

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

<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>
<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>	



<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>	

<ul style="list-style-type: none"> <li>• Website Activity The team would be meeting with V8 Media the following week to finalise design and content of the website.</li>   <li>• Inward investment activity 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.</li> </ul> <p>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.</p> <p><b>c) Infrastructure</b></p> <ul style="list-style-type: none"> <li>• Broadband 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 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 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.</li> </ul> <p>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.</p> <ul style="list-style-type: none"> <li>• New bridge – naming 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 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>	

