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| **HEREFORD ENTERPRISE ZONE****EXECUTIVE BOARD****11 November 2019** |

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| **Present:** |  |  |  | **In attendance:** |  |
| Chair | Andrew Manning Cox | AMC |  | Roger Allonby | RA |
| Vice Chair | Charles Ingleby | CI |  | Richard Ball | RB |
|  | Kerry Diamond | KD |  | Councillor Trish Marsh | TM |
|  | Tracey Goodwin | TG |  | Daniel Thompson | DT |
|  | Councillor David Hitchiner | DH |  | Melissa Walker | MW |
|  | Scott Kean | SK |  | Nick Webster | NW |
|  | Neil Kerr | NK |  |  |  |
|  | Alistair Neill | AN |  |  |  |
|  | Mark Pearce | MP |  |  |  |
|  | Sharon Smith | SS |  |  |  |

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|  | **ACTION** |
| 1. **APOLOGIES FOR ABSENCE**
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| None |  |
| 1. **DECLARATIONS AND REGISTER OF INTEREST**
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| All Declarations of Interest forms received. **ACTION: ALL attendees to update the declaration register prior to January’s meeting** | **ALL** |
| 1. **MINUTES OF MEETINGS HELD ON 16 SEPTEMBER 2019**
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| The minutes of the Executive Board meeting held on 16 September were approved as a correct record and signed by the Chair. |  |
| 1. **ACTION LIST AND MATTERS ARISING NOT ELSEWHERE ON THE AGENDA**
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| Signage – Covered under agenda item 6d.Chapel Road sale – Progressing.Hotel / pub / restaurant – Covered under agenda item 6a.Skylon Tower - Covered under agenda item 8.Sales enquiries – RA & MP are due to meet with the companies referenced.Park and Choose car park – It has been confirmed that connectivity is one of the things that the Towns Fund can support, so it could potentially be used to create a new Park and Choose site on the city side of the Greenway bridge. A Towns Fund Board needs to be formed to establish what we want to invest in, a deal can then be entered into with Government.Shell Store – The Stakeholder site visit took place on 08 October. Another visit is to be arranged in Spring 2020.Armed Forces Covenant breakfast – 22 October – event attended by KD, MP and AN. It was felt it is a worthwhile event to attend. KD advised that the Courtyard expressed interest in what is happening within the zone.Future Event – EZ Open Day – an open day based around job vacancies and opportunities is being progressed by RA, NW & MP. It was requested that the Business Growth Programme is promoted at the event; funding of £25m available for business start-up and job creation, needs to be publicised within the county. A discussion took place about the funding. **ACTION: MP to promote the Business Growth Programme within the newsletter sent to businesses by HEZ****ACTION: NW to discuss the Business Growth Programme with Economic Development Team** | **MP****NW** |
| 1. **CHAIR’S REPORT**
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| AMC provided a verbal update; Marches LEP Extraordinary Board Meeting – 07 NovemberThe meeting was arranged to deal with the next round of NMiTE funding, plus additional urgent matters. This was the first meeting for the new LEP Chair Mandy Thorn.Mini Skylon TowerOn 08 November AMC met with Henry Pomfret, a 65 year old skilled blacksmith based in a fifteenth century forge at Bringsty Common, who has created a scaled down 12’ version of the original Skylon tower. Mr Pomfret has no plans for future use of the model, AMC suggested we discuss with him the potential to loan it for use on HEZ.**ACTION: AMC to meet with Henry Pomfret to discuss the potential to showcase the sculpture on the HEZ in some way; feedback at January meeting**Enterprise Zone Development Officer, Dorothy ColemanA lunch is being arranged with Dorothy to mark her retirement and thank her for her work. This will involve a small group of Board Members she worked with since the beginning of the zone.Executive Board Away DaySuggestion for half day away day in February, to cover the annual delivery plan and discuss the future vision of the zone. | **AMC** |
| 1. **ITEMS FOR DISCUSSION**
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| 1. Response to Councillor Hitchiner’s questions raised during his presentation of the Council’s vision for the Zone

MP presented his report, in addition to the paper and the presentation, the following points were highlighted.**Sustainable transport opportunities**; Work is continuing to improve the cycle routes within the city, a public consultation was held earlier in the year with the results due to be published. RB reported that Government has confirmed that they will extend the sustainable transport funding for a further year, this enables the work undertaken through the ‘choose how you move’ scheme to continue. A park and ride facility north of the river to access Rotherwas, cycle route linkages into the city and into Belmont were seen as priorities to consider in the new travel plan.**Maximise the Cyber Security Centre opportunity**; MP proposed inviting Professor Pillai, the lead at the University Cyber Research Institute, to attend the next board meeting to talk about business opportunities and links already made. This was supported by board members.**ACTION: MP to invite Professor Pillai to attend the January Board meeting to discuss the business opportunities and links already made in relation to the Cyber Security Centre****Growth of the food and drink industry at the EZ;** The option to provide food production facilities similar to the Food centre in Shrewsbury was discussed; how to take forward, how to work up, how to finance, etc. It is difficult to identify the demand. It was suggested that this could tie-in with the proposed Masterplanning work of the city centre; identify the needs of local independent stores / retailers. Niche food products are becoming more marketable. **ACTION: RA & MP to investigate further the option to provide food production facilities on the HEZ****Development of a Hotel on the Enterprise Zone**;Discussions took place about the potential future provision of a hotel / pub with rooms to stay. 1. Shell Store Business Engagement Strategy and Operation

NW ran through his presentation;It was suggested that similar provision should be available in the market towns; it was confirmed satellite centres are planned for Ross-on-Wye, Ledbury and Leominster. The Growth Hub will move into the building, and it is hoped that the Chamber will want to have a presence there also. Discussions took place about rent levels and the services that will be provided to assist businesses to flourish and grow.**ACTION: MP & NW to meet with SS to discuss the involvement of Chamber of Commerce at the Shell Store** Recommendation; The Board noted the contents of this paper, and accompanying presentation, and agreed to the role suggested for the Shell Store within the Herefordshire economy and council corporate strategy, and the outcomes desired from the project. 1. LEP Emergency Board Meeting on 7 November feedback and implications

RB provided feedback from the meeting. 1. Signage update - presentation by Mark Pearce

MP outlined the plans for the new signage at the Enterprise Zone; examples shown within the presentation. Key landowners have been consulted and all have confirmed support of the proposal. Next steps were outlined.It was suggested that the concepts need to be shared with businesses asap to allow them to be incorporated within business paperwork. 1. Green Dragon membership

The hotel have launched a business partner network, Hereford Connection, and have offered the Enterprise Zone a 12 month membership for free. They hope to link in with businesses on the EZ, and offer them enhanced access to the facilities and services. The EZ would be featured on the website as a member, so Board approval is required prior to agreeing. The Board supported the proposal.**ACTION: MP to confirm and fix arrangements with the Green Dragon re membership of Hereford Connection**1. Sales Enquiries

MP presented his report on recent sales enquiries. The Board considered the enquiries and agreed the actions. | **MP****RA, MP,****MP, NW****RA, MP** |
| 1. **MANAGING DIRECTOR’S REPORT**
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| The Managing Director’s report was received and contents noted.Marketing, Communications and PRRecent PR and press releases were noted. LDO RenewalThis has now been approved and work is ongoing with planning to progress applications. RA has identified resource to assist MP and team with submission of paperwork. |  |
| 1. **SKYLON TOWER**
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| NK delivered a presentation made to BBLP Senior Managers outlining work undertaken to date to progress the plans to fund, construct and install an updated version of the Skylon tower on the Enterprise Zone. Work needs to have started on site by April 2020 to keep the planning approval live. BBLP are expected to send their comments back outlining the potential for their support for the project shortly.NK reported that the submission of the planning application created a great deal of interest in the press and was picked up by ITN amongst others. The public interest and potential press coverage is a positive to attract sponsorship, Painter Brothers still have it on their website 69 years on. Potential for a documentary to cover the progress of getting it built and installed. |  |
| 1. **ANY OTHER BUSINESS**
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| Display PlinthIt was suggested that a plinth is installed within the Enterprise Zone to enable sculptures, works of art, etc. to be displayed. Interest has been received from artists to provide displays, with a suggestion that Walenty Pytel is approached to create something. The miniature Skylon tower could be included. **ACTION: MP to pick up with the next stage infrastructure to be installed along the straight mile** | **MP** |
| 1. **DATES OF FUTURE MEETINGS**
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| Executive Board 2020 Proposed Dates;* 21 January - agreed
* 17 March – change to 16 March, CI to chair as AMC unavailable
* 11 May
* 13 July
* 14 September
* 16 November

HEZ Executive Board Away Half DayIt was agreed this will be held on Friday 28 February at 09.30. It was suggested it is held at the Green Dragon.**ACTION: MP to contact Green Dragon to check availability to hold HEZ Executive Board Away Half Day on 28 February** **ACTION: MP to incorporate feedback and progress from the various points and actions raised in the discussions at item 6a into the paperwork for the Board Away Day in February** | **MP****MP** |

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| **Signed:** |  |
| **Date:** | **21/01/2020** |