



**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
22 JULY 2019**

Present:	In attendance:
Andrew Manning Cox (AMC) Chair	Nick Webster (NW)
Charles Ingleby (CI) Vice Chair	Dorothy Coleman (DC)
Kerry Diamond (KD)	Geoff Hughes (GH) for item 4
Tracey Goodwin (TG)	Toby Kinnaird (TK) for item 4
Dawn Hardman (DH)	
Neil Kerr (NK)	
Mark Pearce (MP)	

	ACTION
1. WELCOME	
AMC welcomed Kerry Diamond to the meeting as a new Board director. MP confirmed that he was arranging an induction visit for Kerry.	MP
2. APOLOGIES FOR ABSENCE	
Councillor David Hitchiner, Councillor Trish Marsh, Scott Kean, Alistair Neill, Sharon Smith, Richard Ball, Roger Allonby	
3. DECLARATIONS AND REGISTER OF INTEREST	
The Register of Interest had been circulated with the agenda. All agreed to update the register as necessary.	All
4. NMiTE proposal	
<p>AMC welcomed Geoff Hughes and Toby Kinnaird to the meeting. Following an update on the development of the new university, they presented a new proposal for the development of a site on the North Magazine.</p> <p>The proposal had yet to be presented to the Council and the Marches LEP; EZ Board consideration was an essential first step.</p> <p>If the project gained support, the timetable for progressing this proposal was as follows:</p> <p>Sept/Dec 19 – Secure purchase of 4 acres in north magazine of Enterprise Zone Jan 20 – Develop site plans Apr 20 – Commence ground works July 20 – Commence building works on Building 1 Jan 21 – Complete building works and start fit out Apr 21 – Building 1 opens</p> <p>GH and TK left the meeting.</p>	

<p>The Board discussed the proposal and considered its merits, deliverability and fit with EZ priorities. It was agreed to support the principle of selling plot N24 (3.9 acres) to NMiTE for the purpose outlined, at full market value with the transaction to be completed by the end of the financial year, and be subject to appropriate conditions and milestones. MP to advise GH and TK.</p>	MP
5. MINUTES OF MEETINGS HELD ON 20 MAY AND 8 JULY 2019	
<p>The minutes of the Executive Board meeting held on 18 March were approved as a correct record and signed by the Chair.</p> <p>The minutes of the Members' Board meeting held on 8 July were also received and noted.</p>	
6. ACTION LIST AND MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
<p><u>Direct development</u> – to be followed up later in the year.</p> <p><u>Marketing campaign</u> – not yet advanced. To be included as part of wider marketing discussion.</p> <p><u>Site/Infrastructure Manager</u> – in post.</p> <p><u>Signage</u> – MP had spoken to large scale land owners on the Estate but progression was dependent on approval of the capital budget.</p> <p><u>Council elections – implications for HEZ</u> – Briefing packs had been prepared and circulated to councillors.</p> <p><u>Great Places grant application</u> – awaiting outcome.</p>	RA MP
7. CHAIR'S REPORT	
<p>AMC presented a verbal report.</p> <p>It was noted that Council representatives had been unable to attend today's meeting due to a Cabinet and Management Board away day. The new Council administration was continuing to review and consider their position on a number of existing projects, and determining their own priorities. It was noted that a decision on the Hereford Transport Package was awaited, and understood that options being considered were to go ahead, pause to review options, or cancel. In the interim, a decision had been taken to commission work necessary to implement the planning permission for the project.</p> <p>A decision on the drawdown of the EZ capital interventions phase 5 budget from the previously approved allocation was also awaited. In order to familiarise cabinet members with the work of Skylon Park, MP had produced a briefing pack setting out the Zone position, achievements and current priorities, which had been sent to the Leader and other councillors. He had also met some cabinet members and shown them around the Park.</p> <p>MP and NW would be attending a cabinet briefing to present the capital interventions report and answer members' questions. It would be emphasised that there was plenty of work to be undertaken on the zone, and scope to accommodate a number of additional investors, which was not dependent on the bypass decision. The Board to be informed of</p>	MP/NW

<p>Cabinet member decision when taken. Should the report not be approved, a special meeting of the Board would be called.</p> <p>Despite the delays in budget allocation, other work was continuing as normal. AMC and MP had attended the 3CDSE dinner at Eastnor Castle on 16 July and the Expo on 17 July, when the focus of our exhibition stand had been the Cyber Quarter, Midlands Centre for Cyber Security. Professor Prashant Pillai of the University of Wolverhampton had given a talk on cyber security which had received a lot of interest from attendees.</p> <p>Work on both the Cyber Centre and Shell Store projects was progressing and were covered in the Managing Director's report.</p>	
<p>8. ITEMS FOR DISCUSSION</p>	
<p>a) <u>Marketing approach</u></p> <p>NK referred to discussions around the Skylon brand at previous meetings, and noted that the Skylon Park profile would continue to grow by publicising achievements, events and developments as they occur. The Shell Store, Cyber Centre and Skylon Tower would all help to raise awareness to a wider audience.</p> <p>He stressed that it was important that the brand was not diluted or fragmented as that could reduce its impact. However once the Shell Store was up and running as an innovation and start-up centre, the model and brand could be used for start-up centres in the market towns.</p> <p>There was a discussion on the masterplan design guide produced by Studio Egret West. It was suggested that the design guide be circulated to board members as a reminder.</p> <p>b) <u>EZ enquiries</u></p> <p>MP would present a report on recent enquiries to the September meeting.</p>	<p>DC</p> <p>MP</p>
<p>9. MANAGING DIRECTOR'S REPORT</p>	
<p>The Managing Director's report was received and contents noted.</p> <p><u>Sales progress</u></p> <p>MP outlined the current position on plot sales under negotiation including plots N16, N26 and N3. Although N16 was ready for development, other sites were dependent on the approval of the capital budget for further infrastructure investment prior to sale. There had also been some interest from developers in recent weeks.</p> <p><u>Marketing</u></p> <ul style="list-style-type: none"> ● Inward Investment Activities and Event & Exhibitions <p>As reported by AMC, he and MP had attended the 3CDSE dinner on 16 July and the team had manned a stand at the Expo on 17 July. The primary focus of the stand had been the cyber centre, and a good deal of interest had been generated by Professor Pillai's talk at the conference.</p> <p><u>Infrastructure</u></p> <ul style="list-style-type: none"> ● Straight Mile Cycleway/Walkway <p>Landscaping works were being designed and implementation would be dependent on financial resources being available.</p>	

10. HOTEL / PUB / RESTAURANT	
<p>CI, NK and MP had met on site to consider options, and had identified a potential site on a triangle of land between Skylon South and Skylon South Magazine. TG suggested that Bloor Homes may be interested in including a hotel in their plans, on land to the east of the proposed roundabout off the access road. However, this land would be classified as B1, B2, B8 under the new LDO.</p> <p>In order to progress the idea, it was agreed that MP would write a brief outlining the requirements, for further consideration and pitching to interested parties.</p>	MP
11. SKYLON TOWER	
<p>NK summarised progress to date. Early costs indicated that a budget in the region of £200k plus contingency would be needed to undertake the project, all of which would need to be by private donations.</p> <p>It was agreed that RB continue to seek a meeting with Balfour Beatty, to include NK, AMC and MP, late September/early October (before next meeting if possible). In order to retain planning consent a start on site was needed before April 2020.</p> <p>AMC thanked NK for his continuing efforts on this project.</p>	RB
12. ANY OTHER BUSINESS	
<p><u>Chapel Road sale</u> TG asked whether the proposed sale of units on Chapel Road would be affected should an eastern bypass become the preferred route. This was not considered to be an issue affecting the sale.</p> <p><u>Chair of Marches LEP</u> AMC advised that the Marches LEP were recruiting a new Chair and agreed to circulate the details.</p>	AMC
13. DATES OF FUTURE MEETINGS	
<p>Executive Board - 2.00pm on 16 September</p> <p>Members' Board – 16 September, following the Executive Board meeting (tbc)</p>	

Signed.....

Date16 September 2019.....