

**HEREFORD ENTERPRISE ZONE  
EXECUTIVE BOARD  
22 SEPTEMBER 2015**

<b>Present:</b>	<b>In attendance:</b>	
Bill Jackson (BJ) Chair	Nick Webster (NW)	
Tracey Goodwin (JG)	Dorothy Coleman (DC)	
Geoff Hughes (GH)	Alasdair MacDonald (AM)	For item 3
Neil Kerr (NK)	Andrew Hardiman (AH)	
Mark Pearce (MP)	Andy Hicks (AHs)	
Councillor Graham Powell (GP)	Alan Crawford (AC)	
	Jeremy Callard (JC)	

	<b>ACTION</b>
<b>1. APOLOGIES FOR ABSENCE</b>	
Glyn Morgan	
<b>2. DECLARATIONS OF INTEREST</b>	
As per Register of Members' Interests.	
<b>3. PRESENTATION ON HOLME LACY ROAD IMPROVEMENT PROPOSALS BY BALFOUR BEATTY</b>	
<p>The Chair welcomed Alasdair MacDonald, Andrew Hardiman and Andy Hicks from Balfour Beatty Living Places who were attending to present proposals on the Holme Lacy Road improvements, aimed to meet the planning obligations of the access road planning consent. Alan Crawford from JMP, who are delivering the Zone's travel plan, was also in attendance for this item.</p> <p>This presentation was part of a consultation exercise which included key stakeholders, councillors, public transport providers and emergency services. AM explained the context of the proposals, policy, budgetary and time constraints, community concerns, safety, user requirements, and the need to ensure that air and noise pollution, and congestion were not increased. Broader proposals had been considered by the local member Councillor Summers and parish councillors, and options for the section on both sides of the Hoarwithy Road roundabout had since been reduced to two:</p> <ol style="list-style-type: none"> <li>1. Reduced width of Holme Lacy Road , provision of 2 additional controlled pedestrian crossings with harsh vertical features (raised tables), cycle and pedestrian provisions</li> <li>2. Reduced width of Holme Lacy Road, provision of 2 additional controlled pedestrian crossings with raised carriageway surfacing, cycle and pedestrian provisions.</li> </ol> <p>NK suggested a more prominent change of colour on the crossing rather than a change of road height, and also tree planting along the route to enhance the environment. AM stated that the raising of the road met the requirements of less able pedestrians and</p>	

<p>was consistent with the crossings in the city centre.</p> <p>The Board supported option 2, and BBLP agreed that key business stakeholders would be included in the consultation exercise.</p> <p>Other proposals relating to the approach to the railway bridge and active travel modes / additional cycleways, and other measures that would encourage use of the access road would then follow through the Local Transport Plan (LTP) and in the South Wye Transport Package (SWTP).</p> <p>The LTP and SWTP were being drafted and key schemes identified for 2016-17. JC agreed to send the draft LTP to MP for comment by the end of September, and would also consult JMP. This was the opportunity to delineate projects that helped deliver the EZ travel plan objectives within the wider Hereford context. A consultation exercise would follow in October. AM referred to a workshop that was being arranged and agreed to send an invitation to MP. The final report on the LTP would be submitted for Cabinet approval in December and full Council before the end of the financial year.</p>	<p><b>JC</b></p> <p><b>AM</b></p>
<p><b>4. MINUTES OF MEETING HELD ON 21 JULY 2015</b></p>	
<p>The minutes of the meeting held on 21 July were approved as a correct record.</p>	
<p><b>5. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</b></p>	
<p><u>Skylon Model</u></p> <p>Further to the presentation at the previous meeting it was suggested that a sponsor(s) needed to be found before the detailed design was agreed, and that an engineer be approached for a revised costing.</p> <p>It was agreed that an appropriate location on Zone land be reserved for a Skylon.</p> <p><u>Minute 6b - New Enterprise Zone Programme</u></p> <p>A Marches Market Towns Enterprise Zone bid had been submitted to government by the LEP on 18 September which included sites at Ross-on-Wye (Model Farm) and Oswestry (Oswestry Innovation Park) totalling 40 hectares. The sector focus would be agri food and drink. Governance arrangements would be considered in more detail if the application was successful, but it was anticipated that the Ross site would come under the existing Hereford Executive Board, with a new function set up for Shropshire.</p> <p>A decision on the new programme was expected as part of the Autumn Statement in November.</p>	<p><b>NK/MP</b></p>
<p><b>6. ISSUES FOR DISCUSSION/DECISION</b></p>	
<p><b>a) Preserving the land corridor in the Enterprise Zone for a future Eastern River Crossing</b></p>	

<p>MP presented options for preserving a land corridor for a future eastern river crossing produced by traffic engineer consultants Robert West.</p> <p>Option 3, which would release additional development land, with a northern connection to the rest of the site and modest impact on Chapel Road land, was agreed as the preferred option. MP to follow up implications in terms of land take.</p> <p><b>b) Sales issues/plot disposals</b> MP gave details of a new company interested in investing on Skylon Central and the Board confirmed their eligibility.</p> <p>TG explained the proposed location on Skylon North for a new investor reported at the previous meeting. It was agreed that TG's design consultant speak with Robert West to clarify boundaries.</p> <p><b>c) Sustainable Energy project</b> MP sought Board endorsement of a potential sale of a strip of land along the boundary of Skylon North Magazine to widen Beech Lane should this project proceed in the location previously discussed, and this was agreed.</p> <p>TG reported that an alternative site outside the EZ boundary was also being considered which had a number of benefits for both the company and a charity which was also considering locating on the site. He understood that a planning application would soon be submitted, following which he would seek revised milestones from the client.</p> <p><b>d) Business Rate Valuations</b> MP reported that the DTZ funding mechanism had been based on District Valuer estimates for the new premises, and that there was a need for these to be revisited on the basis of actuals to date.</p> <p>GP agreed to speak to the Director of Resources.</p>	<p style="text-align: center;"><b>MP</b></p> <p style="text-align: center;"><b>Robert West TG MP</b></p> <p style="text-align: center;"><b>TG</b></p> <p style="text-align: center;"><b>GP</b></p>
<p><b>7. MANAGING DIRECTOR'S REPORT</b></p>	
<p><b>a) Sales Progress</b> MP updated the Board on progress with sales, and provided details of issues being faced in relation to some of the sales. Negotiations were continuing with a number of projects with Heads of Terms and site preparations underway.</p> <p><b>b) Marketing</b> <u>Communications and PR</u> The Board complimented the Chair on his two recent Talking Point articles in the Hereford Times. These would continue on a monthly basis, and BJ said he intended to use them to generate comment and discussion on the need for improvements to the</p>	

<p>A49 (Oct) and the western link road (Nov). NW agreed to obtain accident statistics for the A49 from Steve Burgess.</p>	
<p><u>Opening of Skylon Court</u> The Board discussed the formal opening/launch of Skylon Court, the opening of Wolverhampton University's Business Solutions Centre and the proposed location within that Centre of the Growth Hub. It was agreed that BJ would send an invite to Jesse Norman MP to open one of the projects, and ask him to encourage a Ministerial visit to open one of the other projects and to see the full range of progress on the EZ. MP and NW to sort out the details.</p>	<b>NW</b>
<p><u>Inward Investment Activity and Events &amp; Exhibitions</u> The team had exhibited at DSEI at the Excel, London from 15-18 September. 36 appointments had organised across the 4 days and a number of other useful contacts made through visitors to the stand during the event. The contacts were now being followed up.  It was noted that the Hereford Cathedral Magna Carta had commenced its Global Tour which included displays in China, Luxembourg, Malta, Portugal and Singapore.</p>	<b>NW/MP/BJ</b>
<p><b><u>c) Infrastructure</u></b> <u>Broadband</u> The procurement bidding round for the appointment of a joint venture partner to deliver ultrafast broadband services to the Zone had ended on 18 September. Bids received would be evaluated this week and if the requirements were met, then terms would be negotiated with the selected partner.  <u>Landscaping/site works</u> A landscape designer had been appointed to carry forward the works along the Straight Mile. Design proposals would be presented to the December meeting.</p>	
<p>NK raised the issue of signage and suggested that a signage Masterplan was needed to outline style, locations, primary and secondary points etc.</p>	<b>MP</b>
<p><b><u>d) Direct Investment</u></b> <u>Skylon Court</u> Practical completion of the building was scheduled for 23 September, following which the University of Wolverhampton would commence the fit out of Block B. MP outlined the proposals they had for the Business Solutions Centre and agreed to circulate a copy of the plan for the centre.  <u>Skylon Place (formerly S5)</u> Construction work is proceeding well, with advanced negotiations continuing with one</p>	

<p>tenant for the larger unit and draft Heads of Terms prepared for a potential single occupant for the smaller unit.</p> <p><u>Innovation Centre</u> An outline bid for ESIF funding was being prepared for submission by 25 September. The processes were still being bedded down but it was hoped that full approval for the funding could be secured by April 2016.</p> <p>NK understood that other new sources of funding were available and NW agreed to follow this up.</p> <p><b>e) Business Support and Networking</b> <u>Engagement with Qinetiq</u> A series of seminars were being arranged for the Zone by Qinetiq, the first scheduled for 29 September focussing on Innovation in Defence and Security. DC agreed to register members for the event.</p> <p>A further three events would take place, and all would aim to maximise ambition and opportunity for local businesses.</p>	<p style="text-align: center;"><b>NW</b></p> <p style="text-align: center;"><b>DC</b></p>
<p><b>8. RELATED PROJECTS</b></p>	
<p><b>Heritage Project</b> The outcome of the HLF application was expected at the end of September.</p>	
<p><b>9. ANY OTHER BUSINESS</b></p>	
<p>There was no other business.</p>	
<p><b>10. DATE OF NEXT MEETING</b></p>	
<p>2.00pm on Tuesday 20 October</p>	