

**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
19 JANUARY 2016**

Present:	In attendance:
Bill Jackson (BJ) Chair	Nick Webster (NW)
Tracey Goodwin (JG)	Steve Burgess (SB)
Geoff Hughes (GH)	Dorothy Coleman (DC)
Neil Kerr (NK)	
Mark Pearce (MP)	

	ACTION
1. APOLOGIES FOR ABSENCE	
Glyn Morgan, Councillor Graham Powell	
2. DECLARATIONS OF INTEREST	
As per Register of Members' Interests.	
3. MINUTES OF MEETING HELD ON 8 DECEMBER 2015	
The minutes of the meeting held on 8 December were approved as a correct record.	
4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
<p>a) <u>Landscape Designs for the Straight Mile</u> Following discussions at the previous meeting, MP had fed back the Board's comments to the designers, and a revised scheme was being worked up.</p> <p>NK suggested that the scope of the proposals be extended to include an avenue of trees from the Skylon sign on the access round to the south east corner of the roundabout. It was noted that the landscapers would be including designs for that corner which could potentially accommodate the Skylon sculpture.</p> <p>b) <u>Developer interest</u> MP updated the Board on discussions held with the potential Joint Venture developer partner, and also on business interest in the proposed units. He was progressing this by seeking formal Council sign off to the proposition.</p> <p>The second developer with experience in regenerating difficult sites would be meeting with MP the following day to discuss their interest in the North Magazine. MP would report back to a future meeting.</p> <p>c) <u>Plot purchase</u> Further information had been sought from an enquirer about vehicular movements, but no response had yet been received.</p>	

<p>Referring to adjacent land TG reported that he would be meeting Bloor Homes who have an option on the site, with GH and planners on 29 January. GH was obtaining a planning and archaeological view prior to the meeting in view of the site of the Rotherwas Ribbon. TG circulated a plan of the proposed development which could be submitted for outline planning permission within 3 months.</p> <p>NK commented on the need for an additional hotel facility in the area.</p>	
<p>5. HEREFORD ENTERPRISE ZONE LIMITED – REPORT AND ACCOUNTS FOR YEAR ENDED 30 JUNE 2015</p>	
<p>MP submitted the Company’s Report and Accounts for the year ended 30 June 2015 to the Board for approval. It was noted that even though the company was non-trading, the accounts still needed to be submitted annually. The Board approved the accounts.</p> <p>MP explained the process through which the EZ budgets were obtained from the Council. £16m capital funding had been approved for 2015/16 to 2017/18, and MP submitted a case through due Council process for each tranche.</p> <p>It was agreed that the Board receive confirmation from the Council that the budget had been spent appropriately.</p> <p>With reference to the future business rates returns, MP confirmed that although the overall returns for the Zone would be less than originally modelled in the DTZ report, there would still be a surplus after the Council had recouped its spend on revenue and capital interventions.</p>	<p>MP</p> <p>GH & MP</p>
<p>6. ISSUES FOR DISCUSSION/DECISION</p>	
<p>a) Transport issues</p> <p><u>Local Transport Plan</u></p> <p>SB reported that the Local Transport Plan had been considered by the Council’s Overview and Scrutiny Committee that morning, and that subject to minor amendments, would be submitted to Cabinet on 11 February and full Council for adoption on 4 March. He noted the EZ comments submitted on the draft plan.</p> <p>Referring back to the cycling and walking route along the Straight Mile, SB agreed to speak with MP concerning the inclusion of these proposals in the Local Transport Plan (LTP) projects for 2016/17, the priorities of which would be determined by councillors. Although the annual project planning process with Balfour Beatty Living Placing had been completed but not yet confirmed for 2016/17, GH stressed that this should be included in the prioritisation process, MP reinforced the Zone specific priorities from the Rotherwas Travel Plan implementation as:</p> <p>1. Improving bus service – travel consultants JMP were talking to council on how best</p>	

- to work with Yeomans to get improvements to the bus services to and from Rotherwas.
2. Lighting for the Greenway – Balfour Beatty were working on lighting designs which would then need planning endorsement
 3. Cycling and walking - The Straight Mile landscaping scheme provided improved cycling and pedestrian routes.
 4. Improved cycleway access from west of estate.

BJ reported on his recent meeting with the Safer Roads Partnership and ideas for a new cycle awareness scheme as part of his new role as High Sherriff.

Holme Lacy Road improvements

It was noted that phase 1 of the Holme Lacy Road improvement scheme, to the west of railway bridge, would be undertaken this financial year.

Highways England Strategic Economic Growth Plan

SB reported that Highways England were developing their first national strategic economic growth plan and would be meeting with key Marches stakeholders on 15 February to develop an understanding of the contribution to the economy made by the strategic road network (SRN). They would also identify the most significant growth locations and employment centres around the SRN with a view to unlocking land for economic development and housing. An invitation to this meeting had been sent to Gill Hamer together with a request to bring the LEP transport lead and local authority partners. BJ had also been invited to attend. All agreed that it was essential to use every opportunity to highlight the strategic importance of the A49. SB agreed to provide bullet points for BJ.

SB & BJ

NW referred to the developing work 'Investing in the Strategic transport Corridors of the Marches' which was due for consideration by the LEP Board on 26 January. This also identified the A49 and A5 as key priorities.

Southern Link Road and Hereford Bypass

GH reported that following further work to mitigate issues raised by Historic England, the proposed route for the road would again go out to formal consultation at the end of February and then go back to the planning committee in March/April.

GH advised that funding had been set aside to obtain planning permission for the whole bypass and that Council would be asked before Easter to approve this expenditure. It was yet to be determined whether to go through the local planning committee process or through a national mechanism which would generate more engagement with Highways England.

b) Inward Investment Director support

MP presented his report on the proposed inward investment approach until the end of

<p>2016/17. He explained the successes of the key activities to date in terms of participation in events and exhibitions, lead generation, direct contact with larger companies and consultation and networking with existing local companies.</p> <p>Going forward into 2016/17, the Board agreed to continue with this package of work which was both cost effective and fitted well with the overall financial and human resources available. The team would also explore potential opportunities created by the significant increase in budgets for special forces activity, and maximising any opportunity provided by the Government's funding for the Midlands Engine.</p> <p>c) Sales issues/plot disposals <u>Plot purchase</u> MP reported on 2 recent enquiries and the Board confirmed their eligibility.</p>	MP
7. MANAGING DIRECTOR'S REPORT	
<p>a) Sales Progress MP reported on progress with sales and the difficulties facing some companies was noted.</p> <p>b) Marketing <u>Communications and PR</u> MP reported that recent PR had included editorial space promoting EZ land to buy and units to let as part of a spread in the Hereford times on the Marches LEP and Growth Hub. Planned PR included Pearson Precision and Woodstock completion and occupation, new tenants in Skylon Court and Skylon Place, and the Heritage project open day on 13 February.</p> <p>BJ anticipated that his regular Talking Point articles in the Hereford Times would continue.</p> <p><u>Inward Investment Activity and Events & Exhibitions</u> A programme of events and exhibitions to attend and exhibit at during 2016 was being drawn up.</p> <p>c) Infrastructure <u>Broadband</u> The principal of a 50/50 investment Joint Venture deal was due to be submitted for Council approval shortly. This would provide a wholesale broadband fibre network available for any service provider to use.</p> <p>d) Direct Investment <u>Skylon Court</u> Wolverhampton University's Business Solutions Centre was now fully operational. AKE</p>	

<p>International Limited and Jenks Associates Limited were now in occupation in Block A. Further interest was being pursued in the remaining units.</p> <p><u>Skylon Place (formerly S5)</u> Skylon Place was now practically complete with the first tenants due to move in during February.</p> <p><u>Innovation Centre</u> Tenders for the professional services for the Shell Store innovation centre project were due in by 22 January for selection by 8 February. The team would be meeting with the ERDF Contract Manager on 25 January to receive feedback on the outline application and advice for the full application stage.</p> <p>Reference was made to a recent article in the Hereford Times about Hereford being the least attractive city to start a business. It was noted that the statistics used were questionable and GP had written a response, copies of which would be circulated to the Board.</p> <p>e) Business Support and Networking <u>Engagement with Qinetiq</u> The third seminar, on International Defence Landscape and Opportunities, would be held on 24 February. The four speakers included the Australian and Canadian defence attaches who would be focusing on export opportunities in the sector.</p>	
<p>8. RELATED PROJECTS</p>	
<p>Heritage Project NK reported on the successful launch event on 16 January which was attended by over 60 people, including 2 nonagenarians who had worked on the site during the second world war. It was hoped to video record their experiences. The Project Officer post would be advertised this month. An Open Day was planned for 13 February.</p>	
<p>9. ANY OTHER BUSINESS</p>	
<p><u>Councillor visit</u> MP agreed to invite Cllr Matthews down to the Zone to update him on progress.</p> <p><u>Road naming</u> It was agreed that the new road off Skylon View be named in accordance with the tree theme. The EZ team would do some investigation and come back with suggestions to the next Board meeting.</p> <p><u>Sponsorship</u> NW agreed to follow up TG's query about the possibility of roundabout sponsorship on the Straight Mile. MP stated that commercial sponsorship could also be sought for the</p>	<p>MP</p> <p>MP</p> <p>NW</p>

