

**HEREFORD ENTERPRISE ZONE  
EXECUTIVE BOARD  
14 JUNE 2016**

<b>Present:</b>	<b>In attendance:</b>
Bill Jackson (BJ) Chair	Dorothy Coleman (DC)
Tracey Goodwin (JG)	Steve Burgess (SB) for item 6a
David Harlow (DH)	
Geoff Hughes (GH)	
Neil Kerr (NK)	
Mark Pearce (MP)	

	<b>ACTION</b>
<b>1. APOLOGIES FOR ABSENCE/ WELCOME TO COUNCILLOR HARLOW</b>	
Apologies received from Glyn Morgan and Nick Webster.  BJ welcomed Councillor David Harlow to the Board, as the Council's new representative. It was agreed that BJ should write to Councillor Powell in recognition of the role he had played over the last 2 years, thanking him for his contribution particularly in relation to broadband.	<b>BJ</b>
<b>2. DECLARATIONS OF INTEREST</b>	
As per Register of Members' Interests.	
<b>3. MINUTES OF MEETING HELD ON 26 APRIL 2016</b>	
The minutes of the meeting held on 26 April were approved as a correct record.	
<b>4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</b>	
<u>Board and Team Goals</u> GH read out the goals he had drafted for himself and Councillor Harlow. It was agreed that these provided a useful starting point, but needed to be populated with more time specific actions to bring them into line with others' contributions. MP to help GH with this. The board members' Personal Objectives summary sheet would then be finalised, with proposed actions and target dates against each board member for the year ahead backdated to April 2016. DC to pull together.	<b>GH and MP  DC</b>
<b>5. A PICTORIAL VIEW OF EZ PROGRESS TO DATE</b>	
MP took the Board through a pictorial presentation outlining the scale of development on site to date using aerial photographs taken over the last 7 years.	
<b>6. ISSUES FOR DISCUSSION/DECISION</b>	
<b>a) Transport issues</b> <u>Local Transport Plan</u> SB advised the Board that the Local Transport Plan which sets out countywide policy and	

<p>transport strategy for the next 15 years had been adopted by the Council at its meeting on 25 May.</p> <p>Revenue funding had been secured from the Department for Transport for a number of sustainable travel initiatives in 2016-17, including £15,000 earmarked for EZ projects to tie in with the Rotherwas Transport Plan and Travel Plan Co-ordinator work. This would also tie in with BJ's initiative planned for Monday 19 September at the Business Solutions Centre to raise awareness and encourage cycling, walking and other modes of sustainable travel.</p> <p>It was agreed that the 'City Cycling Masterplan' showing existing Cycle pathways, proposed pathways and future concept routes be presented to the Board at the next meeting. Particular emphasis on links into the City. GH to progress.</p> <p><u>Southern Link Road</u></p> <p>Planning consent for the first stage of the Hereford Bypass (A49 to A465) had been granted on 6 June. The Secretary of State for Transport had 3 weeks to decide whether or not to call in the decision.</p> <p><u>Straight Mile Scheme</u></p> <p>MP referred to the January Board meeting when it had been suggested that a bid be submitted for funding the landscaping, cycleway and walking route proposals along the Straight Mile as a 2016/17 LTP project. Having submitted the outline details, he was awaiting a response. SB advised that the project had been considered in the South Wye Transport Package and been appraised and scored highly by Parsons Brinckerhoff, but that it had been received too late in the process to be included as a 2016/17 project for the LTP Programme. GH suggested that it could be further developed as a contingency project should funding be available due to underspends later in the year. However, this could not be guaranteed. There would be more certainty in funding being made available in the annual plan for 2017/18. The scheme would need to be assessed from a technical transport perspective by Balfour Beatty, which had not been done to date.</p> <p>It was agreed that the Council would report back by the next Board meeting on timings and certainties of funding for two project routes (South Wye Transport Package and Local Transport Plan) so that the Board could consider and agree a way forward for the project.</p> <p>As the Cabinet Member for transport projects was Councillor Rone, it was agreed that he should be invited down to visit the Zone. DH to arrange.</p> <p><b>b) Future sales – Goodwin Trust land</b></p> <p>TG advised the Board that due to the substantial cost of making plots development ready, the Goodwin Trust had decided that for the time being, they would not be making any land available for sale. Bringing access roads and utilities to all the plots and the requirement to raise ground levels significantly made sales not commercially viable. The</p>	<p>GH</p> <p>GH SB</p> <p>DH</p>
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<p>Trust's plan would be to work with the Zone to build units to let on the land in the north at a future date, while still moving forward with the Bloors option to the south.</p> <p>In response to questions, MP confirmed that substantial ground raising was needed on plots north of the Straight Mile, as recently completed on Skylon Central. This was only viable on Council owned land due to the future business rate returns.</p> <p>GH suggested that the Council could help explore whether Government or European gap funding could be available to meet the viability gap. It was agreed he would report back for a further discussion with TG within the next 6 months.</p> <p>TG was happy to remain as a Board member.</p> <p><b>c) Sales issues/plot disposals</b> MP reported on recent enquiries and action was agreed.</p> <p>It was agreed that councillors needed to be kept informed about developments on Skylon Park.</p>	<p style="text-align: center;"><b>GH</b></p> <p style="text-align: center;"><b>DH</b></p>
<p><b>7. MANAGING DIRECTOR'S REPORT</b></p>	
<p><b>a) Sales Progress</b> MP and TG reported on progress with sales, which includes 2 which would be starting on site this month and several contracts being progressed. In the light of the Goodwin Trust decision, some of the investments previously approved would now need to be accommodated on Council land. There was a strong pipeline of investment coming forward which would result in sites being developed for the next 3 years. Although there were a number of sites ready for sale, these were largely sold or under offer, so there was now a need to prepare additional sites.</p> <p><b>b) Marketing</b> <u>Communications and PR</u> A press release had been issued featuring all the new tenants of Skylon Court, copy to be circulated to the Board. The case studies would also be featured on the web site. PR going forward would focus on the availability of land for investment and on the businesses locating on the Zone.</p> <p><u>Inward Investment Activity and Events &amp; Exhibitions</u> MP and Mike Price had attended the Infosec conference in London on 7 June and had made some useful contacts with information security businesses who were keen on developing a relationship with the Zone, particularly in the light of the possible cyber centre development.</p> <p>MP recapped on the work of CMI in making contacts with companies in the target sectors and the outcomes of that work.</p>	

<p>The team would be manning a stand at the Three Counties Show from 17-19 June.</p> <p><b>c) Infrastructure</b>  <u>Broadband</u>  MP reported that the deal with the preferred investor would be on a concession basis and that the proposal was now ready to take through the Council. He would meet with DH to progress this.</p> <p><b>d) Business Support and Networking</b>  <u>Business Events</u>  It was noted that Qinetiq were working on the next event, Meet the Primes, to be held on 5 July at the Business Solutions Centre. Invitations would be sent to companies with specific and relevant business interests to take part in the event.</p> <p><b>e) Direct developments</b>  <u>Skylon Court</u>  Following the success of the now full Skylon Court, the Board agreed that consideration should be given to building more business units. It was acknowledged that this would not be possible without grant funding. MP agreed to investigate whether there was any suitable funding available from the Homes and Communities Agency, and its availability for providing gap funding for building speculative office and workshop space to rent.</p> <p>MP reported that the latest rates valuations for Skylon Court had been higher than envisaged after the previous round of valuations.</p> <p>NK commented on the length of the grass outside Skylon Court and was advised that sowing and planting with native species contributed to the BREAM Excellent rating.</p> <p><u>Skylon Place</u>  The final two units were to be let to an expanding local company and fit out was being planned.</p> <p><u>Shell Store: Incubation and Development Application Centre</u>  NK commented on the designs presented to the previous Board meeting, and MP advised that when there was clarity on funding for the project, a meeting would be arranged with the design team to finalise the detailed building specification, NK to be invited.</p> <p><u>Centre for Cyber Security</u>  MP reported on proposals for the development of a 30,000 sq ft Centre for Cyber Security on the South Magazine. The Centre would provide business space to rent, training and R&amp;D facilities and would be developed to List X specifications. A funding package was being put together, led by Wolverhampton University.</p>	<p><b>MP and DH</b></p> <p><b>MP</b></p> <p><b>MP</b></p>
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<b>8. RELATED PROJECTS</b>	
<p><u>Heritage Project</u></p> <p>The Board noted the following forthcoming events:</p> <p>13 August – Make Do and Mend Day</p> <p>September – Antiques Valuation Day</p> <p>11 November – WWI Exhibition Opening Event</p> <p>Work was commencing on a second application for HLF funding, to develop the educational aspects of the ROF project.</p> <p><u>Skylon Tower</u></p> <p>Following the height testing exercise, it was agreed that the preferred height for the New Skylon tower should be 46 metres. The photographic survey and landscape impact assessment would be provided shortly to support the planning application, MP to progress. Ed Thomas, principal planner, had agreed to approach the CAA to determine whether there would be any issues with the height.</p> <p>NK reported that a 46m steel Skylon would cost in the region of £180k and agreed to continue to seek sponsorship. A telecoms company was being approached with a view to using it as a telecoms tower, potentially generating some income.</p>	<p><b>MP</b></p> <p><b>NK</b></p>
<b>9. ANY OTHER BUSINESS</b>	
None	
<b>10. DATE OF NEXT MEETING</b>	
2.00pm on Tuesday 2 August	