



**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
18 MARCH 2019**

Present:	In attendance:
Andrew Manning Cox (AMC) Chair	Richard Ball (RB)
Tracey Goodwin (TG)	Roger Allonby (RA)
David Harlow (DH)	Dorothy Coleman (DC)
Charles Ingleby (CI) Vice Chair	
Neil Kerr (NK)	
Alistair Neill (AN)	
Mark Pearce (MP)	
Sharon Smith (SS)	

	ACTION
1. APOLOGIES FOR ABSENCE	
Nick Webster	
2. DECLARATIONS AND REGISTER OF INTEREST	
There were no updates to be noted. All declarations of interest would be tabled at the next meeting.	
3. MINUTES OF MEETING HELD ON 11 FEBRUARY 2019	
The minutes of the meeting held on 11 February were approved as a correct record and signed by the Chair.	
4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
<u>7. Managing Director's Report – Direct Development</u> RA confirmed that he and NW were working on the preparation of the business case and the decision report to commit funding for this project.	RA
<u>8. AOB – Financial Due Diligence: Anti Money Laundering</u> It was noted that the Council's Anti Money Laundering Policy was yet to be approved, but that due diligence should be exercised in relation to all land sale transactions.	
5. CHAIR'S REPORT	
AMC presented his report. He drew particular attention to recent improvements to signage, to the new cycleway, and the general increase in activity on the site. Responses to consultations submitted by the Chair on behalf of the Board were noted.	
6. MARKETING PRESENTATION	
MP reminded the Board that up to this point the HEZ had not commissioned or spent money on agents to act on its behalf at a national stage. National profile had been secured via the Government's apparatus through DiT and its promotion of EZs as priority locations for investment, and latterly securing a presence in the Midlands Engine Investment Portfolio and its promotion at MIPIM events. As we were now in the second	

<p>phase of development, with the North Magazine as the 'jewel in the crown', the Board had agreed to explore ways of attracting potential client interest through a conversation with a land agent with national reach.</p> <p>The agents presented their view of the Park and outlined what an agent could do in terms of national reach, profile and awareness.</p> <p>It was agreed that a strong national marketing campaign by agents could well generate more investor interest. The Board noted that any campaign would need to be procured appropriately. MP agreed to secure an indicative price for such a campaign, which the Board could consider as part of its budget for 2019/20.</p>	MP
7. ITEMS FOR DISCUSSION	
<p>a) Board recruitment MP reported that 10 expressions of interest had been received. He was having initial conversations with each candidate to gauge their background, fit against the Board's priorities and level of interest. It was agreed that the next stage would be for the Chair, Vice-Chair and MD to conduct informal interviews with the candidates in April. A recommendation would then be made to the Board.</p> <p>b) EZ Site Manager recruitment RA advised that this new permanent post was currently being advertised, with a closing date of 20 March. Interviews were planned for the first week of April.</p> <p>In the meantime, as recommended by the Board, an interim appointment was being pursued. Interviews were to be conducted on 22 March.</p> <p>c) Signage MP referred to discussions at the previous meeting. An audit of the location of all existing estate signage had also been undertaken as part of the review, to confirm suitability and deliverability of the signage proposal.</p> <p>The principal landowners on the estate were being consulted on the new designs, and their comments would be consolidated, discussed with NK and then a revised version of the strategy brought back to the May Board meeting.</p> <p>d) Plans to develop Skylon North TG presented the Goodwin Trust proposal to develop the land to the north of the Woodstock Trading site. The designs incorporated Council and EZ guidance. It was expected that a number of the proposed units would be taken by tenants in existing Goodwin units at Skylon South, which were to be demolished as part of the Bloor Homes development.</p> <p>NK requested that consideration be given to incorporating the design guide autumnal colours in the cladding of the units. TG agreed to provide photographs of previous developments.</p> <p>e) New opportunities to use Skylon approach and branding AN suggested that to further raise the profile of the county and to encourage investors and businesses to 'look again at Herefordshire', the already strong Skylon branding could be</p>	<p style="text-align: center; vertical-align: top;">AMC/ CI/ MP</p> <p style="text-align: center; vertical-align: middle;">MP/RA</p> <p style="text-align: center; vertical-align: middle;">MP/RA</p> <p style="text-align: center; vertical-align: middle;">MP</p> <p style="text-align: center; vertical-align: bottom;">TG</p>

<p>It was noted that approximately £3m of sales were in the pipeline for 2019/20, and the remaining £5m of the Council's £16m capital budget needed to be allocated to deliver infrastructure for those and other sales.</p> <p>It was agreed that securing the new LDO, Board recruitment and hotel opportunities be added to the priorities.</p> <p>There was a determination to find appropriate accommodation for the EZ team in advance of the completion of the Shell Store refurbishment – Business Solutions Centre was mooted as a possible location.</p> <p>MP confirmed that part of the implementation of the Shell Store project would include the procurement of a private sector partner to manage the facility on completion.</p> <p>The Board approved the priorities for 2019/20.</p>	MP
8. MANAGING DIRECTOR'S REPORT	
<p>The Managing Director's report presented his report and drew attention to the following:</p> <p>Sales Progress N3 investment – a decision on the investment was expected the following week.</p> <p>NMite occupancy of the Shell Store – Heads of Terms to be drafted.</p> <p>Marketing A press release had been issued on the Shell Store ground-breaking event which took place on 5 March. A 3-minute film clip was also produced, was on the website and being used on social media.</p> <p>Inward Investment Activity and Events & Exhibitions MP and DH had attended MIPIM, and had met with interests who were keen to invest in Herefordshire. Follow up meetings would be organised.</p> <p>Infrastructure <u>Travel planning</u> The N4 plot access road and park and choose site had been constructed. The latter would be opened later in the year. It would be an ideal location for the new Council procured city-wide bike hire scheme drop off points.</p> <p><u>North Magazine Spoil Heap</u> Timely continuation of this work was fundamental to a number of sales.</p> <p>Direct Investment <u>Shell Store</u> Barnwood Construction had been appointed, were mobilising and would be starting on site on 1 April. They would be using a number of local sub-contractors.</p> <p><u>Centre for Cyber Security</u> The JV company had been established, the shareholders' agreement was being finalised and Directors appointed. Heads of Terms had been prepared for the lease.</p>	RA MP

<p>Other detailed plans were progressing and it was expected that governance would be completed and there would be a start on site within the next few weeks.</p> <p>Future land availability/readiness</p> <p><u>Transport</u></p> <p>A letter had been written to the Council in support of their bid to the Government's Housing Infrastructure Fund for funding to build the bypass. A letter had also been written in support of the Hereford Transport Package and had made specific suggestions on the routes most relevant to the EZ's links into the City.</p> <p><u>LDO Renewal</u></p> <p>Consultation on the new LDO had been completed, and a number of comments received which were being responded to. The final agreement of the new Order was likely to be some time in April.</p> <p>Finance and resources</p> <p><u>Financial resources</u></p> <p>Circa £5m remained from the Council's £16m allocation to the HEZ. Draw down of this needed to be approved by the Council before it could be spent on the infrastructure investments needed to make land ready for sale and to build upon.</p>	
9. SKYLON TOWER	
<p>NK updated the Board on progress. Following receipt of planning consent based on the concept design, he had been working with engineers on the detailed design. He outlined some of the challenges faced to ensure a strong and stable structure. The current proposal was a triple tube structure, which would need to be galvanised and then covered in a skin. He had spoken with the Birmingham based company which had built the Wembley Arch and they had explained the technology around their designs.</p> <p>Balfour Beatty and Painter Brothers, who made the original Skylon sculpture, had been involved in the discussions.</p> <p>Consideration was now being given to funding the project from private sector donations.</p> <p>The Planning consent expires in April 2020, and MP agreed to find out about any possibility of an extension and the process to follow.</p> <p>The Board thanked NK for his efforts to date on this interesting and innovative project.</p>	MP
10. ANY OTHER BUSINESS	
<p><u>Future High Streets Fund and Stronger Towns Fund</u></p> <p>RA referred to these funds for which the Council would be submitting bids.</p> <p>AMC had sent a letter of support for one, and the Board agreed that he also send a letter on their behalf in support of the other when requested.</p> <p><u>Members' Board</u></p> <p>Following a change of LEP Board membership, representation on the EZ Members' Board was being reviewed. The date of the next meeting would be circulated when the new membership was known, with the aspiration that a greater level of interest and attendance from across the Marches geography was achieved.</p>	

11. DATES OF FUTURE MEETINGS	
Executive Board - 2.00pm on 20 May	
Members' Board - tba	

Signed.....

Date20 May 2019.....