



SKYLON PARK

Hereford
Enterprise
Zone

Developed
with
business
in mind

Herefordshire
you can



Skylon Park is a free thinking, world class business landscape.

A place where leading businesses are enabled and inspired to be the best they can be and their people can live life to the full.

Our brand is inspired by the Skylon of 1951, the centrepiece of the Festival of Britain, which was designed and manufactured in Herefordshire. This is the spirit of innovation, ambition, courage and drive which we hope will encourage and nurture like-minded businesses on Skylon Park.

Skylon Park is located within Rotherwas the largest and most strategically important employment area in Herefordshire and is already home to over 125 companies employing in excess of 2,500 people. Building on this success £20m has been invested in infrastructure which makes Skylon Park available for immediate development.



Skylon Park, Hereford Enterprise Zone: developed with business in mind

'We are Ready'

Land in Skylon Park is available NOW, with ready to build services and infrastructure in place. The 72 hectare site is in one contained area and with some of the lowest land values in the UK this represents excellent value for money.

Sector specialisms

We have targeted sectors where businesses are already doing well, giving new businesses the opportunity to grow within a network of existing and successful businesses.

Best-in-class support package

Our dedicated team can offer you a best in class support package and a compelling business case as to why you should locate your business to Skylon Park.

Talent and opportunities

Skylon Park will be focusing on local talent, graduates and academics contributing to the work force within Herefordshire as well as attracting talent to Skylon Park.

In the heart of the UK and Europe

Located within an hour and a half drive of three international airports and a 3 hour drive to London Heathrow and London itself, Skylon Park is perfectly placed to allow your business to expand and flourish.

Great quality of life

Herefordshire has this to offer in abundance and with work/life balance being the second most important driver of employee attraction and commitment it makes Skylon Park and the surrounding area the ideal place to invest, develop, work and live.

Why locate your business in Skylon Park?

Business rate reduction

Worth up to £275,000 per business over a five year period.

Simplified planning process

In principle, planning is already approved for the majority of investors.

Superfast broadband

We will be delivering Superfast Broadband to the Park in 2013.

Increase in business profile

Locating your business to Skylon Park will give you an enhanced international profile and favoured treatment from UKTI. Skylon Park is part of one of the government's key economic policies, visited by the Prime Minister, David Cameron and the Communities Secretary, Eric Pickles and has the highest political support.

Clustering and supply chain boosts

Businesses from the same sector are encouraged to cluster together for mutual benefit.





The business park has been designed into a countryside setting and has allocated pockets of plots as 'clearings in the woodlands' complementing Herefordshire's rural heritage.

What we are trying to create:

Not just another Business Park

The creation of high quality business space and a vibrant, dynamic business community in an attractive historic setting.

Excellent leisure facilities

High quality leisure facilities including conferencing, meeting space, café and restaurant.

Design values of the Park

A positive market perspective of Skylon Park as a place to invest, develop and work is heavily influenced by the design and planning of the park both in the attractiveness of the buildings and the high quality, well maintained soft landscape. This achieves the sense of a unified and identifiable place.

Local benefits

5 minutes to the city centre and railway station
2 minutes to the A49 & trunk road network
supply chain opportunities right on your doorstep

We also offer a soft landing package which includes grants, business support, advice and networking opportunities.

Building on our heritage. Defence and Security.

Skylon Park will have a strong focus on the Defence and Security sector. This will build on the deep rooted association Hereford has with the UK special forces as the base of the SAS, a globally recognised name from the Defence sector. The existence of other key sites, DERA/QinetiQ in Malvern and GCHQ in Cheltenham demonstrates a local cluster of strategic sites from which Skylon Park can draw. There is an inevitable emergence of businesses in the Security sector; Herefordshire has 85+ businesses in this sector already, a number of which have been set up by ex-military personnel which have engaged in the Special Forces supply chain utilising their specialist skills to maximise business opportunities.

Case study



IA Technology is a specialist electronics design and manufacturer for a number of industries, most notably Aerospace and Defence. The business was started in Herefordshire in 1976 and has continued to thrive over this time. Conveniently located near to a hotspot of aerospace/defence activity from Bristol right up to Birmingham, the West Midlands area has contributed to their numerous growth opportunities.

“Being close to our core customers and markets is good, but it’s not necessarily the only bonus. Herefordshire has an abundance of entrepreneurially minded and experienced defence personnel who understand the value of commercialising their capability and experience within the context of the global market. IA Technology benefits from working directly with this localised capability, adding genuine value to our blue-chip client base.”

Duncan Williams, Chair of IA Technology



Case study



allpay is a market leader in payment solutions in the UK. Based in Herefordshire since 1996 its core business concentrates on providing bill payment services and offers an end-to-end manufacturing, card and pin personalisation for a range of products, they currently handle £4 billion a year across 47 million transactions.

“As a business allpay could operate from anywhere but it’s exciting to work in a corporate environment in a beautiful location. The balance is really good and I genuinely get up in the morning enthused and excited to get to work. There is a very strong impression of everyone working really hard to promote and develop Herefordshire as a place to do business.”

Stephen Foulger, Head of Human Resources

Building the future together. Advanced Engineering.

Advanced Engineering has been identified as being one of the key sectors to attract to Skylon Park. Herefordshire based companies are prominent in a wide range of areas, including advanced materials, manufacturing technologies and processes. Businesses operating within this high-growth sector would be perfectly placed at Skylon Park. Advanced Engineering has strong links to the Defence and Security sector. Bringing these businesses together on Skylon Park will bring many benefits to all. Niche businesses in this sector already located in the county include: Special Metals Wiggins, Denco, ETL Systems, HR Smith Group.

Taking local global. Food and Drink.

Herefordshire is surrounded by unspoilt countryside with a strong agricultural heart. It is known for its local delights with an abundance of food and drink producers and processors of various sizes.

In order to support these local food producers the Skylon Park Food and Drink Hub will have specialisms around food production and processing technologies, food additives and botanics, adding value to an already established sector within Herefordshire.

There are a number of major food and drink firms located in Herefordshire these include: Heineken - Bulmers, Cargill Meats, Tyrrells Crisps, Westons Cider and a strong network of support organisations to the Food and Drink Sector.

Case study



Westons Cider is a Herefordshire based cider & perry producer, producing over 30 different ciders and perries and employing more than 200 people.

The business was started at its current location on a farm in Much Marcle in 1880 by Henry Weston. Henry started on a small scale using fruits from the farm orchards and this tradition has continued until the present day. The business has grown considerably and is now selling approximately 46 million pints a year and has a turnover of £38 million. Westons Cider is not only available throughout the UK but is also exported to more than 40 countries worldwide.

“We are one of a host of forward thinking, innovative food and drink producers in the county which benefit from a range of networking initiatives and events aimed at promoting locally distinctive food & drink. Herefordshire is the natural home of global cidermaking and Westons is proud to be an integral part of an industry that, in an otherwise challenging economy, is continuing to innovate, grow and export around the world. Being based in such a beautiful and picturesque county is just one of the many benefits to running a business in Herefordshire, as cider makers where else would we be?”

Matthew Langley, Brand Manager



Case study

arctic circle 

Arctic Circle was set up in 1985 by Eddie and Debbie Gittoes. It is one of Herefordshire's most successful manufacturing businesses employing 85 people and supporting many others within the local supply chain. The company manufactures equipment for use within the heat transfer market, designing and building low carbon solutions for the cold food chain. The company has established a reputation for innovative solutions using cutting edge technologies to become the undisputed market leader in its field.

“Arctic Circle has had a fantastic 12 months; these are exciting times in our industry and our staff are leading the change towards low carbon technologies. Although we initially set up the business in Herefordshire because my husband and I live here, we love living and working in this beautiful county. There are many advantages of running a business in Herefordshire, low business costs, central location, close access to the motorway network and wages to name a few and there is a good nucleus of engineering companies based here.”

Debbie Gittoes, Director

Maximising resource, minimising impact. Sustainable Technologies.

Herefordshire has a number of businesses working within the Sustainable Technology sector. Sustainable construction is a particular real strength, ranging from services such as architects (Architype) through timber frame buildings (Taylor Lane, Border Oak) to products (Kingspan). Many of our advanced engineering businesses are providing innovative, low carbon solutions to businesses in a host of other sectors. Clustering sustainable technology businesses on Skylon Park will maximise the potential to develop beneficial connections and trade in the wider local area.

The Enterprise Zone is actively encouraging renewable energy propositions to deliver heat and power to new businesses on Skylon Park.

Creating your place at Skylon Park.

While we have created the Masterplan, we are inviting businesses to design their own premises within our space - following some core design and environmental standards will ensure consistency and quality.

In keeping with Herefordshire's own character, Skylon Park will be a green space: surrounded by woodlands and fields with 7 mini zones or 'clearings in the woodland' each based on the same core architectural character, but each distinct and memorable.

To allow you to create the workspace you want, at Skylon Park you simply choose a plot and following the guidelines design to fit your own requirements, the flexible form allows for a range of configurations. That way, you gain a workplace that fits perfectly to the way you operate.

Now, to help you find and create your place in this vision please see the Design Guide brochure for more guidance.

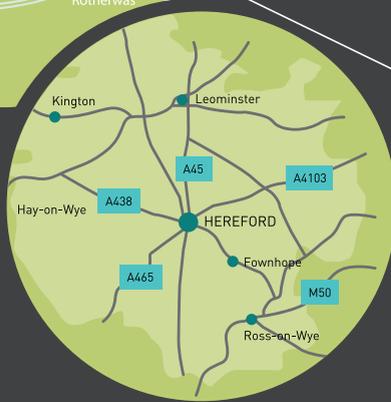




sew
Studio Egret West

The masterplan and design guide for Skylon Park have been developed by world class Architects Studio Egret West.

Connect Herefordshire.



Ideally situated at the heart of the UK, south west of Birmingham with the Welsh border to the west and Worcestershire to the east, Herefordshire represents a part of the United Kingdom rich in heritage, culture and enterprise.

-  Airports
-  Major Rail Links
-  Major Roads
-  Cities & Towns

Road
20 minutes from Junction 7 of the M50

Rail
Local Railway Station at Hereford with links from Birmingham, Cardiff, Newport and Manchester

Air
London, Birmingham, Bristol and Cardiff airports for domestic and international travel





Hereford. City life. Country style.

Steeped in tradition, dripping with history and overflowing with a wealth of chocolate-box black and white villages, Herefordshire's rolling countryside comes alive at every turn. There is certainly something for everyone to enjoy whether you are visiting or living here.

While it's true that Herefordshire offers a quality of life that can't be overstated, what is often understated is the growing strength of the county as a prime business location. In fact, Herefordshire is one of the most entrepreneurial counties in Britain. With a focus on development, the county is committed to boosting employment and expanding business opportunities to maximize economic growth.

As a prime location for business development, Herefordshire offers a stress free short commute, a country lifestyle and a dynamic and increasingly diverse business community.

Herefordshire Council is an ambitious authority; Skylon Park complements the city centre expansions being undertaken to transform the heart of Hereford into a 21st century city centre.

This exciting £80m development is fully funded by the private sector. The city centre scheme will provide more than 1,100 new jobs for the city and act as a catalyst for future investment in the area. Herefordshire is one of those unique places which manages to balance the need to protect its heritage on one hand whilst keeping an eye on the future with the other.

"I came to Hereford in 2011 as the new Managing Director of Cargill Meats Europe. Our factory here is the largest poultry facility we have in Europe and we employ 1,900 staff locally. From the first day, I was made to feel very welcome and the workforce we employ in Herefordshire is outstanding.

My family have settled well and the schools and social life offer many opportunities, not to mention the most beautiful countryside on earth!

If you are thinking of bringing your business to Europe, then Hereford and the Enterprise Zone would be a great place to call home".

Brian Sikes
Managing Director, Cargill Meats Europe

Connected to the world.

Direct flights from our three local airports





We will:

- | Work with you to help make your investment successful
- | Help you to find the right serviced site, ready for your development
- | Help you to link into key private and public sector individuals, organisations and agencies covering your investment needs including professional services, recruitment, skills and training
- | Help you through the simplified planning process and any other regulatory requirements
- | Help you reconfigure your supply chain.

We are ready to take your call.

Bill Jackson

Chair of the Herefordshire Enterprise Zone Board

Istanbul
3h 55m

Dubai, UAE
6h 55m
Islamabad, Pakistan
7h 50m

Contact details for Skylon Park

Mark Pearce

Managing Director

mark@skylonpark.co.uk

T: 01432 383 521

Nick Webster

Programme Manager

nick@skylonpark.co.uk

T: 01432 260 601

Dorothy Coleman

Executive Officer

dorothy@skylonpark.co.uk

T: 01432 383 616

www.skylonpark.co.uk



**Invest
Herefordshire**
Herefordshire Business Board



In partnership with



**Herefordshire
Council**