



**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
22 OCTOBER 2018**

Present:	In attendance:
Andrew Manning Cox (AMC) Chair	Dorothy Coleman (DC)
Tracey Goodwin (TG)	Elena Rodriguez-Falcon (ER-F) for item 4
Charles Ingleby (CI)	
Neil Kerr (NK)	
Alistair Neill (AN)	
Mark Pearce (MP)	

	ACTION
1. APOLOGIES FOR ABSENCE	
David Harlow (DH), Sharon Smith (SS), Richard Ball (RB)	
2. DECLARATIONS AND REGISTER OF INTEREST	
All forms now returned. There were no updates to be noted.	
3. WELCOME	
<p>The Chair welcomed Alistair Neill, Chief Executive of Herefordshire Council, as the new Council representative.</p> <p>AN explained the Council's new focus on economic development and place, and the appointment of Richard Ball as interim director. The new economic masterplan which set the Council's vision for the next 15 years in 3 x 5-year periods included a number of significant developments over the period. These included the Hereford bypass, development of the land unlocked by the city link road, Merton Meadow site, Essex Arms site, the new GP hub and Premier Inn development as well as development in the market towns including Model Farm in Ross. All major projects across the Council were being put on a formal programme planning/management basis to ensure consistency, efficiency, transparency and value for money.</p>	
4. NMiTE PRESENTATION	
<p>The chair welcomed Professor Elena Rodriguez-Falcon (ER-F), NMiTE Acting CEO & Provost, to the meeting.</p> <p>ER-F outlined the governance and current position on staffing and property. The University would offer a 3-year integrated Masters course in Engineering. Validation of the degree programme by the University of Warwick was expected on 9 November. There was also a possibility of adding degree apprenticeships to the undergraduate programme.</p>	

<p>A number of property options were being explored for learning and living space. ER-F stated that it was important that the option of locating on the EZ was pursued, but in the light of current constraints it was hoped that a JV arrangement could be considered. It was anticipated that 1,100 sqm of learning space plus the Shell Store space would be needed by 2021.</p> <p>ER-F left the meeting.</p> <p>AN advised that Cabinet would be looking further at options for university accommodation in the coming weeks, being mindful that any private sector investment would need to be underwritten by the Council. Consideration was also being given to how the LEP funding could best be committed within the time restrictions of the grant award.</p> <p>Further discussion followed and it was acknowledged that both the NMiTE Board's academic strength and the Council's experience were needed to ensure the success of the venture.</p>	
<p>5. MINUTES OF MEETING HELD ON 10 SEPTEMBER 2018</p>	
<p>The minutes of the meeting held on 10 September were approved as a correct record and signed by the Chair.</p>	
<p>6. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</p>	
<p><u>4a Signage</u> MP agreed to bring a report on progress with the signage strategy to the next Board meeting.</p> <p><u>4b Straight Mile project</u> AN advised that the next stage of the Holme Lacy Road Improvement Scheme was currently under consultation with a view to work starting in the Spring. This would include the next stretch of the cycleway from the Co-op.</p> <p><u>4c Railway link to Rotherwas</u> A response had been sent to the Herefordshire Sustainable Transport Group. NK had received a further communication from the group and DC would provide NK with the Council transportation team contact details.</p> <p><u>6a Board recruitment</u> MP confirmed that the Board Member person specification and advert were being prepared and would be circulated for discussion the aim being that the advert is placed early in 2019. Members were again encouraged to send to MP suggestions for possible new Members.</p> <p><u>6e Science and Innovation Audit on Cyber Resilience</u> Government feedback was expected within the next few weeks.</p>	<p>MP</p> <p>DC</p> <p>MP</p>

<p><u>7 Hotel</u></p> <p>NK pointed out that his suggestion at the previous meeting had been in relation to a pub/restaurant with bedrooms, rather than a hotel. Although a previous study had indicated that there was insufficient critical mass to attract an investment of this type, it was agreed that it should be further investigated and the market tested.</p> <p>It was agreed that as a starting point, NK to determine what the criteria would be, and CI to find out what the Premier Inn requirements were.</p> <p><u>9 Hereford Area Plan</u></p> <p>A response had been submitted.</p>	MP/NK/CI
7. CHAIR'S REPORT	
<p>The Chair presented his report and the Board noted the recent events attended and contacts made. He also reported on the NMiTE inauguration ceremony held on 19 October in Hereford Cathedral, which had been very well attended.</p>	
8. ITEMS FOR DISCUSSION	
<p>a) Sales enquiries report</p> <p>MP advised the Board that enquiries continued to be received on a regular basis. He presented his report which set out the interest of 2 local companies in buying land and building new premises to accommodate their operations which had outgrown their existing premises. It was agreed to take both forward.</p> <p>The interests of 4 further companies were outlined and it was agreed that MP obtained further information about their requirements.</p>	MP MP
9. MANAGING DIRECTOR'S REPORT	
<p>The Managing Director's report was received and noted. MP drew particular attention to the following:</p> <p>Sales Progress</p> <p><u>KGD</u> – 2 buildings completed and a further 2 planned.</p> <p><u>Acticare</u> - would be in full occupation in November.</p> <p><u>HR Smith / Techtest 2</u> – have planning consent for second development, with a start on site in the Spring. Would be bringing their fabrication work back into the county.</p> <p><u>Priority Space</u> – actively progressing phase 1 (60,000 sq ft) with a number of sales interests.</p>	

<p><u>Chapel Road: North West Corner</u> – the tender strategy for this sale had been agreed with Council legal, property and procurement teams. The tender document would be issued by the end of the month. Re-development design proposals would be invited, with the top 1 - 3 being taken forward. It was agreed that the designs would be evaluated for best economic value and fit with the design guide by a sub-group of the board comprising MP, NK and CI.</p>	MP/NK/CI
<p>Marketing</p> <p>It was agreed that in addition to using BeBold PR for PR and marketing, consideration also be given to the use of the new quarterly Council publication, Herefordshire Now, and other Council initiatives to promote Skylon Park good news stories.</p>	AN/MP
<p>Inward Investment Activity</p> <p>MP would be visiting Newcastle with Richard Ball on 23 October to talk to the City Council about its engagement and activity with an institutional investor. Herefordshire Council’s conversation with a second investor was not being pursued due to their preferred scale of investment being greater than the package that could be provided in the county.</p>	
<p>MP also reported on a presentation he had given to a Chinese investment delegation in London on 19 October. This was an introduction by the Midlands Engine which included the Skylon Park in its portfolio. It was agreed that AN be involved in specific follow up that may arise from the presentation.</p>	MP/AN
<p>A discussion followed on next steps, and it was agreed to start to consider and set criteria for building on the success of the Zone, a discussion of a potential roll out of the EZ model to key locations in the county to sustain the excellence and strategic drive.</p>	
<p>This roll out could include networking into the Shell Store Incubation Centre from key market town locations across the county. The key would be finding the right locations and the provision of comprehensive business support.</p>	
<p>Infrastructure</p> <p><u>Straight Mile Cycleway/Walkway</u></p> <p>Phase 1 was nearing completion, and positive feedback was being received. NK suggested that an ‘empty plinth’ could be used to exhibit local art, and it was agreed that the idea be explored and costed for possible inclusion in phase 3 works.</p>	NK/MP
<p>Business support and networking</p> <p>MP circulated flyers for the next Qinetiq networking event on 5 December.</p>	
<p>Direct investment</p> <p><u>Shell Store: Incubation and Development Application Centre</u></p> <p>Procurement of the contract was under way. Discussions with NMiTE would continue.</p>	

<p><u>Centre for Cyber Security</u></p> <p>A comprehensive options paper on governance arrangements had been received, and had been discussed. Both the Council and University of Wolverhampton were continuing to work hard together to reach a workable arrangement.</p> <p><u>Direct developments</u></p> <p>As a result of client interest in plot N4, this plot had been withdrawn and a direct sale was being pursued.</p> <p>Design and costings for an office development on plot S7 were awaited from Engie. Once received, these would enable a business case for support from the Council to be prepared and submitted. It was anticipated that a decision could be taken in November. Timings on start on site would depend on that decision and Engie's ability to mobilise.</p> <p>Future land availability/readiness</p> <p><u>LDO</u></p> <p>MP had received a draft copy of the revised LDO which included the increased areas. The next step was to go out to consultation, and it was likely that it could be adopted in January.</p> <p>Finance and resources</p> <p><u>Financial resources</u></p> <p>MP had flagged up to the EZ Capital Works Programme Board that additional capital and revenue resources would be needed to deliver the full Zone potential and capability over forthcoming years. Resources were already in place until 2019/20.</p> <p><u>Staffing</u></p> <p>MP confirmed that a job description and person specification for an Infrastructure Project Manager had been drafted and he was in discussion with Richard Ball about progressing a Council appointment.</p>	
<p>10. SKYLON TOWER</p>	
<p>NK recapped on progress to date. Quotations had now been obtained for construction of a tower at two heights, excluding installation. When a final total price had been obtained he would then work on securing funding for the project.</p> <p>This item to be kept on the agenda.</p>	<p>DC/NK</p>
<p>11. ANY OTHER BUSINESS</p>	
<p>Proposal for extension of phase 1 development on Goodwin land</p> <p>TG presented a proposal for the extension to an existing site that the Goodwin Trust had submitted for planning consent under the LDO. He outlined the proposal, declared an interest and left the room while the Board considered it.</p> <p>MP agreed to write to TG to inform him of the Board's view.</p>	<p>MP</p>

<p>Request for EZ Board minutes It was agreed that a link to the minutes on the website be sent to Cllr Summers.</p> <p>Potential second heritage project NK explained that as a result of the Rotherwas Royal Ordnance Factory Front Line Duty project funded by the Heritage Lottery Fund, there was now an archive of photographs, artefacts, names and a touchscreen available at HARC. There was an opportunity to apply for funding for a second heritage project which would build on the success of the first one. He outlined the initial ideas, and agreed to prepare an outline paper in the New Year for discussion by the Board at an appropriate meeting.</p> <p>High Sheriff interest in EZ AMC had spoken to Nat Hone, High Sheriff of Herefordshire, and it was agreed that EZ information be provided to him and to the High Sheriff designate James Hervey-Bathurst. Arrangements were in hand for Mr Hone to visit Skylon shortly.</p>	<p>DC</p> <p>NK</p> <p>AMC/MP</p>
<p>12. DATES OF FUTURE MEETINGS</p>	
<p>2.00pm on Monday 3 December at Business Solutions Centre</p>	

Signed.....

Date3 December 2018.....