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

**Present:**
- Bill Jackson (BJ) Chair
- Tracey Goodwin (TG)
- Mark Pearce (MP)
- Geoff Hughes (GH)

**In attendance:**
- Dorothy Coleman (DC)
- Dan Thompson (DT)
- Meirion Thomas (MT) for item 5
- Mike Price (MPr) for item 5
- Steve Burgess (SB) for item 6a

### ACTION

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. APOLOGIES FOR ABSENCE</strong></td>
<td></td>
</tr>
<tr>
<td>Neil Kerr, Cllr Roger Phillips</td>
<td></td>
</tr>
<tr>
<td><strong>2. DECLARATIONS OF INTEREST</strong></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>All</td>
</tr>
<tr>
<td><strong>3. MINUTES OF MEETING HELD ON 6 MAY 2014</strong></td>
<td></td>
</tr>
<tr>
<td>The minutes of the meeting held on 6 May were approved as a correct record.</td>
<td></td>
</tr>
<tr>
<td><strong>4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA</strong></td>
<td></td>
</tr>
<tr>
<td>There were no matters arising.</td>
<td></td>
</tr>
<tr>
<td><strong>5. INWARD INVESTMENT</strong></td>
<td></td>
</tr>
</tbody>
</table>

#### Presentation
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.

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.

MPr confirmed that should an innovation centre and support be part of the offer, then...
it was very likely that this would attract the smaller start up companies.

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.

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.

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.

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.

The aim would be to provide 6 good leads by the end of the contract.

It was agreed:

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.

Inward Investment Director
See above

<table>
<thead>
<tr>
<th>6. ISSUES FOR DISCUSSION/DECISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Transport issues</td>
</tr>
</tbody>
</table>

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
A465, as well as cycleways and bus routes. BJ agreed to submit a response to the consultation on behalf of the Board stating a preference for option SC2, and supporting the South Wye Transport Package in general as it was essential for the development of the Zone.

Once the preferred route had been determined, it was hoped that a planning application would be submitted by December and planning consent granted before May.

SB also advised that a report of the proposed ‘pinch point’ work had been drafted and that he would forward it to MP for comment before sending to the Highways Agency for feedback. The outputs from this would permit a further increase in trip numbers to feed into the LDO review process.

A revised LDO had been drafted and once agreed would be put out for 28 day public consultation.

b) New investor interest

MP presented 3 new expressions of interest from potential investors, and an assessment of each using the agreed scoring criteria. The Board agreed that two applications could be taken forward but that the third required further clarification. BJ and MP would arrange to meet the applicant at his existing premises to confirm that the focus of the business fitted the placement framework.

c) Sustainable Energy Plant

MP reported that he had met with this potential investor who had explained progress to date. He (the investor) had spoken to another company already using the same technology and also to a supplier of the raw material. He was now seeking local investors, after which he would start the planning process, which was expected to take approximately 18 months.

d) Innovation campus

Further to discussions at the previous meeting, SEW had been briefed to prepare sketch plans for an innovation campus on plot 3 of the North Magazine including a food technology centre and an innovation centre. It was understood from recent feedback from Neil Kerr that the University wanted to see a third, and separate building for their needs which would take more land than allocated. GH agreed to meet with Neil Kerr to discuss these requirements further.

e) Board issues

- Membership

The Board considered options for an additional private sector Executive Board member, with a number of suggestions made. It was agreed that Glyn Morgan, Chief Executive of
Hereford Cathedral Perpetual Trust be approached to ascertain his interest, and if willing, to be invited to become a Board member.

- **Champion role**

MP reminded members that when the Executive Board had been established, it had been intended to identify champions for key topic areas. Key areas were considered and the following roles were agreed:

<table>
<thead>
<tr>
<th>Role</th>
<th>Person(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Representation of the Zone with Government, LEP Board etc.</td>
<td>BJ</td>
</tr>
<tr>
<td>General PR/communications</td>
<td>BJ</td>
</tr>
<tr>
<td>Property issues/marketing agents</td>
<td>BJ</td>
</tr>
<tr>
<td>Inward Investment</td>
<td>GM</td>
</tr>
<tr>
<td>Utilities/services – water, foul, gas, electricity, broadband</td>
<td>MP</td>
</tr>
<tr>
<td>Transport including wider road links and railway access</td>
<td>GH</td>
</tr>
<tr>
<td>Landscaping/public realm</td>
<td>TG</td>
</tr>
<tr>
<td>Innovation</td>
<td>NK/GH</td>
</tr>
<tr>
<td>Links with HE/FE</td>
<td>GH</td>
</tr>
<tr>
<td>Heritage</td>
<td>NK</td>
</tr>
<tr>
<td>Access to external funding</td>
<td>RP</td>
</tr>
</tbody>
</table>

- **Frequency of meetings**

MP proposed, and it was agreed that Executive Board meetings be held every 6 - 8 weeks rather than monthly.

f) **Permissive path – access from the river**

TG reported that he had been approached by Cllr Duncan Green, a parish councillor and member of the EZ Stakeholder Group, requesting consideration of a permissive path along the field margins to the east of the North Magazine, running along the edge of the sewage works, and then in an ‘L’ to the river, joining the existing footpath. It was agreed to support this request. TG would seek the agreement of the wider Goodwin family and then reply to Cllr Green.

### 6. MANAGING DIRECTOR’S REPORT

a) **Sales**

The client timelines table and disposals map were considered, and MP outlined progress on each potential investment. Work on the Western Power site was progressing well, and plot signage had been ordered. Work would be starting on one further plot within the next few weeks.

All agreed that overall, the estate was looking a lot tidier as a result of the regular maintenance programme.
b) Marketing

- Communications and PR
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.

- Website
Work was continuing on the design and development of the new website which should be completed in July.

c) Infrastructure

- Broadband
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.

Work on the installation of the first phase of the ultrafast broadband ducting had commenced along Haugh Road.

- Access Road North Magazine
Work had been completed, minus top dressing which would be applied when construction works on the North Magazine had been completed.

- Landscaping/site works
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.

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.

- New bridge – naming
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.
### 7. RELATED PROJECTS

- **Skylon Court – Small Unit Development Scheme: Use of ERDF**
  
  MP reported that the project had encountered some delays and that the team was working with the contractors to resolve some issues and expedite the start date. Tim Read had been appointed to market and manage the units.

- **ERDF Expansion Project**
  
  The application for an extension to the ERDF grant for the construction of additional employment units had been turned down by the Government.

- **Heritage Project**
  
  The first phase HLF application had been submitted and members were unanimous in expressing their appreciation of NK’s efforts in developing this project. BJ agreed to write a letter of thanks to him. The application would be appraised and considered by the Panel in September. After a period of intense involvement in this work, it was agreed that no further activity including site visits should be encouraged or taken forward until the decision was known. If successful, the team would need to be adequately resourced to manage the next phase.

<table>
<thead>
<tr>
<th>MP</th>
<th>BJ</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 8. ANY OTHER BUSINESS

- **WWI Commemoration Service – 3 August**
  
  TG advised that he was unable to attend the service. BJ would try to attend.

### 9. DATE OF NEXT MEETING

- **2.00pm on 2 September (later changed to 4 September)**

  **N.B. August meeting cancelled**