

**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
29 January 2018**

Present:	In attendance:
Andrew Manning Cox (AMC) Chair	Dorothy Coleman (DC)
Tracey Goodwin (JG)	Nick Webster (NW)
David Harlow (DH)	
Geoff Hughes (GH)	
Charles Ingleby (CI)	
Neil Kerr (NK)	
Mark Pearce (MP)	

	ACTION
1. APOLOGIES FOR ABSENCE	
Sharon Smith	
2. DECLARATIONS AND REGISTER OF INTEREST	
As per Register of Members' Interests.	
3. MINUTES OF MEETING HELD ON 5 DECEMBER 2017	
The minutes of the meeting held on 5 December were approved as a correct record and signed by the Chair.	
4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
<p><u>Minute 8b – Marketing: Communications and PR</u></p> <p>It was noted that the LEP PR contract expired at the end of March and that the opportunity would be going out to tender shortly. MP was happy for the contract to include EZ PR, but it was suggested that the EZ consider making an additional contribution to the contract in order to secure sufficient guaranteed time commitment for the Zone's requirements. MP and AMC to determine EZ requirements and advise the LEP.</p> <p><u>Minute 8d – Business Support and Networking</u></p> <p>MP had spoken to Sharon Smith about possible topics for business support events and would be discussing further.</p>	<p>MP/AMC</p> <p>MP/SS</p>
5. CHAIR'S REPORT	
<p>AMC presented his report, drawing particular attention to the following points which were discussed:</p> <p>1. <u>Goodwin Trust</u></p> <p>In order to familiarise himself with the Goodwin Trust land and development proposals, he considered that a meeting and site visit would be beneficial. TG explained the Trust's current proposals were to build units to rent in part to relocate</p>	

<p>businesses currently on the land to be developed at Skylon South. It was agreed that AMC and TG (and possibly other family members) arrange to meet.</p>	AMC/TG
<p>2. <u>Board meetings</u> Members felt that 6 meetings per annum would be preferable to 8. Meeting dates later in the year to be reviewed.</p>	DC
<p>3. <u>Improving Board member diversity</u> As the Board had capacity for additional members, nominations be considered for people to complement the skills already represented, and particularly to improve the Board's diversity. This item to be on the agenda for future meetings.</p>	ALL
<p>4. <u>Future planned visits</u> All meetings with key influencers to date had been very positive and optimistic. In addition to the list of future planned visits, and at the Board's suggestion, AMC would also meet with Bill Wiggin MP, Council political group leaders and Keepmoat.</p>	AMC
<p>5. <u>Corporate governance training</u> AMC would work with SS to arrange corporate governance training for members on a Board meeting date.</p>	AMC/SS
<p>In response to a question, MP confirmed that the company does not trade. Members' liability was limited to £1 in company articles. Sales decisions remained with the landowners, and the Council funded the infrastructure investment through its due financial processes.</p>	
<p>AMC confirmed that his intention was to produce a monthly report on his EZ activities for circulation to the Board.</p>	AMC
6. ITEMS FOR DISCUSSION	
<p>a) <u>Capital Interventions</u> MP presented his report which comprised a review of progress and spend to date on the current tranche of capital interventions, and indicative figures for the next phase of works.</p> <p>The next phase of proposed works included ground raising works to meet the flood level requirements, access roads to open up plots, utility provision to the North Magazine, C1 and other plots, ground and plot work activities including landscaping, fencing etc., and signage interventions.</p> <p>Future tranches would include the infrastructure needed to make Skylon South development ready - the details of which were not yet known but would include a new roundabout onto the B4399. It was suggested that a programme be drawn up for the remaining allocation to enable future works to be planned.</p>	

<p>The Board:</p> <ul style="list-style-type: none"> a) Noted progress with the current round of capital interventions b) Agreed with the proposed next phase on interventions, and asked MP to work with the Council to secure approval and draw this resource down for the necessary projects. c) Agreed that MP bring an options paper for use of the remaining Council allocation for the EZ to a future Board meeting. <p>b) <u>Direct Development on the EZ</u> DH advised the Board that the Council had allocated £40m for development purposes over the next 2 years from the sale of its assets.</p> <p>MP reported that the EZ team had received a number of enquiries over recent months from companies in the EZ's priority sectors who were looking for high quality industrial space in the order of 8 – 10,000 sq ft. There was a potential site where units of this size could be built for rent and possibly buy in the longer term, on a design and build basis, and this could be done within a relatively short timeframe. He referred to previous direct developments on the EZ, Skylon Court and Skylon Place which were both fully let within 6 months of completion. MP had previously provided DH with the costs of these developments and the value generated. An alternative to design and build could be to use the Council's developer Keepmoat.</p> <p>It was therefore suggested that MP prepare a business case paper, and that NW work out the best route for obtaining a Council decision for this. As time was of the essence, the paper could be circulated around the Board and a decision taken by written procedure.</p> <p>The Board saw this as a one-off opportunity and agreed:</p> <ul style="list-style-type: none"> a) That MP soft test the idea of a 8-10.000 sq ft units with a couple of potential clients to gauge their appetite, and draft a paper to include resource impact, for circulation to the Board by 19 February b) That NW enter the topic on the Council's forward plan. <p>c) <u>Investor interest A</u> There was a confidential discussion on options relating to a potential investor interest on the Zone, and action was agreed.</p> <p>d) <u>Investor interest B</u> There was a confidential discussion relating to a site under sale negotiation and action was agreed.</p> <p>e) <u>New enquiries</u> MP reported to the Board about 2 new enquiries that had been received. One was considered suitable for locating on the Zone and it was agreed that MP progress the</p>	<p>MP</p> <p>MP</p> <p>MP</p> <p>MP</p> <p>NW</p> <p>NW</p>
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<p>interest. The second was interested in land which was Council owned but not on Zone land, so it was agreed that the enquiry be passed on to the Council's Property Services Team.</p> <p>f) <u>Signage</u></p> <p>MP presented his report on the history and current approach to signage on the Zone and Estate. The EZ's approach had been to introduce, improve and update signs on an incremental basis. Activity to date had included 'Welcome signs', inner estate information signs and new development signs. Plans showing the locations of these signs were displayed.</p> <p>The next phase planned was to install a 6m x 6m 'Welcome' sign near the start of the Rotherwas access road/A49 roundabout. Planning consent and permission from the Highways Authority needed to be obtained. Inner estate signage continued to be reviewed and updated at key business cluster locations. Signs continued to be positioned to highlight EZ development, and if necessary, reinforce land availability.</p> <p>There had also been engagement with the Council and Parish Councils over wider transport access by haulage, and an application had been made to Highways England to update the green traffic sign approaching the Rotherwas Access Road roundabout on the A49 to add direction to Skylon Park.</p> <p>A large business directory sign with a map of the whole of Rotherwas and the EZ was now being planned, to be located in a layby on the access road.</p> <p>Internal estate directional signs were also being reviewed.</p> <p>NK recognised this a great opportunity to refresh the branding introducing a hierarchy of signs and a design guide to explain how the branding is to be used.</p> <p>It was agreed that NK work with MP on a specification for this work and would report back to the next meeting.</p>	<p>NK/MP</p>
<p>7. DISCRETIONARY BUSINESS RATES RELIEF FROM APRIL 2018</p>	
<p>MP informed the Board that the Council had formally agreed to establish a local Rates Relief Scheme for the EZ from April 2018. Each new investor would be required to complete a form to determine eligibility for business rates relief and the Zone Board would make a recommendation to the Council's Rates team. The Council would give a clear statement of intent on rates relief as was possible given the constraints around the relief award. A formal decision of rates relief for each project would follow provided the investor built what was planned within the specified time period.</p> <p>The Board noted the report.</p>	

8. ROTHERWAS ROYAL ORDNANCE FACTORY (ROF) PROJECT	
<p>NK outlined the key successes of this project as follows:</p> <ul style="list-style-type: none"> • In 2016, 763 people attended 19 project related public events • In 2017 4530 people attended 38 project related public and group events culminating in the finale event with Kate Adie at the Courtyard Theatre • Rotherwas ROF Facebook page went live in October 2015 and reached more than 139,000 people in 2017 • 14,300 people reach through a post about the Prime Minister meeting 3 ‘Canary Girls’ • Approx 3600 munitions workers names and recollections have been recorded to be made accessible to the public via a Touch Table and the Herefordshire History website • Met with MOD representatives at base in Cheadle Hulme. Hopeful that MOD will release records to the public domain and for HARC to become the home to a national list of wartime munitions workers. • Budget of £101,000 and spend of £87k due primarily to Kate Adie waiving her fee. <p>Volunteers are continuing to work on the project, with a view to working on a possible second HLF project application to digitise the records.</p> <p>The Board thanked NK for leading on this project and asked him to pass on their thanks to the Council officers and volunteers who had contributed to its success.</p>	NK
9. MANAGING DIRECTOR’S REPORT	
<p>The Managing Director’s report was received and noted. MP drew particular attention to the following:</p> <p>9.1 Sales Progress</p> <p>MP reported that 31 acres had been sold, committed or developed direct, and that 24 acres were under negotiation.</p> <p>The client timelines circulated with the agenda were reviewed. He advised that 2 clients were awaiting completion of groundworks before signing contracts.</p> <p>Progress on sales activity was noted.</p> <p>9.2 Marketing</p> <p><u>Communications and PR</u></p> <p>Amy Bould of BeBold PR would attend the next meeting to present the EZ PR Strategy for 2018/19.</p> <p><u>Inward Investment Activity and Events & Exhibitions</u></p> <ul style="list-style-type: none"> • MIPIM 2018 	MP

<p>The Department for International Trade would be including the North Magazine as part of the Midlands Engine Investment portfolio which would be showcased at MIPIM in Cannes in March. NW and DH were attending as part of a Marches LEP delegation.</p> <ul style="list-style-type: none"> • Cyber: Partnership working with Maryland Arrangements were being made for a return visit to Maryland at the end of February to explore detailed business opportunities with key economic development partners. <p>9.5 Direct developments</p> <p><u>Shell Store: Incubation and Development Application Centre</u></p> <p>MP and NW were continuing to work with Shropshire and Herefordshire Council’s legal teams on the terms of the loan agreement. When agreement has been reached, MP agreed to inform Board members.</p> <p>Once all the contractual issues had been resolved and the funding package cleared, the design team would be mobilised, and the procurement process could begin. NK would be invited to meet with the project architect.</p> <p><u>Centre for Cyber Security</u></p> <p>The University of Wolverhampton had met with the Council to discuss draft Heads of Terms for a joint venture agreement. The proposition was being taken through the Council’s due process. The University were hoping to be able to start on site in late May.</p> <p>9.6 Future land availability/readiness</p> <p><u>Skylon South</u></p> <p>TG hoped that the Goodwin Trust would be in a position to respond to the Council’s offer in the next few days.</p> <p>9.7 Other projects</p> <p><u>Skylon Tower</u></p> <p>NK confirmed that the structure had been designed and he had met with a local fabricator and also with Painter Brothers about construction and funding. He anticipated that the building of the tower would take 2 - 3 months.</p> <p><u>Chapel Road development</u></p> <p>MP reported on interest in land on Chapel Road. The Board agreed to proceed as previously agreed.</p>	
<p>10. ANY OTHER BUSINESS</p>	
<p><u>EZ vision</u></p> <p>CI suggested that the vision for the EZ should be articulated in terms of types of occupiers and jobs for the overall site, and particularly for the North Magazine land. MP suggested that it was not a straightforward matter as the Board had been keen to support developing local businesses in addition to high quality jobs.</p>	

<p>This would be further considered at the next meeting.</p> <p><u>Economic Impact Assessment</u></p> <p>In order to demonstrate the success of the Zone, it was agreed that the wider impact of the developments needed to be quantified. It was acknowledged that although there had been a net increase in job numbers, the full impact would not materialise for a number of years. It was agreed that initial conversations would be held with University contacts with a view to commissioning an economic impact assessment to demonstrate the original and current position, and then a final position in a few years' time.</p>	<p>MP</p> <p>AMC</p>
<p>11. DATES OF FUTURE MEETINGS</p>	
<p><u>Executive Board</u> - 2.00pm on 16 April, 4 June, 23 July, 10 September, 22 October, 3 December at Rural Enterprise Centre</p> <p>N.B. Some of the above dates may change</p> <p><u>Members' Board</u> – 3.30pm on 19 March at The Clive, Ludlow</p> <p>October meeting tba</p>	

Signed.....

Date5 March 2018.....