

**HEREFORD ENTERPRISE ZONE  
EXECUTIVE BOARD  
14 NOVEMBER 2013**

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

<b>WELCOME</b>	
The Chair welcomed Jonathan Goodwin, attending on behalf of Tracey Goodwin, and Steve Burgess, Head of Transportation and Access, Herefordshire Council, to the meeting.	<b>ACTION</b>
<b>1. APOLOGIES FOR ABSENCE</b>	
Tracey Goodwin	
<b>2. DECLARATIONS OF INTEREST</b>	
As per Register of Members' Interests.	
<b>3. MINUTES OF MEETING HELD ON 1 OCTOBER 2013</b>	
Approved as a correct record.	
<b>4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</b>	
None.	
<b>5. ISSUES FOR DISCUSSION/DECISION</b>	
<p><b>a) Transport issues</b> Steve Burgess reported to the Board on 3 projects:</p> <p><u>EZ Transport Assessment</u> Modelling work undertaken by Amey was to be discussed with the Highways Agency the following week, with a report to be concluded by the end of December. This would be presented to this Board at its January meeting. This would look to provide additional capacity in the short term up to 2016.</p> <p><u>South Wye Package (including A49/465 link road)</u> This preparatory work had been transferred from Amey to Balfour Beatty Living Places. The technical appraisal would be completed in Spring 2014 and would be followed by consultation with residents. The planning application would then be submitted and</p>	

secured by the end of the year. Although it was considered preferable to reflect in the title that this road would benefit the Zone, this could not be done while the modelling work was still ongoing and before the final route was agreed.

LDF Phasing Study

A study has been commissioned which would take a strategic view of necessary triggers to allow housing and employment sites to be developed. This would be completed by January, and sitting alongside the EZ transport Assessment would assist in the phasing of work to 2031 and feed into the LDF work.

SB also reported that a submission had been made to the Pinch Point Programme for the Hereford City Link Road. Further funding for this scheme was being sought through the LEP's Local Transport Body.

A strategic outline business case was being developed for the western relief road (A49/465) and city link road for inclusion in the LEP's Strategic Economic Plan. A early draft would be submitted to this Board for comment prior to submission in December.

Herefordshire Council was also feeding in to the Highways Agency's Route Based Strategies (medium to longer term programme of investment), and highlighting potential cost savings to the HA of implementing its proposals. It was acknowledged that there was a need for conversations at the most senior level between the Council and Highways Agency to support the work being undertaken at the technical level.

The Chair reported that he would be seeing Jesse Norman MP the following day and one item to be discussed was the rail link. Previous discussions following the studies undertaken by Jacobs on passenger and freight rail links onto the Enterprise Zone had concluded that both were possible in terms of delivery. However, in addition to the large capital outlay both would need considerable subsidy to operate, and were therefore not currently a priority for the Zone unless the private sector was prepared to make the investment in which case the Zone would be supportive. The reports could be made available if needed.

**b) Heritage Project**

NK advised the Board on recent meetings with the Shell Store heritage consultants and architects. Options had been considered with the preferred and most viable option being to make the building weatherproof and develop the facilities within that envelope using large iron drums for each element in the exhibition space. These would include special forces, men at war and women at war, and a shop. This element would account for approx. 40% of the space, 20% would be the entrance, facilities and café area, with the remainder of the space being used for business innovation 'pods'. Current costings for the scheme were approx. £5.8m. European funding could be sought for the innovation/business unit elements – this would need to be match funded. All this was to

**GH/MP**

<p>be tested further at a meeting with the consultants on 21 November.</p> <p>The Board agreed that the Food Technology Centre was a secondary priority given that it could cost £5m, and would need to draw on some of the facilities provided by the Shell Store.</p> <p>GH stressed that due to the Council's current financial situation it would not take any financial risks and could not underwrite cost overruns on capital projects. The cost of developing the project to HLF Stage 1 was discussed and agreed that this should have Council approval, and that the LEP should be approached for assistance. MP to advise how much was needed. This would be discussed further at the next meeting.</p> <p><b>c) European Funding and LEP Growth Plan</b></p> <p>NW provided an update on the development of the LEP Growth Plan, and the priorities for business support from the new European funding programme.</p> <p>The Herefordshire Business Board had supported the introduction of a single grant scheme into which businesses could bid, supported by a business case, and a voucher scheme for Herefordshire businesses. Of particular interest was an Investment Pot accessible to Herefordshire businesses (along the lines of the Funding Circle model). This would have particular relevance to some of the Zone clients' requirements. NW would keep the Board informed of progress with this model.</p> <p><b>d) Enterprise Zones: Capital Grant Fund</b></p> <p>MP informed the Board about the Government's Capital Grant Fund for Enterprise Zones. This funding was available for spending between April 2014 and March 2015. As he had spoken to both local and international companies wanting to rent rather than buy, a need had been established for clean manufacturing/office/workshop space on the Zone. An application was therefore being developed for £2.5m for a 2-storey keynote building on Skylon South to accommodate 12 – 14 businesses (1300 sq ft). The Board fully supported the submission of an application, and MP agreed to submit a report for Cabinet approval.</p>	<p>NK/MP</p> <p>NW</p> <p>MP</p>
<p><b>6. MANAGING DIRECTOR'S REPORT</b></p>	
<p><b>a) Sales</b></p> <p>MP reported on progress with the Beck Group and Western Power, on contract developments with 2 other companies and other early stage negotiations. BJ would be meeting with a further company the following week.</p> <p>A course of action was agreed in relation to delays in progressing contract negotiations with another local company.</p> <p><b>b) Marketing</b></p> <p><u>Communications and PR</u></p> <p>The Board noted recent PR around the Zone's input at the International Biometrics</p>	

<p>Conference 2013.</p> <p>It was agreed that we should carry forward some local marketing in January, in order to fix local interest and ensure that businesses would access the full benefit of the Zone particularly in terms of business rate relief. This would be done through a 2 page spread in the Hereford Times.</p> <p><u>Website and Twitter activity</u> Recent website and Twitter activity was noted.</p> <p><u>Inward Investment Activity</u> CMI were continuing to work through the priority tranches of businesses. MP reported on meetings held with 7 companies at the Biometrics Conference, two of which were actively interested in the Zone offer and were being followed up.</p> <p>MP was discussing the possibility of a secondment from UKTI to the role of Director of Client Relationships. Acceptance of any candidate would need to be endorsed by the Board.</p> <p><b>c) Infrastructure</b></p> <p><u>Site Works</u> Connect 2 Cycleway was due to be completed by 23 December, with a formal opening planned for 10 December.</p> <p>Work on the construction of the Access Road into the North Magazine would commence in January.</p> <p><u>Broadband</u> MP was continuing to work with GreySky and Fastershire to resolve issues around the provision of Broadband to Rotherwas and the Enterprise Zone.</p>	<p><b>MP</b></p> <p><b>MP</b></p>
<p><b>7. RELATED PROJECTS</b></p>	
<p><u>Skylon Court – Small Unit Development Scheme: Use of ERDF</u> MP reported that the EZ bid for European and Council funding toward the building of speculative units had been approved, and thanked RP for his support for the Council’s intervention. These units, which would be industrial workshop/office mix, would be completed by Spring 2015.</p> <p>The construction contract would be procured through the Council’s agreed Construction Framework as soon as the funding contract had been received from Government.</p>	<p><b>MP/NW</b></p>

