



**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
20 MAY 2019**

Present:	In attendance:
Andrew Manning Cox (AMC) Chair	Richard Ball (RB)
Tracey Goodwin (TG)	Roger Allonby (RA)
Charles Ingleby (CI) Vice Chair	Nick Webster (NW)
Neil Kerr (NK)	Dorothy Coleman (DC)
Alistair Neill (AN)	

	ACTION
1. APOLOGIES FOR ABSENCE	
Mark Pearce, Sharon Smith	
2. DECLARATIONS AND REGISTER OF INTEREST	
The Register of Interests had been circulated with the agenda. AMC requested that all members review the register and update as necessary. A copy of the updated register will be circulated with the papers for the July Board.	All DC
3. MINUTES OF MEETING HELD ON 18 MARCH 2019	
The minutes of the meeting held on 18 March were approved as a correct record and signed by the Chair.	
4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
<p><u>Direct development</u> RA confirmed that the business case and Council decision paper had been prepared and was ready for consideration by the new Cabinet member when appointed.</p> <p><u>Marketing presentation</u> MP was pursuing an indicative price for a national marketing campaign and would report back to the July meeting. Members stated that it would be important to ensure continued interest beyond any initial campaign, and would need to consider the potential cost implications of this.</p> <p><u>EZ Site Manager recruitment</u> Interviews would be taking place on 24 May. The changing nature of the work as the Zone was developed out, and hence skills required had been taken into account when setting the job description and person specification, with a view to future proofing the team and making it more resilient.</p> <p>The potential to tap into the economic development team resource was discussed. Co-location at the Business Solutions Centre would facilitate this. RB to follow up.</p> <p>Members were keen to ensure that MP's expertise and experience would not be lost to the county as the work became 'business as usual'.</p>	<p>RA</p> <p>MP</p> <p>RB</p>

<p><u>Signage</u> MP was continuing to seek landowner support, and would then consolidate comments, discuss with NK and present revised strategy to July Board meeting.</p> <p><u>New opportunities to use Skylon approach and branding</u> RA to bring a report to the next meeting.</p> <p><u>Members' Board meeting</u> The next meeting would be arranged on confirmation of new Shropshire and Telford Council and Business Board representatives</p>	<p>MP</p> <p>RA</p> <p>MP</p>
<p>5. CHAIR'S REPORT</p>	
<p>AMC presented his report. He drew particular attention to the following:</p> <p><u>Shell Store</u> – strip out works and asbestos clearance underway.</p> <p><u>Cyber Centre</u> – a PR meeting had been held and plans were under way for a ground breaking ceremony.</p> <p><u>Capital budget</u> – currently in stasis pending Cabinet member approval of next tranche of funding from the previously approved allocation. Concerns were expressed on the potential impact of this delay. TG would speak to MP about impact of delaying Phase 2 of the spoil heap project.</p> <p><u>Premises</u> – the team would be moving from HARC to the Business Solutions Centre w/c 3 June.</p> <p><u>David Harlow</u> – David did not stand in the local elections and would therefore be replaced on the Board. AMC would write to him to thank him for his support and endeavours over the last 4 years.</p> <p><u>Marketing</u> – AMC suggested that a dedicated EZ marketing resource was needed which would provide better opportunities to lift the profile of the Zone locally and nationally. This was discussed and a number of suggestions made. It was agreed that a more detailed marketing proposal/strategy should be presented to the next meeting. NK agreed to lead this, which could be part of the wider discussion on connecting Skylon into the county masterplan.</p>	<p>TG</p> <p>AMC</p> <p>NK</p>
<p>6. ITEMS FOR DISCUSSION</p>	
<p>a) <u>Council Elections – Implications for the Hereford Enterprise Zone</u> AN outlined the results of the recent local elections, and stated that discussions between parties were being undertaken with a view to forming a coalition administration. This would be approved by full Council on 24 May.</p> <p>All new councillors had attended an induction session, and it was noted that the Board was also keen to talk to and show the new Leader, Cabinet members and councillors the work of the Zone at the first opportunity.</p> <p>It was agreed that in the first instance a briefing note outlining progress be prepared for board members, for subsequent use in discussions with councillors. In addition to the usual key outputs, this would include environmental measures adopted for all new builds</p>	<p>MP</p>

<p>and sustainable travel measures. AN, RB and RA would advise on timing of a councillor site visit/briefing.</p> <p>Discussions turned to the next tranche of capital investment for which a Cabinet member decision was awaited. There was a clear business case around this investment i.e. sales were dependent on it, and would result in capital receipts and business rates income until 2038. The decision was scheduled for June. It was noted that the Shell Store and Cyber Centre contracts were already let.</p> <p>The new administration would be carefully reviewing all the bypass plans and new build proposals at their earliest opportunity.</p> <p>b) <u>Board Recruitment</u> AMC outlined the progress that had been made with the recruitment process for additional Executive Board members. He reported that following advertisement placed in the local press and online, 12 expressions of interest had been received and 4 candidates had been invited to attend for interview on 8 May (3 of the 4 attended on the day). CVs had been circulated with Board papers, and additional information on the candidates was provided at the meeting.</p> <p>It was noted that the constitution of Hereford Enterprise Zone Limited required Board membership be recommended by the Executive Board to the Members' Board for approval and appointment. The constitution allowed for the Managing Director plus seven individuals to constitute the Executive Board but also allowed for more as agreed by the Members' Board. There were seven Board members/places currently, so approval would need to be secured for 2 additional places should the Executive Board accept the recommendations in the report.</p> <p>It was agreed that:</p> <ol style="list-style-type: none"> 1. The Board noted the steps taken in the recruitment process. 2. The Board recommended to the Members' Board the appointment of 2 new Executive Board members, and accordingly their appointment as Directors of Hereford Enterprise Zone Limited. 3. The Board deposes the Chair and Managing Director to take the necessary actions with the Members' Board. 4. The 2 new Board members be invited to attend the July Board meeting. 5. Chair and Managing Director to contact the fourth candidate later in the year. 	<p>AMC / MP</p>
<p>7. MANAGING DIRECTOR'S REPORT</p>	
<p>The Managing Director's report was received and contents noted.</p> <p><u>Sales progress</u> 3 site maps were presented showing plot sales to date, land made ready for development by investments in infrastructure to the end of 2018/19 and a development plot plan.</p> <p>TG requested that HMS Engineering and the Goodwin container business be shown on all the plans.</p>	

<p><u>Shell Store</u></p> <p>NW reported that the designs of the interior finishes would be agreed within the next couple of weeks, and that NK would be meeting with MP and the project manager and contractor on 28 May.</p> <p>An Open Day was being planned for mid-June to give key stakeholders an opportunity to see progress to date.</p> <p>NW and MP were preparing a brief in order to undertake a soft market testing exercise prior to procuring an operator for the centre. Different operating models were being considered.</p> <p><u>Inward Investment Activities and Event & Exhibitions</u></p> <p>Following a tour of the priority opportunities in the City, Berrys had indicated investor interest in the Zone. This was being followed up.</p> <p><u>NMiTE</u></p> <p>NMiTE were still considering options for renting space in the Shell Store and development of the adjacent plot. Their funding was dependent on outputs and this needed to be considered in any decision to locate on the Zone. RA had been working with the university on the next phase of development.</p> <p>The Board was keen to see the university on the Zone but would need to have a decision within the next few months.</p>	<p>NW/MP</p>
<p>8. HOTEL / PUB / RESTAURANT</p>	
<p>CI reported that he had been in contact with Travelodge but they did not have a requirement for a further site in Hereford. Another hotel group needed sites to be a minimum of 2.5 acres.</p> <p>It was agreed that CI, NK and MP meet to identify sites on the Zone that could be suitable for a hotel with pub/restaurant before having any further discussions with hotel chains, and to report back to the next meeting.</p>	<p>CI / NK / MP</p>
<p>9. SKYLON TOWER</p>	
<p>NK reported on recent progress in sourcing a company based in Hereford able to fabricate the complete Skylon structure. A quotation was awaited. NK agreed to examples of the external skin finishes to the next meeting.</p> <p>Once the full cost was known, AMC and NK would be seeking an opportunity to meet with the Chief Executive Leo Quinn to pitch the project. RB agreed to seek advice from Dean Banks, Managing Director of BBLP, whether this direct approach would be the best route.</p> <p>Should this funding route not be successful, an alternative solution such as sponsorship or crowd funding, would be considered.</p> <p>RB confirmed that as the planning consent would expire in April 2020, he would seek clarification from planners as to what constituted a start on site.</p> <p>AMC thanked NK for his continuing efforts on this project, which all agreed would make a big impact on raising awareness of Skylon Park.</p>	<p>NK</p> <p>RB</p> <p>RB</p>

10. ANY OTHER BUSINESS	
<p><u>Skylon North</u> TG was due to meet with MP and planners on 30 May to discuss the Goodwin Trust proposal to develop the land to the north of the Woodstock trading site.</p> <p><u>Sale of North West Corner of Chapel Road</u> It was noted that following a Board recommendation on the sale of this site, a Council decision was awaited.</p> <p><u>Great Places Hidden Gems grant bid</u> It was agreed that a letter be sent on behalf of the Board to Rotherwas Together and Herefordshire Lore's in support of their bid for funding. The project was for a website and leaflet which would promote A Walk Through Rotherwas, a walking tour which would highlight the key historic sites.</p>	MP
11. DATES OF FUTURE MEETINGS	
Executive Board - 2.00pm on 22 July	
Members' Board - tba	

Signed.....

Date22 July 2019.....