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

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| **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) |  |

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|  | **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** |
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| 1. **APOLOGIES FOR ABSENCE** |  |
| Councillor David Hitchiner, Councillor Trish Marsh, Scott Kean, Alistair Neill, Sharon Smith, Richard Ball, Roger Allonby |  |
| 1. **DECLARATIONS AND REGISTER OF INTEREST** |  |
| The Register of Interest had been circulated with the agenda. All agreed to update the register as necessary. | **All** |
| 1. **NMiTE proposal** |  |
| 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.  The proposal had yet to be presented to the Council and the Marches LEP; EZ Board consideration was an essential first step.  If the project gained support, the timetable for progressing this proposal was as follows:  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  GH and TK left the meeting.  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. | **MP** |
| 1. **MINUTES OF MEETINGS HELD ON 20 MAY AND 8 JULY 2019** |  |
| The minutes of the Executive Board meeting held on 18 March were approved as a correct record and signed by the Chair.  The minutes of the Members’ Board meeting held on 8 July were also received and noted. |  |
| 1. **ACTION LIST AND MATTERS ARISING NOT ELSEWHERE ON THE AGENDA** |  |
| Direct development – to be followed up later in the year.  Marketing campaign – not yet advanced. To be included as part of wider marketing discussion.  Site/Infrastructure Manager – in post.  Signage – MP had spoken to large scale land owners on the Estate but progression was dependent on approval of the capital budget.  Council elections – implications for HEZ – Briefing packs had been prepared and circulated to councillors.  Great Places grant application – awaiting outcome. | **RA**  **MP** |
| 1. **CHAIR’S REPORT** |  |
| AMC presented a verbal report.  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.  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.  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 Cabinet member decision when taken. Should the report not be approved, a special meeting of the Board would be called.  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.  Work on both the Cyber Centre and Shell Store projects was progressing and were covered in the Managing Director’s report. | **MP/NW** |
| 1. **ITEMS FOR DISCUSSION** |  |
| 1. Marketing approach   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.  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.  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.   1. EZ enquiries   MP would present a report on recent enquiries to the September meeting. | **DC**  **MP** |
| 1. **MANAGING DIRECTOR’S REPORT** |  |
| The Managing Director’s report was received and contents noted.  Sales progress  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.  Marketing   * Inward Investment Activities and Event & Exhibitions   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.    Infrastructure   * Straight Mile Cycleway/Walkway   Landscaping works were being designed and implementation would be dependent on financial resources being available.   * Travel Planning   The annual Skylon Rotherwas travel survey had been undertaken and the results would be shared at the September meeting.   * North Magazine Spoil Heap   Phase 2 of this project could not start until financial resources were in place.   * N4 access and new Park and Choose site   The works had been completed but additional resources were needed for landscaping and installation of lockers for cycling commuters before the site could be opened.  Business support and networking  The intention was to work with the University of Wolverhampton to develop a series of pilot business events to promote the services of the Cyber Centre (and the Shell Store) over the coming months.  Direct Investment   * Shell Store   Partners’ project visits had been held on 25 June, which included a short briefing and visit to the site. A further event will be planned for those who had been unable to attend, later in the year.  NK reported that he had met the project team and fed in his views about the heritage features that needed to be retained. He was keen to see a delineation of the reception area with features that reflected the past look of the building marked by a darker/brown roof lining. However, NW commented that as the roof was not very high, a dark interior could be less inviting to visitors and users than a light open space and clear span of the building. There were also potential cost implications. NW agreed to ask operators of similar centres for feedback on what was important to tenants in terms of internal finishes. Samples of roof lining materials would be obtained to inform further discussion and a recommendation to be made to the Council. MP pointed out that the Board could make recommendations, the final decision on the colour scheme would be made by the Council.   * Cyber Centre   2 leaflets promoting the cyber centre and courses being developed had been produced by the University and were circulated for information.  Work was continuing on site following the ground-breaking ceremony on 7 June.  Future land availability/readiness   * LDO renewal   The LDO had been one of the best features of the EZ, offering free and swift planning consent to investors. The LDO renewal work had taken longer than anticipated with some issues still to be resolved.  Finance and Resources   * Staffing   Joe Morris had been appointed to the role of Site/Infrastructure Manager and commenced on 22 July. | **MP**  **NW** |
| 1. **HOTEL / PUB / RESTAURANT** |  |
| 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.  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. | **MP** |
| 1. **SKYLON TOWER** |  |
| 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.  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.  AMC thanked NK for his continuing efforts on this project. | **RB** |
| 1. **ANY OTHER BUSINESS** |  |
| Chapel Road sale  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.  Chair of Marches LEP  AMC advised that the Marches LEP were recruiting a new Chair and agreed to circulate the details. | **AMC** |
| 1. **DATES OF FUTURE MEETINGS** |  |
| Executive Board - 2.00pm on 16 September  Members’ Board – 16 September, following the Executive Board meeting (tbc) |  |

**Signed…………………………………………………………**

**Date ……….16 September 2019………………………..**