mike Price would be attending the Defence Procurement event in Cardiff on 16 March and hoped to meet up with the Turkish Company setting up using the EZ as a base.</p> <p>MP reported that delivery of the national UKTI Investment Services Team contract would be changing from 1 April. The contract would be re-designed and re-tendered, but in the interim would be managed by EY.</p> <p><b>c) Infrastructure</b><br/><u>Broadband</u><br/>MP would be briefing GP on the proposed business plan for the JV. It was hoped that the new venture would be launched by the summer.</p> |  |

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| <p><b>d) Direct Investment</b><br/> <u>Innovation Centre</u><br/> A new design team had been procured to develop the scheme to RIBA 3 (detailed design) by the funding deadline of 29 March. Weekly project meetings had been taking place and other supporting information being put together for that deadline. Independent legal advice on State Aid had been sought resulting in the need to notify the Commission of the Project. DCLG assistance on the notification process would be requested. GP would speak to Anthea McIntyre MEP to seek her advice on this if this was considered helpful.</p> <p>MP would be inviting the architect to present the initial designs to the next Board meeting with an opportunity to review these.</p> <p><b>e) Business Support and Networking</b><br/> <u>Engagement with Qinetiq</u><br/> The third seminar, on International Defence Landscape and Opportunities had proved very successful, with a number of direct business contacts made with speakers and leads after the meeting. Further events were being planned.</p>  | <b>NW</b>  |
| <b>7. RELATED PROJECTS</b>  |  |
| <p><b>Heritage Project</b><br/> NK reported that the team were making great progress. Over 60 people had attended the launch event in January, with over 200 dropping in to the Open Day in February, many of whom had relatives who had worked at the R.O.F. A Project Officer had been recruited for 3 days a week.</p> <p>The project team would be dovetailing event plans with the WWII Commemoration Committee to ensure that there was no overlap.</p> <p>NK had met Jude Walker, an HLF committee member, at the Open Day and had been encouraged to consider a further project bid. He tabled a project outline which picked up on the educational aspects of the original bid, using both the Shell Store and a shed inside the blast wall structure. He proposed discussing this at the next project team meeting and would welcome MP's attendance. The Board supported this project proposal and GP confirmed that the Council would provide the application lead.</p> <p><b>Skylon Tower</b><br/> NK had received some further design ideas, graphics and rough costs for a Skylon Tower. The next stage would be to consider the most appropriate height for the structure and this would involve the raising of balloons which could be viewed from different sites in order to gauge better sight/visibility lines. NK agreed to arrange a date for this to take place and inform the Board.</p> <p>MP had had initial discussions on this proposal with planning.</p> | <b>GP</b><br><br><br><br><br><br><br><br><br><br><b>NK</b> |

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| <b>8. ANY OTHER BUSINESS</b>  |   |
| <p><b>4G</b><br/>GP advised that 500 new mobile 4G phone masts were to be erected across the country in order to improve emergency services communications. This would result in better mobile services for businesses and public across the county.</p> <p><b>Promotional video</b><br/>GP reported that Herefordshire Council was considering the commissioning of a 90 second video to promote the city. He suggested that if the EZ wished to have a similar video to promote the EZ, he would ask the Communications team to discuss with MP.</p> <p><b>Relocation of artwork</b><br/>An assessment on the feasibility of relocating the monolith outside Skylon Court had been undertaken by a steel fabrication company, which had concluded that there was no guarantee that it could be moved and remain intact. The Board concluded that this could be revisited as part of the new heritage bid.</p> <p><b>Rubbish</b><br/>TG raised the issue of rubbish along the verges, which it was believed was primarily the result of vehicles containing waste not being sheeted on both inward and outward journeys. Monitoring of this was considered to be a Council responsibility and BJ agreed to write to GH with copy to GP.</p> <p><b>EU Referendum</b><br/>The LEP had asked Board members to not give an opinion that could be considered as representing the LEP or EZ.</p> | <p style="text-align: center;"><b>GP</b></p> <p style="text-align: center;"><b>BJ</b></p> <p style="text-align: center;"><b>ALL</b></p> |
| <b>9. DATE OF NEXT MEETING</b>  |   |
| 2.00pm on Tuesday 26 April  |   |