

**HEREFORD ENTERPRISE ZONE  
EXECUTIVE BOARD  
21 JULY 2015**

<b>Present:</b>	<b>In attendance:</b>
Bill Jackson (BJ) Chair	Nick Webster (NW)
Tracey Goodwin (JG)	Dorothy Coleman (DC)
Geoff Hughes (GH)	Phil Collins (PC)
Neil Kerr (NK)	
Mark Pearce (MP)	
Councillor Graham Powell (RP)	

	<b>ACTION</b>
<b>SKYLON MODEL</b>	
<p>BJ welcomed Phil Collins who had been invited to demonstrate a fabricated model of the Skylon.</p> <p>The Board approved the principle of locating a privately funded Skylon at a key location at the entrance to the Zone on Council owned land, as long as plot sales weren't constrained by it. It was agreed that the estimated budget of £250k should be sought from a consortium of private sector investors.</p> <p>MP agreed to seek informal planning advice, and PC would have further discussions with the design engineer.</p>	<b>MP PC</b>

<b>1. APOLOGIES FOR ABSENCE</b>	
Glyn Morgan	
<b>2. MEMBERSHIP</b>	
Councillor Graham Powell was welcomed as the Council's nominated representative on the Zone Board. It was agreed that a letter of thanks be sent by the Chair to Councillor Phillips, thanking him for his contribution to the work of the Board, particularly in relation to European funding, since it was set up.	<b>BJ</b>
<b>3. DECLARATIONS OF INTEREST</b>	
As per Register of Members' Interests.	
<b>4. MINUTES OF MEETING HELD ON 21 APRIL 2015</b>	
The minutes of the meeting held on 21 April were approved as a correct record.	
<b>5. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</b>	
It was noted that a preferred route for the A49 – A465 relief road had been agreed and the Board agreed to support the planning application which had now been submitted.	<b>MP</b>

6. ISSUES FOR DISCUSSION/DECISION	
<p><b>a) Transport issues</b> GH provided a transport update as follows:</p> <p>The Core Strategy was now at the final stage of public consultation, delayed slightly by a change in the national policy on wind farms. It was expected to be adopted at the end of September.</p> <p>The Local Transport Plan was at the drafting stage and it was likely that in the short term the status quo would be maintained. Comments on the draft would be sought with a view to adoption in March 2016. The Board agreed to write a letter supporting the LTP and also supporting the case for the west by-pass.</p> <p>The route for the A49-A465 had been agreed in January and the Board agreed to write a letter of support in principle of the planning application which had now been lodged. Assuming the Core Strategy was adopted in September, this application could be approved in October. The road would be fully funded through the Marches LEP.</p> <p>A design review of the Holme Lacy Road Improvement Scheme was underway, with consultation on the scheme planned for August-October. The work would be undertaken between January and March 2016.</p> <p>The Council's transportation team had produced a new 'Routes to Rotherwas' leaflet which showed walking and cycling routes to and around Rotherwas Estate, copies of which were available at the meeting.</p> <p><b>b) New Enterprise Zone Programme – invitation to apply</b> The Board noted the recent government announcement inviting Local Enterprise Partnerships to submit bids under a new Enterprise Zone Programme. The deadline for bids was 18 September and guidance was awaited. It was understood that consideration would be given to new rural Zones, with scope for expansion of existing Zones. MP and NW would be costing options for inclusion of Model Farm, Ross and Three Elms Trading Estate in the LEP application. The existing Board structure would enable Hereford to respond and be ready to implement local expansion.</p> <p><b>c) Sales issues/plot disposals</b> MP reported receipt of seven new investment proposals and the Board agreed that five of these met the eligibility criteria for locating on the Zone and that the interests be taken forward. Alternative options would be suggested for the other two.</p> <p>The choice of available plots was becoming more limited, with approximately 50% of available land sold or under offer, resulting in investors now being told where they could be accommodated. Masterplanners had been commissioned to provide</p>	<p><b>MP</b></p> <p><b>MP NW</b></p>

<p>indicative plot layouts for lots N16-N18 and C1 to ensure appropriate allocation of plots to prospective investors. It was agreed to keep the western end of plot C1 for a high profile office business.</p> <p>TG reported on a recent new enquiry, and that he had a further 8 acres of land currently available for sale.</p> <p>NW agreed to report to a future meeting concerning the allocation of a new development site to be identified in the north of the city.</p> <p><b>d) Chapel Road</b> MP reminded the Board of action previously agreed in respect of existing leases and licences of Chapel Road premises i.e. that they would not be extended. Alternative premises would be needed to accommodate these businesses, and NW agreed to discuss this further with the Council's Development Manager.</p> <p><b>e) Innovation Centre options</b> Further to discussions at previous meetings, MP had sought costings for both new build and refurbishment options for the provision of an innovation centre/campus to encourage business start-up and development. Provision for the new university had been included in the proposals. Sketches/plans of both were circulated. It was explained that the Shell Store refurbishment, whilst bringing this key building back into productive use, would also be the lower cost option. It was therefore agreed to pursue this initially. There was currently an opportunity to bid for EU funds through the LEP funding mechanism.</p> <p>MP would be meeting with the new university team the following week and would explain these proposals.</p> <p>Firm costings would be obtained and a funding package agreed. This would include an application through the LEP this autumn, which if successful, would enable the work to take place and be completed in 2017/18.</p>	<p>NW</p> <p>NW</p> <p>MP</p> <p>MP</p> <p>MP NW</p>
<b>7. MANAGING DIRECTOR'S REPORT</b>	
<p><b>a) Sales</b> MP updated the Board on progress with sales including one which would not be proceeding. This was due to the cost of building being more than the end valuation. This would be looked at further at the next meeting.</p> <p>Photographs of completed premises and building work on other sites were circulated.</p> <p>At GP's request MP agreed to put together a presentation detailing progress to date with photographs for circulation to Herefordshire Council members.</p>	<p>MP</p> <p>MP</p>

<p><b><u>b) Marketing</u></b></p> <p><u>Communications and PR</u></p> <p>The Board was pleased to note the re-appointment of BeBold PR as the LEP's communications consultancy for a further 2 years. A programme of activity had been drawn up for the next 6 months.</p> <p><u>Website</u></p> <p>The substantially higher website traffic was noted, and agreed that additional work be undertaken to further interrogate the statistics.</p> <p><u>Inward investment activity</u></p> <p>Mike Price continued to follow up existing leads and make new contacts.</p> <p><b><u>c) Infrastructure</u></b></p> <p><u>Broadband</u></p> <p>The third phase of the ultrafast broadband ducting had been commissioned. The Council had signed off the principle of developing a Joint Venture opportunity with a private sector partner to deliver broadband services to the Zone and existing Estate using these ducts. MP was working with a technical consultant and the Council's legal and procurement experts to carry forward the identification of a suitable partner.</p> <p><u>Landscaping/site works</u></p> <p>The Board noted that tenders had been submitted for landscape designs for the Straight Mile between JCB Gunn and Beck Group premises, with a view to work being undertaken over the next 12 months.</p> <p><b><u>d) Direct Investment</u></b></p> <p><u>Skylon Court</u></p> <p>Significant progress had been made on this development with an anticipated completion in August. It was hoped that a senior Minister would be available to formally open the buildings.</p> <p>A clean bill of health had been received from the European auditor following a visit in June.</p> <p>The University of Wolverhampton had issued a press release announcing their 3-year tenancy of Block B Skylon Court. The managing agent was also pursuing other interests for the other two blocks.</p> <p><u>Skylon Place (formerly S5)</u></p> <p>It was noted that Collins Design &amp; Build had won the tender to build this second courtyard development and had started work on site on 8 June. The steelwork had</p>	<p><b>DC</b></p> <p><b>MP</b></p>
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been erected. MP had issued Heads of Terms to a potential tenant for a 4,000 sq ft unit.	
<b>8. RELATED PROJECTS</b>	
<p><b>Heritage Project</b></p> <p>The Council's application to the HLF for a programme of heritage activity and education would be determined the following week.</p> <p>TG had assisted the Dinedor Heritage Group in establishing a walk, and the group was now erecting interpretative signage along the route. MP had consented to the installation of a sign near the Shell Store on the understanding that it would be taken down after 2 years or on the commencement of work at the Shell Store, whichever was the sooner.</p>	
<b>9. ANY OTHER BUSINESS</b>	
NK expressed thanks to MP on behalf of the Board for the significant progress made in all aspects of Zone development.	
<b>10. DATE OF NEXT MEETING</b>	
1.00pm on Tuesday 8 September ( <b>subsequently changed to 22 September</b> )	