

**HEREFORD ENTERPRISE ZONE  
EXECUTIVE BOARD  
1 APRIL 2014**

<b>Present:</b>	<b>In attendance:</b>
Bill Jackson (BJ) – Chair	Steve Burgess (SB)
Tracey Goodwin (TG)	Dorothy Coleman (DC)
Geoff Hughes (GH)	Liz Derry (LD)
Mark Pearce (MP)	

	<b>ACTION</b>
<b>1. APOLOGIES FOR ABSENCE</b>	
Neil Kerr, Councillor Roger Phillips	
<b>2. DECLARATIONS OF INTEREST</b>	
As per Register of Members' Interests.	
<b>3. MINUTES OF MEETING HELD ON 4 MARCH 2014</b>	
Approved as a correct record subject to amending Minute 8a) Rail Link to "GH reported Cllr Bridges' interest..."	
<b>4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</b>	
<u>Minute 8b) Full Board meeting</u> MP reported that the Full Board meeting would be held at 3.30pm on Tuesday 20 May at The Clive, Ludlow, not on 4 April as previously discussed.	
<b>5. ISSUES FOR DISCUSSION/DECISION</b>	
<p><b>a) Transport issues</b></p> <p>SB reported that the EZ Transport Assessment was being finalised and was now with the Highways Agency. This generated modest extra capacity in the order of 55 trips during the peak morning period.</p> <p>He also reported that a number of other pieces of work were underway which would be pieced together to give a position for the EZ in relation to trip numbers and hence development capacity. These included the South Wye package (including A49-465) which would report in May, and a report on the phased development of the Western Relief Road, demonstrating the impact of various stages on the EZ and other development sites.</p> <p>GH reported that he was working with MP to commission work on a revised LDO to be produced in June/July, into which all these additional pieces of work would feed. A further revision would be needed 12 – 18 months later, once the LDF had been adopted and the planning consent secured for the A49-465 connection.</p> <p>A new travel plan was needed for the Zone as a whole and it was hoped that additional</p>	<p><b>GH</b> <b>MP</b></p>



<p>6. Beacon Way</p> <p>7. Hersey Road</p> <p><b>d) Litter</b>          Following discussion about litter along the verges on the approaches to the Zone and Estate, it was agreed to ask the Council to place a notice on its website asking people to take more care when visiting the household waste site.</p> <p>A letter would be sent to businesses that were potential generators of litter reminding them of the multi million pound investment on the estate, informing them that the Zone would be improving the overall maintenance of the site and requesting that everyone play their part by keeping their own premises tidy, and alert their customers/suppliers to the new situation.</p>	<p><b>GH</b></p> <p><b>BJ</b></p>
<p><b>6. MANAGING DIRECTOR'S REPORT</b></p>	
<p><b>a) Sales</b>          A client timelines table and disposals map were tabled, and it was noted that the map now included the heritage area on the North Magazine.</p> <p>MP outlined progress on each potential investment.</p> <p>It was noted that a number of investors were seeking freehold land purchase rather than long lease, and GH agreed to seek a Council view using information provided by MP.</p> <p>The Board was pleased to note the Government's budget announcement of a 3-year extension to the period for businesses to qualify for 5 years business rates relief to spring 2018.</p> <p>MP also advised that a light touch Masterplan was being produced for plot C1, and it was agreed to include the Goodwin land on Skylon North as part of that process.</p> <p><b>b) Marketing</b>  <u>Communications and PR</u>          Recent PR had covered the broadband launch and call for local contractors to work on the Skylon Court development, both of which had received good coverage. Forthcoming publicity would include the North Magazine Access Road, Beck Group completion and Marches, WPD and Skylon Court starts on site and the .</p> <p>A press release would also be issued to garner public support for the Shell Store project.</p> <p><u>Website</u>          Recent website activity was noted.</p>	<p><b>GH</b></p> <p><b>MP</b></p>



<p>Stage 1 bid would be submitted by 23 June and considered in September.</p> <p>NW advised that he had received the Council's decision notice formally permitting the project to proceed. BJ to advise NK.</p> <p>The BBC had been doing a number of features around WWI and II which had included visits to the Shell Store.</p>	<b>BJ</b>
<b>8. ANY OTHER BUSINESS</b>	
<p><u>a) Waste to Energy</u>                  TG updated the Board on progress with this project and advised that a report would be presented to the Board in 6-8 weeks time, with a planning application to be submitted in the autumn.</p> <p><u>b) Rail Link</u>                  Cllrs Matthews and Bridges had met with the Leader of the Council. They had been advised that the Council was unable to provide either capital or revenue to support a potential future rail link but that the land had been reserved.</p> <p><u>c) Bulmers</u>                  Noted that Heineken had announced a large investment in it's plant in Hereford which would bring cider production back to the city.</p>	
<b>9. DATE OF NEXT MEETING</b>	
2.00pm on 6 May	