

**HEREFORD ENTERPRISE ZONE  
EXECUTIVE BOARD  
5 December 2017**

<b>Present:</b>	<b>In attendance:</b>
Bill Jackson (BJ) Chair	Dorothy Coleman (DC)
Andrew Manning Cox (AMC)	Nick Webster (NW)
Tracey Goodwin (JG)	
David Harlow (DH)	
Geoff Hughes (GH)	
Charles Ingleby (CI)	
Mark Pearce (MP)	
Sharon Smith (SS)	

	<b>ACTION</b>
<b>1. WELCOME TO NEW MEMBERS</b>	
<p>BJ welcomed three new Board Members. Andrew Manning Cox, who would be taking on the role of Chair with effect from 1 January 2018, Charles Ingleby, who would be the new Vice Chair and Sharon Smith.</p> <p>He also recorded the Board's thanks to Neil Kerr who although continuing as a Board member was stepping down as Vice Chair.</p>	
<b>2. APOLOGIES FOR ABSENCE</b>	
Apologies for absence were received from Neil Kerr.	
<b>3. DECLARATIONS OF INTEREST</b>	
As per Register of Members' Interests.	
<b>4. EZ OVERVIEW</b>	
MP gave a presentation on progress on the Zone to date covering the history of the site, EZ status and incentives, investments made, sector focus, the establishment of the Company, site preparation work, EZ funding, sales and developments, and current priorities.	
<b>5. MINUTES OF MEETING HELD ON 17 OCTOBER 2017</b>	
The minutes of the meeting held on 17 October were approved as a correct record.	
<b>6. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</b>	
<p><b>a) Treatment of business rates post 2017/18</b></p> <p>MP reported that the Government incentive of 5 years' business rates relief to EZ investors would come to an end on 31 March 2018. This has been a very significant for investors and was causing some potential investors to suspend their interest until confirmation of an extension of this relief had been confirmed. The EZ had lobbied on the</p>	

<p>position both directly through the local MP and via the LEP network. However there was no appetite at national Government level for this relief to be extended. MP had therefore been in dialogue with the Council about the use of local discretionary powers to provide relief for future investments. GH reported that there was agreement in principle to the proposal, but that the decision had not yet been taken. The proposal was for the costs to be met from the business rates pot generated by the EZ, although the Council would be minded to increase that level of support if circumstances warranted it.</p> <p>The Board welcomed the approach by the Council. In terms of detail, GH and MP explained that decisions on granting relief would need to be taken by the Council on a case by case basis (picking up the Board's own recommendations) and would need to be reconfirmed annually. The operational detail would need to be worked through before any announcement could be made, and AMC and SS emphasised the importance of having a clear unambiguous message to present to investors.</p> <p>The Board asked MP to work with GH in preparing that unequivocal marketing message once the decision had been taken by the Council.</p>	<b>MP / GH</b>
<b>7. ITEMS FOR DISCUSSION/DECISION</b>	
<p><b>a) Sales issues/plot disposals</b></p> <p>MP advised the Board of recent interest. A number of enquirers were seeking 1 – 1.5 acres to develop for their own business occupation. This is currently difficult to fulfil given the lack of suitable development ready land for them to buy and occupy. These enquiries will be scored using the standard EZ scoring system and presented to the Board at its next meeting.</p>	
<b>8. MANAGING DIRECTOR'S REPORT</b>	
<p><b>a) Sales Progress</b></p> <p>MP presented his report on progress with each investor interest. He confirmed that the current price for the land was in accordance with the District Valuer's valuation.</p> <p>AMC suggested that it would be helpful if the report flagged up issues and bottlenecks in the process which were holding up sales, and a list of what needed to be done for each sale, so that appropriate action could be agreed and followed up with the relevant parties.</p> <p>By way of background, MP advised that the Council had made a full financial commitment to the EZ with over £17m capital funding allocated to forward fund infrastructure at the Zone. To date this had been drawn down in tranches on the basis of indicative figures and costs were kept within the overall drawdown figure.</p> <p>GH confirmed that for all capital spend for the Council there were 3 requirements:</p> <ol style="list-style-type: none"> <li>1. Appropriate governance/member authority</li> <li>2. Appropriate procurement</li> <li>3. Available budget</li> </ol>	

<p>He also explained that revisions to budgets could be approved within 3 weeks.</p> <p>Following recent issues on another capital project, the Council had been reviewing processes of approving, implementing, managing and monitoring capital investment projects. The EZ was seeking to utilise an existing Council framework contract with BBLP to deliver 2 infrastructure projects, and this was taking some little time to structure the information requirements, process flows and budget constraints into the specified contract and programme format.</p> <p>In discussion, it was noted that the existing delivery approach for the Zone had proved very successful. The specialist Zone team identified the project activity required to make land investment ready and attractive to investors, the Council identified and confirmed the resources available, and the delivery route was chosen by the EZ and the Council in order to implement the necessary projects in a timely and efficient way in order to fulfil investor interest. A number of other detailed points were raised on specific project activity and delivery.</p> <p>In conclusion, the Board recognised that the 3 Council requirements were essential to fulfil, but also recognised that any modification to delivery mechanisms should recognise the need for the special circumstances that related to the delivery of capital investments at the Zone.</p> <p>It was agreed that MP and NW should propose a protocol for implementing capital projects that would work for both the Zone and Council, for consideration at the next Board meeting.</p> <p><b>b) Marketing</b>  <u>Communications and PR</u></p> <p>MP reported that he had met with Amy Bould to discuss PR priorities. These included PR around the new Chair and board member appointments, Shell Store, Cyber Centre, CCTV and Talking Point articles in the Hereford Times. Amy would attend the next Board meeting and present a forward programme.</p> <p>MP advised that the Zone also used a newsletter to publicise progress, and that a Stakeholder Group met 3-4 times a year comprising parish council, Rotherwas business and police representation.</p> <p><u>Inward Investment Activity and Events &amp; Exhibitions</u></p> <ul style="list-style-type: none"> <li>• MIPIM 2018</li> </ul> <p>It was noted that the team was working with the Department for International Trade on the possibility of including the North Magazine as part of the Midlands Engine investment portfolio which would be showcased at MIPIM in Cannes.</p> <ul style="list-style-type: none"> <li>• Cyber: Partnership working with Maryland</li> </ul> <p>Following the visit to Cyber Maryland 2017, follow up work was taking place with the</p>	<p><b>MP / NW</b></p>
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<p>the procurement process for the contractor would begin. Under current timetables the work would take approximately 12 months and was expected to be completed in summer 2019.</p> <p><u>Centre for Cyber Security</u> MP was continuing to support the University of Wolverhampton in the development of this project. Planning endorsement had been secured through the LDO and a funding decision for the fit out was awaited. The University had met with the Council to discuss a joint venture between themselves to progress the project and would be providing draft Heads of Terms for that venture.</p> <p>Subject to the above, construction is anticipated to start in May with the centre opening in mid-2019. It was expected that once the work started and the centre publicised, it would start to draw significant profile and business interest.</p> <p><b>f) Future land availability/readiness</b> <u>Skylon South</u> An offer had been made at the end of October by the Council to the Goodwin Trust for the employment land at Skylon South. A response was awaited.</p>	
<p><b>9. RELATED PROJECTS</b></p>	
<p><u>Skylon Tower</u> It was noted that NK was in discussions with construction companies on the best way of implementing this project at optimum cost for the private investors.</p>	
<p><b>10. ANY OTHER BUSINESS</b></p>	
<p><u>EZ sectors</u> It was agreed that the placement strategy and the fit of all existing investors be considered at the next meeting.</p> <p><u>Thanks to Chair</u> On behalf of the Board, GH thanked BJ for his service to the Zone over the last 5 years. He particularly thanked him for representing the Zone at LEP Board meetings, with politicians, partners (particularly the LEP Board) and with the media, and for the excellent way he had helped to raise the profile of the Zone during that time. His helpful approach with investors and stakeholders had been much appreciated.</p> <p>The Board wished him well with his future ventures.</p> <p><u>Andrew Manning Cox</u> AMC outlined his background from working with Wragge and Co, now Gowling WLG following a merger with the Canadian firm in 2016. The company is in the top 20 law firms worldwide in size and turnover. As a Herefordshire resident he has served on a number of boards and been involved with voluntary activity in the county and neighbouring</p>	<p><b>MP</b></p>

<p>Worcestershire. He looked forward to being involved in the Zone at this exciting time and building on BJ's foundation.</p> <p><u>Charles Ingleby</u> A partner in commercial property consultancy Ingleby Trice, CI was born and bred in Herefordshire. He served on the board of Hereford Futures which had presented many challenges. He looked forward to being able to bring his experience to this new role and to being involved in the further development of the Zone.</p> <p><u>Sharon Smith</u> SS had recently been appointed as Chief Executive of the Chamber of Commerce Herefordshire and Worcestershire. The EZ was of personal and professional interest. She looked forward to her involvement and to making a difference for the benefit of Herefordshire.</p>	
<p><b>11. DATE OF NEXT MEETING</b></p>	
<p>A schedule of dates had been circulated with the agenda. It was noted that several members were unable to attend on the date proposed for January. DC to find suitable alternative</p>	<p><b>DC</b></p>

**Signed**.....

**Date** .....29 January 2018.....