

**HEREFORD ENTERPRISE ZONE  
EXECUTIVE BOARD  
27 January 2015**

<b>Present:</b>	<b>In attendance:</b>
Bill Jackson (BJ) Chair	Steve Burgess (SB) for item 5a
Jonathan Goodwin (JG)	Suzanne Wenczek (SW) for item 5e
Geoff Hughes (GH)	Nick Webster (NW)
Neil Kerr (NK)	Dorothy Coleman (DC)
Glyn Morgan (GM)	
Mark Pearce (MP)	
Councillor Roger Phillips (RP)	

	<b>ACTION</b>
<b>1. APOLOGIES FOR ABSENCE</b>	
Tracey Goodwin	
<b>2. DECLARATIONS OF INTEREST</b>	
None declared	<b>All</b>
<b>3. MINUTES OF MEETING HELD ON 21 OCTOBER 2014</b>	
The minutes of the meeting held on 21 October were approved as a correct record.	
<b>4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</b>	
There were no matters arising.	
<b>5. ISSUES FOR DISCUSSION/DECISION</b>	
<p><b>a) Transport issues</b></p> <p><u>Core Strategy</u> SB reported that Hearing sessions would begin on 11 February 2015 for the Examination process for the Local Plan Core Strategy 2011-31. Planners were currently engaged in a pre-submission exchange with the Inspector. The Inspector's report would be considered under the new Council administration, likely some time in June.</p> <p><u>Southern Link Road planning application</u> SB advised that the planning application for the southern link road would be available for public inspection at an exhibition to be held at the Three Counties Hotel on 29 January prior to submission on 11 February. The planning application decision would also be one for the new Council administration.</p> <p><u>Rotherwas Rail</u> A Rotherwas Rail Development Plan was considered by Cabinet on 22 January. This was in response to a Council motion to adopt a development plan and to progress it to feasibility stage for the reinstatement of the rail link to Rotherwas, the construction of a</p>	

<p>new passenger station at Rotherwas together with a park and ride scheme, including a rail freight facility for existing and potential businesses on the Rotherwas Industrial Estate and Enterprise Zone. SB had been instructed to commission a demand forecast study, the results of which would be provided to Network Rail for review and to inform the initial feasibility. Network Rail had agreed to share the cost of progressing this feasibility work.</p> <p>SB reported that the current transport plan for the county ran until March 2016. A longer term plan would need to be adopted before then, and this would come with funding of £1m per annum for integrated transport projects in the county. Other funding would also be sought.</p> <p>It was noted that a travel plan for the Estate and the Zone had been produced (in addition to the requirement for each new business on the Zone producing a travel plan as part of their LDO submission), and it was agreed that this would be presented to the next Board meeting, with details on how it fits with the wider projects referenced by SB. It was agreed that this should also include details of current bus provision and usage, and whether operators could provide additional services.</p>	<p><b>MP + SB</b></p>
<p><u>Holme Lacy Road improvements</u></p> <p>Traffic calming measures and improvements for pedestrians and cyclists along the Holme Lacy Road were to be undertaken by Balfour Beatty in discharge of the conditions for the Access Road. SB agreed that the Parish Council would be consulted on the design proposals.</p>	<p><b>SB</b></p>
<p><u>Carrington bridge, Worcester</u></p> <p>MP reported that the Chamber of Commerce, Herefordshire and Worcestershire was seeking the Board support in lobbying Robin Walker MP to seek government funding for the dualling of the Carrington Bridge on the Worcester bypass. The Board agreed that the Chairman wrote to Robin Walker MP via the Chamber.</p>	<p><b>BJ</b></p>
<p><b>b) Plot N23 – confirmation of 3-year extension of lease</b></p> <p>The Board decision, agreed by written procedure, to extend the lease on Plot N23 was confirmed.</p> <p><b>c) Proposal for plots on Skylon North</b></p> <p>JG explained the proposal for the development of plots N5 and N6 as a site for self storage containers, and the Board agreed to support subject to suitable landscaping. An adjoining small business unit scheme to be considered at a future meeting.</p> <p><b>d) Sales issues/plot disposals</b></p> <p>i) MP explained a proposal for the relocation and expansion of a local business to the north eastern corner of Chapel Road, where all existing tenant’s leases were due to</p>	<p><b>JG</b></p>

<p>expire or relocations facilitated by the end of March. The Board supported the proposal subject to a suitable landscaping scheme.</p>	<p><b>MP</b></p>
<p>ii) MP advised on a request from an existing investor to take an additional 25m strip of land adjacent to the current interest which would then allow the construction of 10 starter units for rent. The Board agreed to the request subject to appropriate conditions in the sale contract to commence construction within 12 months of purchase, and restrict lets to appropriate businesses.</p>	<p><b>MP</b></p>
<p>ii) MP reported on a new interest for part of plot N15. The Board agreed that the business met the location requirements for the Zone.</p>	<p><b>MP</b></p>
<p><b>e) Heritage project</b>                  Suzanne Wenczek of Bearwood Associates Ltd had been asked to develop proposals for the preparation and submission of an application to HLF 'Our Heritage' grant scheme. The bid would cover a programme of heritage activity and education about the Royal Ordnance Munitions Factory, with particular emphasis on the women workers. Working with the Council's Grants and Funding Team and with local interest groups and expertise, and with the new Herefordshire Archive and Record Centre as a point of delivery, Suzanne explained the initial ideas for taking the project forward, which would tie in with the WWI commemoration period. Under the 'Our Heritage' grant scheme a bid could be submitted at any time with a decision obtained within 8 weeks of submission. If a bid was submitted by early May, the project could be underway in the autumn.</p> <p>The Board fully supported the proposal and asked that a lasting legacy be built in to the proposal. Several suggestions were made.</p> <p>It was agreed that NK be appointed Chair of the Steering Group, and MP formalised contractual arrangements with Bearwood Associates.</p> <p><b>f) Office accommodation</b>                  MP explained the proposed changes to the team's office lease under Regus which included a 20% increase in rent and a potential 12-month tie-in, effective from 1 April 2015. The benefits of possible relocation in the HARC building were discussed. MP agreed to provide GH with details of the team's requirements so that he (GH) could investigate the prospect of such a move and seek Cabinet Member approval for any move within this time window.</p>	<p><b>NK</b> <b>MP</b></p> <p><b>MP</b> <b>GH</b></p>
<p><b>6. MANAGING DIRECTOR'S REPORT</b></p>	
<p><b>a) Sales</b>                  The client timelines table and disposals map were considered and MP outlined progress on each potential investment.</p>	

<p>It was noted that the Marches Global building was nearing completion, the WPD building would be occupied very soon, that work was underway on Skylon Court and that work was starting on the HR Smith site.</p>	
<p>MP reported on a potential investor which was also considering an alternative site in an Assisted Area where substantial incentives were being offered. This was a significant factor in competing for inward investors and it was agreed that the support of the 2 MPs and the Leader of the Council should be sought to lobby government.</p>	<p><b>GH?</b> <b>RP?</b></p>
<p><b><u>b) Marketing</u></b> <u>Communications and PR</u></p>	
<p>MP had met with Amy Bould and discussed a series of publicity items up to the start of the Purdah period. A list would be circulated.</p>	<p><b>MP</b></p>
<p><u>Website Activity</u> The new website was now operational with final tweaks being made.</p>	
<p><u>Inward investment activity</u> MP reported that Mike Price was tenaciously pursuing new leads as well as following through on the older ones. It was agreed that MP would present a review of the CMI contract at the April meeting, alongside other inward investment models being used within the other LEP local authorities.</p>	<p><b>MP</b></p>
<p><u>Events and Exhibitions</u> MP reported that the team had booked a stand at Regen 2015 which would be held in Liverpool on 24-25 March. This event attracted larger property developers and investors. As this would be the team's first exhibition, the marketing materials would be tested with a view to attending other events during the year.</p>	
<p>A marketing plan for the year ahead would be provided at the next meeting.</p>	<p><b>MP</b></p>
<p><b><u>c) Infrastructure</u></b> <u>LEP decision</u></p>	
<p>It was noted that the Government had commissioned DTZ to work with Enterprise Zones to recommend funding models which would maximise business rates returns to the LEPs. Following a significant amount of work by MP and team, the Marches LEP Joint Executive Committee had endorsed a model which would maximise the potential of the Zone. The approach for Hereford recognised the significant infrastructure funding needed to secure business investment, that Herefordshire Council would fund these interventions, and those investments and associated costs would be repaid from the business rates accrued. This decision had been cleared through the Council's Overview and Scrutiny Committee.</p>	

<p>The Board thanked MP, acknowledging that his efforts had helped to secure both the long term investment for the Zone and funding for the first leg of the southern bypass. Funding could be available for additional capital works including for example, further infrastructure, match funding an innovation centre, building additional units to let on the South Magazine (S5), and a possible contribution towards a Defence and Security building.</p> <p><u>Broadband</u></p> <p>It was noted that the first phase of the ultrafast broadband ducting network had been completed and that plans were now being made for the next stage.</p> <p><u>Landscaping/site works</u></p> <p>The first phase of the landscaping works along the Straight Mile had been completed and the next phase was now being planned, with the possibility of including a cycleway and planting of suitable trees.</p>	
<b>7. RELATED PROJECTS</b>	
<p><b>Skylon Court – Small Unit Development Scheme: Use of ERDF</b></p> <p>HCT Construction Consultants Ltd were project managing this project using a construction management approach. Groundworks had started and HCT were working to a tight timescale of procurement of work packages with a timetable to the end of June 2015. An event to mark the opening of the new facility would be arranged.</p> <p>MP reported on interest in the whole of one building and in 4 of the 6 other units.</p> <p><b>S5</b></p> <p>MP was seeking Council approval for the construction of additional business units on plot S5 on the South Magazine. HCT Construction Consultants had been procured to manage a design and build project. A procurement process to select a preferred contractor would commence in April. The units would provide 938 sqm of new floorspace and generate up to 40 new jobs. Discussions were already at an advanced stage with one company which would occupy the larger 600 sqm unit.</p>	<p style="text-align: center;"><b>MP</b></p>
<b>8. ANY OTHER BUSINESS</b>	
<p><b>a) Jesse Norman MP's request to visit the Zone</b></p> <p>In response to a request from Jesse Norman MP to visit the Zone, BJ and MP would be offering some dates.</p> <p><b>b) Herefordshire Councillors breakfast</b></p> <p>Following questions/comments by various councillors it was agreed to arrange a breakfast meeting at TRP to which all 58 councillors would be invited. A comprehensive explanation of progress would be provided, to include a short tour of the Zone and possible tour of the HARC.</p>	<p style="text-align: center;"><b>BJ/MP</b></p> <p style="text-align: center;"><b>MP</b></p>

<p><b>c) Managing Director, Marches LEP</b> It was agreed that the recently appointed Managing Director of the Marches LEP, Gill Hamer, be invited to visit the Zone.</p> <p><b>d) Full board meeting</b> A date for the next Full Board Meeting was to be agreed.</p>	<p><b>MP</b></p> <p><b>MP</b></p>
<p><b>9. DATE OF NEXT MEETING</b></p>	
<p>2.00pm on Tuesday 17 March</p>	