

**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
1 July 2014**

Present:	In attendance:
Bill Jackson (BJ) Chair	Dorothy Coleman (DC)
Tracey Goodwin (TG)	Dan Thompson (DT)
Mark Pearce (MP)	Meirion Thomas (MT) for item 5
Geoff Hughes (GH)	Mike Price (MPr) for item 5
	Steve Burgess (SB) for item 6a

	ACTION
1. APOLOGIES FOR ABSENCE	
Neil Kerr, Cllr Roger Phillips	
2. DECLARATIONS OF INTEREST	
As per Register of Members' Interests. MP advised that it would be prudent for members to specify external interests that may influence discussions on EZ issues.	All
3. MINUTES OF MEETING HELD ON 6 MAY 2014	
The minutes of the meeting held on 6 May were approved as a correct record.	
4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
There were no matters arising.	
5. INWARD INVESTMENT	
<p><u>Presentation</u></p> <p>The Chair welcomed Meirion Thomas (MT) and Mike Price (MPr) from CM International. MT updated the Board on progress against original targets, with over 500 companies having been identified for contact in the first 2 years of the contract. CMI had spoken to approximately half of these companies and had confirmed whether or not there was any interest. Conference calls or face to face meetings had taken place with 36 companies, and of these 22 had received a tailored investment proposition.</p> <p>MPr explained that a lot of the defence and security companies identified had been in the early stages of their development and therefore not at the right stage in their business's development to consider moving or expanding. It was therefore suggested that it may be more appropriate to target larger established companies. He added that although the composites engineering sector was booming, they tended to be located in clusters (East Anglia and south coast – Poole to Yeovil) and were unlikely to move away from familiar networks. The surface treatments (nanotechnology) sector was in its infancy and although some businesses wanted to expand they were restrained by lack of cash.</p> <p>MPr confirmed that should an innovation centre and support be part of the offer, then</p>	

<p>it was very likely that this would attract the smaller start up companies.</p> <p>Responses from some companies related to requests for partner companies or venture capital to take their businesses to the next stage. These leads would need to be followed through.</p> <p>The next stage of the CMI approach was to contact food and drink companies in the additives & bio-additives, and logistics & specialised packaging sub-sectors.</p> <p>It was proposed that the EZ Executive team worked more closely with MPr over the next few months to manage the existing prospects more closely, meeting on a fortnightly basis. The prospect list would be categorised with a view to identifying serious companies to pursue. BJ would also be making more time available for EZ work over the next few months.</p> <p>MP proposed that in view of MPr’s direct inward investment experience, excellent tailored investment briefings, his contacts and familiarity with presenting the Zone to prospective investors, that closer engagement for the next 6 months would effectively trial the Inward Investment Director role during the final period of the CMI contract.</p> <p>The aim would be to provide 6 good leads by the end of the contract.</p> <p>It was agreed:</p> <ol style="list-style-type: none"> 1. To speedily review the outstanding ‘unqualified’ contacts to decide whether to pursue these any further. 2. To target and engage with the food and drink sub sector list as identified. 3. To work (by end of September) to agree a target list of larger scale companies in the defence and security sub sectors, and previous inward investors in the Herefordshire area. As part of this initiative CMI would identify events that they would be likely to attend, so that the EZ could also be represented. BJ would play a role in this as required. 4. That MPr trial the Inward Investment Director role. <p><u>Inward Investment Director</u> See above</p>	<p>MP/CMI CMI CMI BJ MPr</p>
<p>6. ISSUES FOR DISCUSSION/DECISION</p>	
<p><u>a) Transport issues</u></p> <p>SB reported that the South Wye Transport Package consultation was taking place at the Three Counties Hotel between 1 and 3 July, after which the information boards would be sited in the Library, Broad Street. The consultation would continue until 8 August. Feedback was being sought on a favourite route for the new road between the A49 and</p>	

<p><u>b) Marketing</u></p> <ul style="list-style-type: none"> • Communications and PR <p>MP reported that BeBold PR were currently working on a release on the access road to Skylon North Magazine, and that this would be followed by the promotion of the naming of Hursey Road on the South Magazine and Western Power and Beck Group.</p> <ul style="list-style-type: none"> • Website <p>Work was continuing on the design and development of the new website which should be completed in July.</p> <p><u>c) Infrastructure</u></p> <ul style="list-style-type: none"> • Broadband <p>A broadband awareness event had taken place on 30 June which was attended by 10 local businesses. The event had been arranged by Fastershire with the Zone, and had included supplier representatives from Airband and BT. The new CREATE grant scheme had been launched. This could provide up to 50% of the capital costs to bring ultrafast to business premises.</p> <p>Work on the installation of the first phase of the ultrafast broadband ducting had commenced along Haugh Road.</p> <ul style="list-style-type: none"> • Access Road North Magazine <p>Work had been completed, minus top dressing which would be applied when construction works on the North Magazine had been completed.</p> <ul style="list-style-type: none"> • Landscaping/site works <p>It was noted that some of the initial landscape designs provided by SEW would be too expensive to implement. It was suggested that detailed designs could now be undertaken by a local landscape architect, and maybe approach local companies for sponsorship.</p> <p>TG suggested that Holme Lacy College may consider involving some of their students in a design competition and generating practical experience in a very cost effective way for the Zone. He agreed to speak to the College to follow up.</p> <ul style="list-style-type: none"> • New bridge – naming <p>Following recent correspondence and suggestions for the naming of the new Greenway bridge, it was agreed to recommend ‘Skylon Bridge’ to the Council as part of its overall deliberations with the community on the naming process, as it represents the gateway to Skylon Park from the city centre.</p>	<p>TG</p> <p>GH</p>
---	---------------------

