

**HEREFORD ENTERPRISE ZONE  
EXECUTIVE BOARD  
6 AUGUST 2013**

<b>Present:</b>	<b>In attendance:</b>
Bill Jackson (BJ) – Chair	Nick Webster (NW)
Neil Kerr (NK)	Dorothy Coleman (DC)
Tracey Goodwin (TG)	Amy Bould (AB) – Be Bold PR
Keith Lawton (KL)	
Roger Phillips (RP)	
Mark Pearce (MP)	

	<b>ACTION</b>
<b>1. APOLOGIES FOR ABSENCE</b>	
Geoff Hughes	
<b>2. DECLARATIONS OF INTEREST</b>	
As per Register of Members' Interests.	
<b>3. MINUTES OF MEETING HELD ON 9 JULY 2013</b>	
Approved as a correct record, subject to: <u>Minute 7 – Western Link Road...</u> “... It was noted that the LDF had gone through Cabinet and would be considered by Full Council on 19 <u>July</u> .....”	
<b>4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</b>	
None.	
<b>5. ISSUES FOR DISCUSSION/DECISION</b>	
<p><b>a) PR and Communications Update</b></p> <p>Amy Bould presented her Communication Update report, highlighting the recent successful publicity, current position and proposals for future strategic PR. Announcements would be made as soon as the first 2 investors were ready to start on site, with regular news flow on progress and other investments as they were landed. Defence and security would remain the focus for international PR, with a move to other sectors in early 2014. Good relationships had been forged with local media contacts who were viewing the EZ in a positive light.</p> <p>AB was aware of the need to maintain the momentum and to continue to raise awareness of the EZ locally, nationally and internationally. The importance of the EZ as a LEP project would continue to be acknowledged with joint EZ/LEP publicity, and LEP Board members and local councillors kept informed.</p>	



<p>It was hoped that planning permission would be in place by May 2014, with construction completed by the end of 2015, subject to funding. The Board was concerned that the project was not in the top three being promoted by the Marches LEP for the £12.7m funding available.</p> <p><b>d) Generating Inward Investment</b></p> <p>Further to discussions at a previous meeting, MP presented a report which identified the various routes through which investors could be identified i.e. contact made through CMI contract cold call, the wider local supplier base which would benefit from clustering, contacts made at conferences and events, and through existing networks and contacts.</p> <p>With the exception of networks and contacts, the drop out rate was expected to be high due to the “cold calling” nature of the initial contact.</p> <p>All leads being developed require a high level of resource to facilitate visit hosting/ hand holding, construction of a support package, building contacts and leads in customers, supplier and Government agencies, and site specific negotiations, requirements etc.</p> <p>MP tabled a list of the main tasks and who was currently dealing with each. Although certain elements were best managed by the Core Team, and others by CMI, there was currently no resource for dealing with other elements.</p> <p>A full discussion ensued as the Board considered the nature of the work, the resource required to handle it and the source of the budget to fund it. All acknowledged that it was essential that every serious lead is managed in a way that although costly in time and effort would lead to an investment.</p> <p>KL agreed to draft a job description/person specification for initial consideration by MP and subsequently the Board.</p> <p><b>e) Team goals: July to December 2013</b></p> <p>Team goals for July to December 2013 were received and approved. It was acknowledged that the key priority would be to see work commencing on site.</p>	KL MP
<b>6. MANAGING DIRECTOR'S REPORT</b>	
<p><b>a) Sales</b></p> <p>2 companies would be starting work on site within the next few weeks. A further investor was aiming for a November start, with two others following soon after.</p> <p><b>b) Marketing</b></p> <p><u>CM International</u></p> <p>Work was progressing in line with their Year 2 Business Plan. There was a possibility of some of their leads visiting the UK in the autumn.</p> <p><b>c) Infrastructure</b></p> <p><u>Superfast Broadband</u></p>	

<p>It was reported that BT had firmed up the timing of all BT cabinet enablement on the Zone to September 2014.</p> <p>MP advised that consultants GreySky had been commissioned to undertake a business needs analysis, identify current options and develop an ideal solution for the provision of Broadband to existing Rotherwas and future EZ companies. A report would be brought to the next Board meeting.</p> <p><u>Site Works</u></p> <p><u>Connect 2 Cycleway</u></p> <p>Work was now scheduled to be completed mid November.</p> <p><u>Herefordshire Archive and Records Centre</u></p> <p>Work was due to commence on 19 August.</p> <p><u>Site boards</u></p> <p>As sales are completed and work starts on sites, sale boards would be erected.</p>	<b>MP</b>
<b>7. RELATED PROJECTS</b>	
<p><u>Heritage/Facilities Centre</u></p> <p>NK confirmed that Imagemakers, partnering with Ruby Tiger, had been appointed to take the project forward to a Round 1 grant submission. Their previous commissions had included the highly successful National Tank Museum in Dorset. A commissioning meeting with them and SEW would take place on 15 August, and the aim would be to submit a Round 1 bid in February.</p> <p>It was noted that, contrary to previous advice, the new Heritage Enterprise Scheme was not appropriate for this project. It was now more likely that funding would need to be sought using a phased approach, starting with the Heritage Lottery Fund. Once this was secured it would be easier to obtain further funding from a variety of sources.</p> <p>NK reported that Hannah McSherry, the Council's Project Development Officer, would be supporting the team in this work.</p> <p><u>Sustainable Energy Plant</u></p> <p>TG showed the Board a map to demonstrate the proposed location of the SEP on land outside the Zone boundary, and on which the prospective investor had a 12 month option, 11 of which remained.</p> <p><u>Small Unit Development Scheme : Use of ERDF</u></p> <p>Some additional information had been provided to DCLG and a decision was expected in September. Funds would need to be spent by December 2014.</p>	<b>NK</b>

<p><b>8. ANY OTHER BUSINESS</b></p>	
<p><u>a) EZ Stakeholder Group</u></p> <p>RP stressed the importance of regular contact with key stakeholders, and it was noted that the next meeting was scheduled for 11 September.</p> <p><u>b) LEP Board</u></p> <p>BJ reported that he was now a member of the LEP Board.</p> <p><u>c) Meeting with Leader of the Council</u></p> <p>BJ reported that he had held a 2 hour meeting with Tony Johnson.</p> <p><u>d) Meeting with Jesse Norman MP</u></p> <p>BJ and MP had met with Jesse Norman MP, who was very supportive.</p> <p><u>e) Meeting with Cllr Morgan</u></p> <p>BJ and MP would be meeting with Cllr Patricia Morgan who held responsibility for the Council's land and property asset portfolio.</p> <p><u>f) Members Board meeting</u></p> <p>In response to a question by NK, MP confirmed that both Shropshire and Telford &amp; Wrekin Council had been asked for nominations for the Members Board. He anticipated arranging a meeting for mid September, subject to the timing of the response from Shropshire and Telford.</p>	<p><b>MP</b></p>
<p><b>9. DATE OF NEXT MEETING</b></p>	
<p>2.00pm on Tuesday 1 October 2013</p>	