

**HEREFORD ENTERPRISE ZONE  
EXECUTIVE BOARD  
17 September 2014**

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| <b>Present:</b>         | <b>In attendance:</b>            |
| Bill Jackson (BJ) Chair | Adrian Blackshaw (AB) for item 5 |
| Tracey Goodwin (TG)     | Philip Wilcocks (PW) for item 5  |
| Neil Kerr (NK)          | Steve Burgess (SB) for item 6a   |
| Mark Pearce (MP)        | Dorothy Coleman (DC)             |
| Nick Webster (NW)       |                                  |

|  | <b>ACTION</b> |
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| <b>1. APOLOGIES FOR ABSENCE</b>  |               |
| Geoff Hughes, Glyn Morgan, Councillor Roger Phillips   |               |
| <b>2. DECLARATIONS OF INTEREST</b>   |               |
| As per Register of Members' Interests.   | <b>All</b>    |
| <b>3. MINUTES OF MEETING HELD ON 1 JULY 2014</b>   |               |
| The minutes of the meeting held on 1 July were approved as a correct record.   |               |
| <b>4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</b>  |               |
| There were no matters arising.   |               |
| <b>5. HEREFORDSHIRE SECURITY AND DEFENCE GROUP (HSDG)</b>  |               |
| <p>BJ welcomed Rear Admiral P L Wilcocks CB DSC DL (PW) and Adrian Blackshaw (AB) to the meeting. Both had been working with Richard Morgan from Harrison, Clark and Rickerbys to generate the concept of the HSDG, an alliance of Security and Defence SMEs in Herefordshire. The aim of the Group would be to provide independent financial, commercial, legal and HR advice, mentoring, networking and lobbying support and office space configured to 'List X' criteria to SMEs in the Defence and Security sector. They stated that one of the major challenges facing many small businesses in this sector related to the bidding for and winning of Government contracts, with the rigid governance and policy requirements and complex tendering procedures. Whilst it was recognised that other organisations offered generic advice, these lacked the requisite security status. The Group would in effect act as a trade association and provide the specialist support and advice needed for the sector. Membership of the Group would be by subscription with an additional fee for specialist services.</p> <p>The need for a 'List X' facility was discussed and it was suggested that funding for Fuse House, a secure facility on the South Magazine with offices for rent again be sought, using the Group as leverage. The HSDG would be interested in such a facility as their base of operations.</p> <p>The Board agreed that should the Fuse House or similar be built on the South Magazine,</p> |               |

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| <p>then HSDG could be accommodated. The Executive team would also signpost appropriate companies to the Group.</p> <p>A short discussion ensued on the extent, escalation and cost of cybercrime, most of which goes unreported. AB reported that a budget of £5m had been set aside by Warwickshire and West Mercia Police Joint Audit Committee over 3 years to pursue the possibility of a cybercrime academic facility in Herefordshire, offering Masters and PhD courses for police. This would complement the existing research and development option at Bristol University. This could be linked in to the New University and based on the Enterprise Zone.</p> <p>AB and PW agreed to keep the Board informed on both the HSDG and cybercrime developments.</p>  | <p><b>MP</b></p> <p><b>AB &amp; PW</b></p> |
| <b>6. ISSUES FOR DISCUSSION/DECISION</b>  |  |
| <p><b>a) Transport issues</b></p> <p><u>Great Western Franchise consultation</u> – Herefordshire Council had responded to this consultation in June, and had asked DfT whether a future franchise would service a line to Rotherwas, subject to demand.</p> <p><u>Rotherwas Rail Link</u> - SB explained the background to recent publicity about a potential rail link to Rotherwas. He reminded the Board of work previously undertaken to assess the levels of demand and cost for such a service, in particular the prohibitive revenue implications. A meeting would take place on 7 October between interested parties to further explore whether there was any merit in pursuing the discussions. MP would represent the Zone at that event and play out the existing line to take.</p> <p><u>South Wye Package</u> – SB thanked the Board for their letter of support for the preferred option. He advised that it was still the Council’s intention to submit a planning application before Christmas. Detailed discussions were taking place to profile the approved funding, and it was expected that construction of the A49/A465 link road would commence in 2016-17. Once the Core Strategy has been adopted in 2015, and planning commitment confirmed, a further approach would be made to Government for additional Highways Agency funding to complete the remaining phases.</p> <p>It was noted that the HA had undertaken a review of major routes and had identified concerns with the A49 in Hereford. They were looking to undertake additional pinch point work to alleviate the pressures.</p> <p><b>b) LDO</b></p> <p>The Board was informed that a low key consultation on the revised LDO was taking place until 3 October. The main (and minor) amendments proposed were the inclusion of the whole Zone area within the LDO (some areas currently excluded), amendments</p> | <p><b>MP</b></p>                           |

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| <p>to the vehicle trips cap to take into account the new cycleway and other works, a move from BREEAM to an alternative sustainability scheme and enabling site infrastructure works that would normally be permitted development. The Board agreed to those suggested changes.</p> <p>MP agreed to produce a one-page summary of the main planning requirements for potential use with investors.</p> <p><b><u>c) Shell Store</u></b></p> <p>It was noted that the HLF had requested clarification on some minor points in the application, and some additional site photographs. A decision was expected on 23 September. Should the application be unsuccessful, an alternative approach for protecting the building was being prepared with a view to meeting the criteria under the new EU funding programme. This would include a greater emphasis on innovation together with the existing heritage elements. A press release would be issued as soon as the decision had been made public.</p> <p><b><u>d) Enquiry</u></b></p> <p>In response to a recent approach from a local company to a Board member concerning ineligibility to locate on the Zone, it was agreed that the Board had considered this earlier enquiry according to the agreed criteria, and that each decision had been made on the basis of available information. Going forward, any borderline cases would be subject to a site visit and further investigation of the company's activities. Final decisions on particular sales would continue to be made at the landowners' discretion.</p> | <p><b>MP</b></p> |
| <p><b>6. MANAGING DIRECTOR'S REPORT</b></p>   |                  |
| <p><b><u>a) Sales</u></b></p> <p>The client timelines table and disposals map were considered and MP outlined progress on each potential investment. Western Power were now half way through their build programme, and arrangements were being made for publicity in November. Marches Global were now on site, with Phil Collins as their contractor.</p> <p>A fourth contract was due for completion within days. As the first investor from the Defence and Security sector, high profile publicity was to be arranged.</p> <p>Five new leads had been received since the last Board meeting, two of which were interested in locating in Skylon Court.</p> <p><b><u>b) Marketing</u></b></p> <ul style="list-style-type: none"> <li>• Communications and PR</li> </ul> <p>BeBold PR were working on a number of press releases to be issued over the next month.</p>   |                  |

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| <ul style="list-style-type: none"> <li>• Website Activity<br/>The team would be meeting with V8 Media the following week to finalise design and content of the website.</li> <li>• Inward investment activity<br/>CMI had commenced engagement with the Food &amp; Drink sector, and contact was still being maintained with companies in the previous sector tranches where there was a potential investment opportunity.<br/><br/>Mike Price was now piloting the Inward Investment Director approach, and had been tasked with identifying and contacting larger companies and foreign owned companies in Herefordshire to identify prospects for lead generation as agreed at the previous meeting. The team had met with Mike Ashton, Chamber of Commerce, to identify the county's top 20 growth companies and to share collective corporate intelligence. BJ would be attending the next scheduled meeting with Mike Price on 6 October.</li> </ul> <p><b>c) Infrastructure</b></p> <ul style="list-style-type: none"> <li>• Broadband<br/>Connection of the second two BT cabinets which would enable superfast broadband for the whole of the Estate was imminent. The first phase of the Zone's ultrafast broadband ducting network (connecting South Magazine to the Straight Mile through the existing Estate) would be completed by the end of the month.</li> <li>• Access Road North Magazine<br/>Work on the first stage of the Access Road which opened up plots on the North Magazine had been completed.</li> <li>• Landscaping/site works<br/>Tenders had been received from local contractors for the first phase of the landscaping works, along the Straight Mile. This work would commence in October.<br/><br/>Signage proposals were being drawn up for the Estate to provide the identity and location of companies, hence reducing the need for multiple banners and A-boards.</li> <li>• New bridge – naming<br/>It was noted that BJ had been invited to join a selection panel to decide on a name for the new cycleway bridge. The process would also involve St James Primary School.</li> </ul> | <p><b>BJ</b></p> |
| <p><b>7. RELATED PROJECTS</b></p>   |                  |
| <ul style="list-style-type: none"> <li>• Skylon Court – Small Unit Development Scheme: Use of ERDF<br/>MP reported that advice was being sought from the Council's Procurement team on the best way forward with the implementation of this project within the overall budget</li> </ul>  |                  |

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| available.  |   |
| <b>8. ANY OTHER BUSINESS</b>  |   |
| <p><u>New University</u><br/>NK updated the Board on progress with the New University. It was agreed that the Zone would host a meeting to encourage local business support of the initiative before Christmas, at which the University group would make a presentation as well as BJ providing an update on Zone progress.</p> <p>NK reminded the Board of previous discussions on the proposed Innovation Campus, with a site on the North Magazine earmarked for this development. The University group was seeking to attract funding for this facility which could include a research and development workshop and prototyping laboratory, alongside a Food Technology Centre.</p> <p><u>Litter</u><br/>Following previous discussions about litter along the verges on the approaches to the Zone and Estate, a letter had been sent to businesses that were potential generators of litter. The on-going issue related to both industrial and household waste. NW to check whether agreed action to place a notice at the household waste site and on the Council's website had taken place.</p> | <p><b>DC</b></p> <p><b>BJ</b></p><br><p><b>NW</b></p> |
| <b>9. DATE OF NEXT MEETING</b>  |   |
| 2.00pm on Tuesday 21 October  |   |