

HEREFORD ENTERPRISE ZONE

Placement Statement

We are looking to use Enterprise Zone status to attract forward thinking, ambitious and aspirational businesses to Herefordshire. Inspired by the high quality business space, and historic countryside setting, we want these businesses to prosper and grow to their full potential embedding in the local economy, providing high quality job opportunities for the local workforce.

It is important to us that companies in the Zone complement and augment our existing business base. Accordingly we are targeting specific business sectors to find new clients, drawing on existing and emerging strengths and maximising the potential to develop beneficial connections and trade in the wider local area.

We recognise that the opportunities that the Zone provides should be available to local businesses too. However, to avoid displacement, we expect these businesses to be able to demonstrate 30% employee growth over three years.

It is vital that we make the most of the opportunities that the Zone offers to enrich the business mix of Herefordshire and increase the number of high quality job opportunities for the local community. So there are some business sectors that we do not want to see investing in the Zone. This does not reflect the individual quality and merit of each of these businesses - but their need, will need to be met elsewhere in the county.

All businesses coming into the Zone must be in one of these business sectors.

Any business already located in Herefordshire must be in one of these sectors and also be able to demonstrate:

- 30% employee growth over three years

Security and Defence	
Security	Risk assessment / analysis Extreme weather /environment training Hostile environment training Surveillance equipment manufacture and training Cyber security Hostage negotiation Personnel Protection services Biometrics
	Not guarding
Defence	Component manufacturing and design

	Electronic communication / jamming / protection manufacturing and design
	Personal equipment manufacturing and design (armour, medic kit, surveillance, communications)
	Not weapon or ammunition manufacture

Food and Drink	
Adding Value and Logistics	Food labelling and traceability (software development, process mapping, project management)
	Renewable packaging development
	Sustainable storage solutions
	Ingredient development (Botanical extraction, product and flavour development)
	Food and Drink Health Sciences (calorific research, additives)
	Not storage
	Not Genetically Modified food (effect on Herefordshire Food Brand)
Production	Small scale manufacture - start up to micro (less than 10 employees) in Meat, Drink and Prepared Foods
Agricultural Product Diversification	Health and beauty products
	Specialist animal feeds
	Micro composting
	Crop research

Advanced Engineering	
Aerospace	Component manufacturing
	Search and rescue equipment
	Radar and electronic communications
	Simulation and training
Specialist manufacturing	Water/Oil / Gas Industrial components
	Defence equipment (vehicle based systems, logistical support, command and control systems)
	Agricultural machinery

Advanced Materials	Composites Advanced Steel Advanced Metals (other)
Communications	Radio or Satellite equipment manufacturing Communication research and development (fibre optic, satellite, wireless uses, Broadband)

Sustainable Technologies

Renewable Energy	Component manufacture and design (photovoltaic, turbine, boilers) Hardware manufacture (monitoring, diagnostics, communications) Software development (Design, hardware integration) Consultancy support Energy and resource management
	No recycling (other than for energy use)
Sustainable Building construction	New technology production Innovative material manufacture (Insulation, lighting, energy usage, cladding, wireless usage) Building and component design
	No general builders or installers

Professional Services / Creative Industries

Professional Services	Legal Practices Accountancy Firms Architects Consultancies (Engineering, Planning, Environmental, Professional placement) Financial management
	No estate agencies

Creative Industries	Web designers Software designers / publishers Publishing Design and Fashion Advertising / Marketing Film, Video, and Photography
	No arts or craft based industries
People Intensive Industries	Call centres Internet sale support
	No storage and distribution

Not permitted
Storage and Distribution (Over a certain sqft – say 10,000) Showrooms or Sale Houses Retail or Trade Counters Vehicle repair or maintenance Wholesalers Excessive external storage (as a percentage of unit/plot size – say no more than 15%)

September 2012