

**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
8 DECEMBER 2015**

Present:	In attendance:	
Bill Jackson (BJ) Chair	Nick Webster (NW)	
Tracey Goodwin (JG)	Dorothy Coleman (DC)	
Neil Kerr (NK)	Richard Tisdall	For item 5b
Mark Pearce (MP)	Penny Wagner	
Councillor Graham Powell (GP)		

	ACTION
1. APOLOGIES FOR ABSENCE	
None	
2. DECLARATIONS OF INTEREST	
As per Register of Members' Interests.	
3. MINUTES OF MEETING HELD ON 20 OCTOBER 2015	
The minutes of the meeting held on 20 October were approved as a correct record.	
4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
There were no matters arising not elsewhere on the agenda.	
5. ISSUES FOR DISCUSSION/DECISION	
<p>a) Transport issues SB will attend the next meeting to provide an update on transport issues.</p> <p>b) Landscaping designs for the Straight Mile Tisdall Associates Ltd had been commissioned to prepare landscape designs for the Straight Mile. The Chair welcomed Richard Tisdall (RT) and Penny Wagner (PW) to the meeting. Using the Masterplan as the starting point and building on these established principles, RT explained that his proposals aimed to create inspirational new landscapes, provide an increase in biodiversity through habitat creation, and a context for a healthy lifestyle through the creation of cycleways, walkways, other opportunities for physical activity as well as places to relax. He went on to present the initial ideas, and PW explained ideas for planting of trees, bulbs and seeds. The development of distinct areas with different emphases was seen as a good opportunity to provide some areas for seating, heritage interpretation boards and exercise/fitness.</p> <p>These proposals had not yet been costed, and the Board was keen to ensure that the agreed scheme kept ongoing maintenance costs to a minimum, particularly in the light of public sector cutbacks. It was also suggested that Hereford in Bloom may be able to assist, and that support for the implementation of the cycleways and footpaths could</p>	

<p>be included within the South Wye Transport Package, and through the Local Transport Plan consultation.</p> <p>c) Lighting scheme for the Greenway cycleway MP reported that he had asked Balfour Beatty, as the Council's retained framework contractor for highways works, to develop a lighting scheme along the new Greenway cycleway between the new bridge and the Estate. Lighting columns were considered and a preference identified (Elcot). It was noted that columns should ideally be strong enough for the possible future mounting of CCTV cameras. The scheme would be progressed from the EZ capital budget.</p> <p>GP reported that requests had been received from the land surrounding the cycleway to be identified as allotments for local people. The Council was considering this proposal.</p> <p>d) Developer interest MP reported that he had been approached by two developers.</p> <p>The first was interested in building office space to sell or rent on a speculative basis.</p> <p>The Board considered the various options and the advantages and disadvantages of proceeding with this proposal, and agreed that MP proceed to develop a Joint Venture with the developer on a 3-acre site. This would be time limited (with dates for starting on site and completing).</p> <p>The second developer had experience in developing difficult sites and had expressed interest in clearing and developing the North Magazine area. The Board agreed that MP obtain more details about their proposal for further discussion at a future meeting.</p> <p>e) Sales issues/plot disposals <u>Skylon Court</u> MP reported on 3 companies interested in renting units at Skylon Court.</p> <p><u>Plot purchase</u> MP presented details relating to 3 companies who had submitted enquiry forms, 2 of which met the placement criteria. With reference to the third, he made a suggestion for potentially accommodating this and other similar companies. It was agreed that the land owner consider the proposal and its cost implications, and that the views of the planning authority be sought before further considering at the next meeting in January.</p>	MP
6. MANAGING DIRECTOR'S REPORT	
<p>a) Sales Progress MP reported on progress with sales. The difficulties being experienced by some</p>	

<p>potential investors were noted.</p> <p><u>b) Marketing</u></p> <p><u>Communications and PR</u></p> <p>Recent PR had included good coverage of the Skylon Court opening, an article on the Woodstock Trading Company development and another Talking point article.</p> <p><u>Inward Investment Activity and Events & Exhibitions</u></p> <p>MP reported on the recent visit of a Turkish company that the team had met at the DSEI event, and who had now confirmed their intent to set up a company in Hereford. He thanked everyone who had taken part in this successful visit, particularly to BJ for his time and support.</p> <p>All agreed that the approach and model used in this instance was a successful one to take forward, and MP would therefore present a paper on Inward Investment Director support to the next meeting.</p> <p><u>c) Infrastructure</u></p> <p><u>Broadband</u></p> <p>It was noted that the proposed JV partners were in the process of developing a business plan which would be considered by the Council in January/February with a view to having an agreed arrangement in place by early Spring.</p> <p>GP reported that another open market review of the Fastershire broadband provision was to take place.</p> <p><u>d) Direct Investment</u></p> <p><u>Skylon Court</u></p> <p>Contracts had been let for 5 of the ten units with interest continuing for the remainder.</p> <p><u>Skylon Place (formerly S5)</u></p> <p>The site was due to be handed over on 18 December, and the tenants taking Block A would be moving in sometime in January.</p> <p><u>Innovation Centre</u></p> <p>The outline application for ERDF funding for the Innovation Centre project had been successful and the project team were now working on the development of a full application, which would need to be submitted by 29 March 2016. In line with ERDF procurement rules, all services would need to be procured through an open procurement process including professional services needed to develop the application.</p> <p><u>e) Business Support and Networking</u></p> <p><u>Engagement with Qinetiq</u></p>	<p>MP</p>
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<p>The second innovation seminar event had been held on 19 November with presentation on New Technologies by Tony White, Director of Advanced Technology, Ultra Electronics, Land Vehicles by John Puddy, Technology Lead, BAE Systems Combat Vehicles, Supacat by Toby Cox, Deputy Head- Support Programmes, Supacat and Training by Tom Sawyer, Business Director, Qinetiq. The next event would take place in February.</p> <p>MP reported that Qinetiq had put forward the idea to hold a 2-day exhibition on site next June, to bring relevant suppliers in the niche sectors together. One day would be for VIPs and the second for businesses. It was agreed that this idea be progressed and costed.</p>	MP
7. RELATED PROJECTS	
<p>Heritage Project</p> <p>NK reported that the first meeting of the Steering Group had taken place and that the team were developing a programme of events. The launch event was planned for Saturday 16 January at HARC, and would include refreshments and a talk by Bill Laws. The project officer post would be advertised in January.</p>	
8. ANY OTHER BUSINESS	
<p><u>Southern Link Road</u></p> <p>GP reported that the planning application on the Southern Link Road had been due for decision at the end of November but had been deferred due to issues raised by Historic England.</p> <p><u>New University</u></p> <p>NK reported that the New University plans had received specific endorsement from the Chancellor in his Autumn Statement, and the New University team were seeking funding to develop their business plan.</p> <p><u>Midlands Engine for Growth</u></p> <p>Concern was expressed that proposals coming forward for the Midlands Engine for Growth were too Birmingham centric and that the Marches voice was not being heard. NW reported that this had been mentioned at the LEP management meeting that morning.</p> <p>It was noted that Transport officers across region were getting together, and that the A49 had been recognised as key to the LEP. BJ said he would raise the issue of accidents on the A49 again at next LEP board meeting. However, it was noted that Highways England identified other roads on which there were more accidents and consequently were given higher priority.</p> <p>The LEP would be revisiting the Strategic Economic Plan and this was the opportunity to</p>	

make sure that the A49 is the top priority for improvements. This could then be used to encourage Highways England to make it a priority.	
9. DATE OF NEXT MEETING	
2.00pm on Tuesday 19 January	