

<p>submitted in the 5-year action plan for the LEP's Strategic Economic Plan.</p> <p>b) European Funding and LEP Growth Plan The Strategic Economic Plan would be submitted to Government by the LEP at the end of March, and the final document would be published in July.</p> <p>c) University Campus BJ, NK and MP had been approached by sponsors of a new University for Herefordshire which would have an engineering/science focus. Land was being sought on the Zone and elsewhere in the city to further their plans. A motion was also being proposed at the meeting of Herefordshire Council on 7 March, requesting that the Council identifies the most appropriate way in which it can assist in securing the future of higher education in the County particularly in terms of its asset base.</p> <p>It was agreed that a Herefordshire University would bring a wide range of benefits to the county including supporting economic growth through the development locally of relevant higher level skills and the connection to and support of local businesses. The Board felt that a site in the city centre would be ideal but that this could be supported by e.g. R&D laboratory/ high tech/innovation facilities on the EZ. To show its commitment to the project, land on the North Magazine could be offered on a long option, subject to funding. MP to follow this offer up with representatives of the new University project team.</p> <p>It was noted that NK and others were involved in approaching the 25 largest engineering employers in the county to seek their support and ideas.</p>	<p>MP</p>
<p>6. MANAGING DIRECTOR'S REPORT</p>	
<p>a) Sales MP reported on progress with each client, recent enquiries and new negotiations. An updated disposals map was circulated. NK suggested that the heritage area on the North Magazine and the possible University site could also be shown.</p> <p>An update was provided by TG on the potential Waste to Energy proposals on land outside the Zone boundary. TG to work with MP to obtain a detailed update to report to the next meeting.</p> <p>b) Marketing <u>Communications and PR</u> Notable coverage in February included in Hereford, Admag (several pages promoting Rotherwas and the Zone during the period of the Holme Lacy Road closure), Hereford Times, Ledbury Reporter and Worcestershire News. This was in addition to substantial online coverage including a 2-page spread in Absolute Herefordshire Magazine. Press releases would be issued for the Broadband launch on 5 March, followed by the new access road on the North Magazine, building an incremental story.</p>	<p>MP</p> <p>TG</p>

<p>Following a request from NK, it was agreed that MP would provide bullet points on key messages in each monthly briefing, which could be used by members in discussions with other networks.</p>	<p>MP</p>
<p><u>Website</u> Recent website activity was noted, including updated information for the week ended 2 March which saw 190 visits to the site. This number was primarily generated by a click through from an advertisement on the Hereford Times website for a Skylon Court Meet the Buyer event with Kier Construction.</p> <p>MP explained the current situation with the website and it was agreed to source new designers at the earliest opportunity, suggestions of companies to approach were welcomed.</p> <p>Twitter interaction was also noted.</p>	<p>MP</p>
<p><u>Inward Investment Activity</u> MP explained that CMI were continuing to work through the priority tranches of businesses, the current one being Advanced engineering – Metal Treatments and Advanced Control Systems. Earlier interest continued to be followed up.</p> <p>He stated that UKTI had finally come back to his request for a free secondment to fit the Inward Investment Director post, UKTI had confirmed that they could only offer operational paid resource as a secondment, they were unable to provide free resource at the sort of senior level sought to assist with the client follow up and development. It was important to note that leads were currently being managed and that no genuine interest had been lost. However, the need to continue with the follow up was becoming more pressing.</p> <p>MP agreed to review the agreed job description and look at ways to recruit in an experienced inward investment practitioner.</p> <p>GH stated that should the results of the current inward investment approach yield limited results, then the Board would need to review its approach going forward. MP confirmed that the CMI contract concluded in just over a year and that was a logical point of reference and reflection on the approach taken.</p>	<p>MP</p>
<p>c) Infrastructure <u>Broadband</u> The Board was pleased to note that progress had been made in advance of the original timetable, with the first two cabinets enabled, giving access to Superfast Broadband capability to most of the Estate and Zone. This would be officially announced and</p>	<p>MP</p>

<p>launched on 5 March. The other cabinets would be enabled by September at the latest. MP agreed to ask Fastershire about coverage on the WPD site.</p> <p>Progress was also being made in scoping out the installation of a first phase of fibre ducting which would join up the South Magazine to the Straight Mile, and in partnership with Fastershire, the provision of a voucher scheme to stimulate business demand.</p> <p><u>Access Road North Magazine</u> MP reported that Owen Pell had mobilised to put in the access road to open up plots on the North Magazine. Completion was expected in April.</p> <p><u>Landscaping/site works</u> MP reported that he had received a proposition from SEW for landscaping around the Shell Store.</p> <p>The Board was pleased to note Hereford in Bloom’s interest in developing a long term relationship with the EZ which could be mutually beneficial. The ability to identify access to local interest/volunteers could prove useful with projects such as the Shell Store.</p> <p>TG referred to previous discussions about a charge to investors for site maintenance and asked whether a figure had yet been considered. MP advised that this was yet to be determined but would follow up with TG.</p>	<p>TG</p>
<p>7. RELATED PROJECTS</p>	
<p><u>Skylon Court – Small Unit Development Scheme: Use of ERDF</u> A Meet the Buyer event had been held with Kier Construction to alert local trades of the Skylon Court project, and it was noted that the terms of Kier Construction Framework Agreement required around 75% of local labour (within a 30 mile radius) to be signed up to each construction project. Despite wide promotion of the event, only four businesses had been represented. There was still time and need to alert businesses to the opportunity – any contacts should be given to DC who would pass on to Kier.</p> <p>MP explained that in Worcester a website –www. finditinWorcestershire.com – was used to advertise this sort of business opportunity, and that this generated good interest, though often not all local. GH agreed to investigate a similar web presence for Herefordshire.</p> <p><u>Heritage Project</u> NK reported that he and MP had given briefings to the Leader, Cabinet members and Local Members of Herefordshire Council and it had been fully supported.</p>	<p>GH</p>

<p>The consultancy team had brought further revisions to the proposal to the last meeting, resulting in the retention of the Shell Store steel structure but removal of the walls, to reveal a parkland expanse. Three blast walls would be retained, two to tell stories of the first and second World Wars, and the third as an educational experience. Landscaping would be low maintenance and include a poppy meadow with no operating costs, and minimal maintenance costs being the aim.</p> <p>Another new proposal was the development of an App for smart phones which would provide interpretation as visitors progressed around the site.</p> <p>There was a lot of work yet to be done including community consultation on the proposals, and the application was on track for submission by 23 June.</p> <p>NW would be drafting a cabinet report, the draft to be sent to BJ and NK before submission.</p>	NW
8. ANY OTHER BUSINESS	
<p><u>a) Rail Link</u> GH reported Cllr Bridges' interest in a railway link to Rotherwas and his question as to why it had not been included in the SEP. It was agreed that a meeting be arranged with Steve Burgess from the Council perspective and MP from the Zone.</p> <p><u>b) Full Board meeting</u> All members of the Executive Board confirmed their wish to continue to serve in that capacity.</p> <p>BJ had written to Graham Wynn pointing out the need for a full Members Board meeting in the next few weeks suggesting that Graham and Mandy Thorn represent the business community in Shropshire and Telford & Wrekin, and requesting nominations from the local authorities.</p> <p><u>c) Rotherwas Munitions Group</u> BJ had received a letter from this group comprising relatives of the munitions workers, asking to be consulted on the Shell Store proposals. The letter had been forwarded to the project consultant.</p> <p><u>d) Evans Easy Space building</u> It was reported that Evans Easy Space had gone into administration. Regus had been brought in for a 2-week period and it was expected that they would take on some of the facilities.</p>	MP
9. DATE OF NEXT MEETING	
2.00pm on 1 April	



EZ Executive Board 04.03.14