

<p><u>Hotel/pub/restaurant</u> – AMC outlined the thinking behind a case for seeking a hotel/pub/restaurant near to the Zone. MP agreed to prepare a brief for discussion at the November meeting.</p>	MP
6. CHAIR'S REPORT	
<p>AMC presented his report and drew particular attention to</p> <p><u>Skylon Tower</u> – AMC, NK and MP had met with senior representatives of Balfour Beatty. Neil had presented his proposal outlining the work done to date. The Balfour Beatty representatives had agreed to review the designs and consider how they could contribute towards the project. They had agreed to respond by early October.</p> <p>Marches LEP – DH and AMC had been on the recruitment panel for the new Chair of the Marches LEP. 3 strong candidates had been interviewed, and a decision would be made by the LEP Board on 24 September.</p> <p>Councillor visit – 18 councillors had visited the EZ for a briefing and tour on 27 August, and the feedback had been very positive.</p> <p>Marketing – the Board will need to consider its marketing approach to the remaining land.</p>	
7. HEREFORDSHIRE COUNCIL'S VISION FOR THE HEREFORD ENTERPRISE ZONE	
<p>Councillor David Hitchiner, Leader of Herefordshire Council, had been invited to present the Council's vision for the Hereford Enterprise Zone.</p> <p>He explained that the new administration comprised a coalition of Herefordshire Independents, It's our County and Herefordshire Green Party. Their first priority had been to formulate their vision which he stated as seeing a resilient county, thriving economically, socially and environmentally. As a coalition coming from different philosophical and political backgrounds, their purpose was to enable and fulfil agreed aims and values to the benefit of all.</p> <p>July and August had been spent identifying future priorities, one of which was to work with businesses to grow our local economy, addressing our low wage economy, improving the quality of life for residents, and securing business rate income to provide critical services to our communities.</p> <p>Cabinet's emerging priorities were sustainable growth, sustainable transport, improving the quality of life of Herefordshire residents, becoming a net zero carbon county and supporting the development of tourism.</p> <p>The Council continued to provide a range of support for businesses including employment land and business space, business support and advice, grant support, broadband and working with NMiTE and HCA, supporting the development of a skilled workforce.</p> <p>A number of key decisions taken by the new administration to date had focussed on supporting the economy i.e. approval of the drawdown of the remaining £5.231m from the EZ capital budget for critical infrastructure works, enabling the £19m development of 178 bedroom student accommodation for HCA and NMiTE students, and underwriting part of the £2.3m LEP growth deal grant, to enable NMiTE to develop Blackfriars teaching space.</p>	

DH confirmed the Council's recognition of the critical role played by the HEZ in supporting the growth of the Herefordshire economy, particularly with the opportunities to generate higher value employment through the Shell Store and Midlands Centre for Cyber Security projects. They were also keen to build on Skylon Park's success through development of Ross Enterprise Park and other business/incubation space in the market towns in the future.

In taking forward the further infrastructure works on the EZ, consideration was to be given to the potential to actively promote the public health agenda, areas of the zone where ecology and habitats could be retained to aid the wider biodiversity of the site, determining the wider economic impact of the zone across Herefordshire in terms of investment facilitated and jobs created, and targeted promotion of jobs created within the zone to the local workforce, graduates and job seekers.

The Leader reinforced the Council's vision to enable the full development of the EZ, and asked for views as to how a solution to address current challenges in the most sustainable, cost effective and timely way could be found. The cabinet's decision to pause and review the South Wye Transport Package and Southern Link Road had been called in. The cabinet member was considering the recommendations of the Scrutiny Committee to seek clarification from funders of the impact of the decision, permitting the continuation of planned activity during the review period, consultation events with parish councils, businesses and members of the public.

The Board was pleased to hear of the Council's continued commitment to the full development out of the Zone and to working through options to achieve this. Consideration was given to a number of points raised including the Council's intention to consult widely on transport issues including the possibility of an eastern river crossing. However, they were not yet in a position to do so. RB referred to studies undertaken over the years, culminating in the Council's Core Strategy setting out how things fit together. The review would test whether the solutions identified to date would give the desired result, or whether other measures could achieve the same objectives.

AN stated that the economic development momentum in the county, particularly the EZ, had been good in recent years, and that it was important that the momentum was maintained to retain a positive narrative. Any delays to continued development could result in a negative message outside Herefordshire.

MP confirmed the Zone's commitment to sustainable transport and travel, with interventions such as the subsidised bus service, new Park and Choose car park and Straight Mile cycleway/walkway, and the commitment of each investor to produce a travel plan, and to reduce the burden on the A49.

This commitment would help in discussions with Highways England to increase the cap on the number of peak hour trips permissible on the A49. The cap had been increased once, and analysis was underway to seek a further increase, which should cover the next phase of development interest, but not the total development potential. Investors needed certainty to proceed, so the HEZ did not want to be in a position where planning advice was unclear or uncertain – so the remaining room within the cap needed to be kept under careful review.

<p>Views were expressed about development on the North Magazine and whether this should still be retained for a large inward investment. This would need to be addressed in the coming months, as the availability of alternative sites reduced.</p> <p>Referring to the aim on the Zone to maximise the development of the Cyber Centre and the use of the surrounding land, MP confirmed that the remaining area adjacent to the Cyber Centre had been designated for complementary space to accommodate defence and security businesses.</p> <p>Picking up on another one of DH's points, MP reminded the Board that food and drink was one of the priority sectors identified by the HEZ. Potential investments had been inhibited by the high cost of constructing food premises.</p> <p>AMC thanked DH for his presentation and for his administration's commitment to seeing the full development of the Zone.</p>	
8. ITEMS FOR DISCUSSION	
<p>a) <u>Sales Enquiries</u></p> <p>MP presented his report on 4 recent enquiries. Each had been assessed using the agreed scoring system on the basis of the origin of the investment, fit with the Placement Statement and business growth potential. Previous practice had been that any business that was considered to be a marginal fit would be followed up by the MD and Chair, and further clarity on the company and its activities sought.</p> <p>It was agreed that the placement statement and client selection form be reviewed at the next meeting.</p> <p>The Board considered the enquiries and MP's report and agreed actions.</p> <p>AMC referred to previous Board discussions on the economic impact of the investments and relocations to date and of other businesses moving into the vacated premises. MP reported that an internal assessment had recently been done to track the origin business movements of HEZ investors and what had happened to the premises they had left. Further work was now being undertaken and would be reported back to a future meeting. A view would then need to be taken whether to commission a fuller evaluation study and report, which would have resource implications.</p> <p>b) <u>Annual Travel Plan report 2018-19</u></p> <p>MP presented the Skylon Park Travel Planning Report 2018-19, which summarised progress in delivering the Plan including events, promotions, training and new infrastructure.</p>	<p>MP</p> <p>MP</p>
9. MANAGING DIRECTOR'S REPORT	
<p>The Managing Director's report was received and contents noted.</p> <p><u>Sales</u></p> <ul style="list-style-type: none"> • Priority Space <p>Land sale completed for Phase 1 of this speculative development. All industrial units were under offer/negotiation, and there was good interest in a number of the offices.</p> <ul style="list-style-type: none"> • Eastside 2000 	

<p>Contracts exchanged. Industrial units to be built. Business lined up to occupy including one in defence and security.</p> <p><u>Marketing, Communications and PR</u> Recent PR and press releases were noted. Forthcoming activities included a Sustainability Showcase on 3 October, a second Shell Store stakeholder visit event on 8 October (DC to circulate information), and photo opportunity at the Shell Store on 14 October. The Cyber Centre would be promoted at the H&W Chamber Expo on 10 October.</p> <p>An article had been written for a new Hereford Times Business Times publication, highlighting the Zone's successes to date and plans for the next 12 months.</p> <p><u>Infrastructure</u></p> <ul style="list-style-type: none"> • North Magazine Spoil Heap Approval to use BBLP to start Phase 2 of the project had just been secured, and mobilisation would follow in the coming week. • N4 access and new Park and Choose site Landscaping works and fitting of lockers had been commissioned. The site would offer 80 parking spaces, and was also one of the drop off sites for the new Beryl Bikes. RB commented that this new bike hire scheme had been very well received with over 10,000 miles achieved in the first 4 weeks of operation. It was noted that new cycle route signage had recently been installed from the railway station. Reflecting on other transport infrastructure investments that would be helpful MP pointed out that transport survey respondents had flagged up the need for a park and choose facility on the city side of the Greenway bridge, and RA agreed to check whether the £25m Stronger Towns Fund allocation, which covered transport initiatives, was restricted to the city centre or could be used for this purpose. <p><u>Future land availability/readiness</u></p> <ul style="list-style-type: none"> • LDO renewal RB would be taking a regulatory decision on this and was due to discuss this with the relevant Cabinet Member the following week. 10 applications were awaiting consideration under the new LDO, 3 of which related to expansion of existing premises. RB confirmed that there was a dedicated team of planners who would be dealing with these. <p><u>Finance and Resources</u></p> <ul style="list-style-type: none"> • Financial resources The Council decision had been made to enable the drawdown of the final £5.231m of the previously allocated £16m. • Staffing A staffing structure for the EZ team had been circulated with the agenda. This included specified support from other parts of the Council as well as specific posts. Recruitment was underway for a replacement for DC, a new post to take forward the capital programme and some temporary admin support. <p>AMC reported that this was DC's last meeting and thanked her for her hard work and commitment to the success of the Zone over the last 7.5 years. On behalf of the Board he wished her a happy retirement.</p>	<p style="text-align: center;">DC</p> <p style="text-align: center;">RA</p>
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10. SKYLON TOWER	
NK, AMC, MP and RB had met with senior representatives of Balfour Beatty on 13 September. NK had pitched the Skylon Tower proposal and this had been received very positively. They undertook to consider how they could support the project and agreed to respond by early October.	
11. ANY OTHER BUSINESS	
<p><u>Armed Forces Covenant Breakfast</u> MP outlined the work of the Herefordshire Armed Forces Covenant Partnership, and informed members of an invitation to attend a breakfast meeting at the Green Dragon Hotel on 22 October. Members to inform DC if they wish to attend.</p> <p><u>Shell Store ERDF audit</u> MP informed the Board that the Shell Store team had successfully passed an Article 125 audit with no issues raised or recommendations made, confirming that robust arrangements were in place to meet all the requirements of the grant fund.</p> <p><u>Department of International Trade – Inward Investment Support</u> In response to a question from Mark Armitage, MP reported that he had recently had a catch up conference call with DIT – this would be followed up by a visit and he would invite MA to that session.</p> <p><u>EZ promotion and skills event</u> There was a discussion on to how best to promote the EZ’s good new stories e.g. an Open Day either on the Zone or in the city centre. MP suggested that rather than just promoting the Zone’s successes and raising local business interest when there was already a waiting list for available land, it may be better to organise a skills based event which could be used by EZ businesses to advertise their vacancies and raise their profiles.</p> <p>MP to pick this up with RA and NW.</p>	All
12. DATES OF FUTURE MEETINGS	
Executive Board - 2.00pm on 11 November	
Members’ Board – 3.30pm on 26 November	
	RA/ NW / MP

Signed.....

Date11 November 2019.....