



**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
11 FEBRUARY 2019**

Present:	In attendance:
Charles Ingleby (CI) Vice Chair	Richard Ball (RB)
Tracey Goodwin (TG)	Roger Allonby (RA)
David Harlow (DH)	Nick Webster (NW)
Alistair Neill (AN)	Dorothy Coleman (DC)
Mark Pearce (MP)	

	ACTION
1. APOLOGIES FOR ABSENCE Andrew Manning Cox, Neil Kerr, Sharon Smith	
2. DECLARATIONS AND REGISTER OF INTEREST There were no updates to be noted.	
3. MINUTES OF MEETING HELD ON 3 DECEMBER 2018 The minutes of the meeting held on 3 December were approved as a correct record and signed by the Vice Chair.	
4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
4a. Hotel There was nothing further to report at this stage, but this item would be kept on the agenda.	DC
7. Managing Director's Report - Inward investment Activity An introductory tour with Stanhope, having been postponed, would now be taking place on 15 February. The visit, being led by Doug Barrett would commence at Plough Lane, followed by a bus tour of the main development sites in the city including the EZ North Magazine site, presentations by RB, MP and David Nolan of NMITE, and a discussion on the opportunities available to investors. It was noted that DH was unable to attend and that AN would join the visit following the meeting of full council. RB agreed to circulate the visit itinerary.	RB
5. APPROVAL OF ACCOUNTS FOR YEAR ENDED 30 JUNE 2018 The accounts for Hereford Enterprise Zone Limited for the year ended 30 June 2018 were approved. Delegated authority was granted to the Managing Director to sign the accounts and submit them to Companies House.	MP
6. ITEMS FOR DISCUSSION	
a) NMITE MP reported that since the last meeting, Phase 1 of NMITE's Growth Deal funding had been approved. He would now recommence discussions with them concerning their requirements and intentions in respect of occupying space on the Zone.	MP

<p>b) Board recruitment The advertisement for new Board members was now live with adverts in the Hereford Times, on several websites including Skylon Park, LEP, Chamber of Commerce, Women on Board, an NED site and Newsquest, and through local networks. To date 7 expressions of interest had been received and followed up. 5 were interested in proceeding so the next step would be a discussion with AMC and MP, followed by a more formal process.</p> <p>c) EZ site manager recruitment RA reported that he would be meeting HR the following day to progress the establishment of this new post. As the recruitment process could take some months depending on candidate availability, AN suggested and all agreed that RA consider looking at the interim market through Hoople to make a temporary appointment pending filling the permanent vacancy.</p> <p>d) Signage MP presented a proposed new concept for intra Estate signage. The suite of signs comprised gateway, directional and business directory signage which retained the 'Rotherwas' name for the original core estate, with the remainder being Skylon North, South, East and West, Thorn and Chapel. The proposals had been discussed with NK who liked the approach, the signs and colours. If endorsed by the Board, the next stage would be to speak to all the landowners.</p> <p>Some suggestions were made with reference to the number of areas, and the legibility of some of the colours. MP agreed to review the proposal, seek landowner support and bring an implementable proposition back to the next meeting.</p> <p>e) HTP consultation The Council was currently consulting publicly on a range of improvements to cycling, walking and bus connections across the city. Board members and businesses across estate were encouraged to provide feedback into the process, which was open until 11 March. MP would send a response on behalf of the Zone.</p> <p>f) Sales interest MP reported further on a sales interest briefly referred to at the previous meeting. The board was unanimous in its support for this potential investment.</p>	<p>AMC/MP</p> <p>RA</p> <p>MP</p> <p>MP</p>
<p>7. MANAGING DIRECTOR'S REPORT</p>	
<p>The Managing Director's report was received and noted.</p> <p>Marketing Activity to promote the Cyber Centre and Shell Store was being planned, with ground breaking events being planned for both sites.</p> <p>Inward Investment Activity and Events & Exhibitions The Cyber Centre would be promoted at Infosec in London (4-6 June) and 3CDSE in Malvern (17 July).</p> <p>DH and MP would be attending MIPIM, Cannes (12-15 March). Skylon Park was being showcased in the Hereford slot at the Midlands Pavilion on Wednesday 13 March. The</p>	

<p>North Magazine was included in the Midlands Engine portfolio of investment sites. A presentation was being prepared and meetings being set up with delegates.</p> <p>Business support and networking A series of events had been run in partnership with Qinetiq. The final event had been held on 5 December entitled “Achieving innovation through collaboration”. These events had been successful and well attended.</p> <p>Events would be planned over the next 12 months as part of the Year 0 business plan for the Cyber Centre.</p> <p>Direct Investment <u>Shell Store</u> A contractor had been selected and a start on site expected week commencing 11 March. A photo shoot was being arranged.</p> <p>RB thanked MP and NW for their success on this project to date, and for bringing the contract in under budget.</p> <p><u>Centre for Cyber Security</u> The JV company Cyber Quarter Limited, had been established, the shareholders’ agreement was being finalised and Directors were being appointed. The University was preparing a business plan, and MP and RB had been invited to visit the University’s ongoing cyber institute work. Changes to the University’s team were noted.</p> <p>The Council, Zone and University were taking a collective marketing approach and would be using the opportunity to present Hereford as a business location building skills for the future. Key connections would also be made e.g. with cyber activity in Newport.</p> <p>A ground breaking ceremony was planned to take place before purdah.</p> <p><u>Direct developments</u> It was noted that due to capacity issues, this project had been delayed. RA and NW were now working on preparing a business case and report for decision to commit the funding pre-purdah. Timings on site depend on securing this approval, final costings being agreed and mobilisation of the construction team.</p> <p>Future land availability/readiness <u>LDO Renewal</u> Consultation on the draft LDO would continue until 15 February. Highways England had expressed concern on the impact of further development on the A49. Comments received would now be reviewed. It was hoped that the final agreement of the new Order would be in late March/early April.</p> <p>Finance and resources <u>Financial resources</u> MP would be working with RA and NW to draw down the balance of the Council’s capital allocation to the Zone and realigning balances to meet infrastructure requirements for 2019/20. Should further investment be required in future years, a bid would be made through the Council’s capital programme.</p>	<p style="text-align: center;">RA/NW</p> <p style="text-align: center;">RA NW MP</p>
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