

**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
21 October 2014**

Present:	In attendance:
Bill Jackson (BJ) Chair	Steve Burgess (SB) for item 5a
Jonathan Goodwin (TG)	Ian Higgs (IH) for item 5b
Geoff Hughes (GH)	Dorothy Coleman (DC)
Neil Kerr (NK)	
Glyn Morgan (GM)	
Mark Pearce (MP)	
Councillor Roger Phillips (RP)	

	ACTION
WELCOME	
The Chair welcomed Glyn Morgan to his first meeting.	
1. APOLOGIES FOR ABSENCE	
Tracey Goodwin	
2. DECLARATIONS OF INTEREST	
As per Register of Members' Interests.	All
3. MINUTES OF MEETING HELD ON 17 SEPTEMBER 2014	
The minutes of the meeting held on 17 September were approved as a correct record.	
4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
<u>Minute 8 – New University</u> MP confirmed that he was following up the suggestion that the EZ hosted a business breakfast in partnership with the New University project team for Rotherwas businesses. The Board supported the proposal which would be a good opportunity to update the businesses on Zone and New University progress.	MP
5. ISSUES FOR DISCUSSION/DECISION	
a) Transport including rail issues <u>South Wye Transport Package</u> SB reported that the South Wye Transport Package consultation had concluded and that an additional route option had been suggested. Parson Brinckerhoff, the consultants, were testing the route and would compare its score with that of the existing preferred route. Legal advice was awaited on whether further consultation would be needed. If not, a decision would be made in November. <u>Rail</u> Notes of a meeting of the Rotherwas Rail Stakeholder Group held on 7 October were	

tabled. The Group comprised political and executive representatives of the Council, EZ and rail networks. The main issue remained the capital cost of the work, and also the ongoing revenue commitment. Network Rail were going to conduct a high level review of the case. MP had made it clear at the meeting that whilst the Zone Board would welcome an operational passenger line, this would need to be in addition to, not instead of, new road provision. The Board re-iterated its resolve to reserve land on the North Magazine for a possible future line. The potential for a freight line linked to the sustainable energy investment on land outside the Zone was also noted.

The Atkins Marches wide rail demand assessment study had concluded that the identified main priority was for improvements to the line between Hereford and Birmingham, particularly with the prospect of HS2, and the Council was making that case whenever opportunities emerged. This and the earlier Jacobs study had been provided by the Council to Network Rail.

A number of actions had been agreed by the Rail Stakeholder Group, and a press release confirming the positive progress would be issued with the approval of the Leader and Independent Group. The Rail Group would meet again when key actions had been progressed. It was noted however that to progress the development of a case would involve considerable initial feasibility costs.

EZ Travel Plan

The EZ had commissioned a refresh of the earlier Rotherwas Travel Plan, which was seen by the Highways Agency as a key component in driving improvements, and changes to the LDO. The plan would be presented to the Board on completion. This would promote the Zone as a cycle friendly place.

b) Sales issues

The Board considered the cases of three potential investors in the Zone and agreed actions for each case.

c) Shell Store

MP circulated a letter received from HLF detailing the reasons for not supporting the Shell Store bid for funding, the principal reasons being concerns over the viability of the building as a visitor attraction in the longer term, and the scale and cost of the project in relation to the story. GM referred to the £2m threshold for this particular HLF programme, and the £2.2m available for allocation at each regional meeting, rendering projects of this scale at a distinct disadvantage.

NK reported on the Plan B options for use of the building and preservation of the heritage of the site. Alternative sources of funding were discussed, and it was agreed that it would be useful to meet with the HLF local officer for an exploratory follow up. The heritage aspects of the revamped project would be managed by the Council.

GH

6. MANAGING DIRECTOR'S REPORT	
<p><u>a) Sales</u></p> <p>The client timelines table and disposals map were considered and MP outlined progress on each potential investment. The good progress being made on the Western Power and the Marches Group developments was noted. A further contract had been exchanged with 3 more due within the next two months.</p> <p>MP reported on his attendance of the MIPIM UK conference and advised that developers' priority was for investment in ultra prime and super prime sites, the majority of which were in the south east, with a handful in metropolitan city areas. This emphasized the point that there would be no commercial developer interest in speculative build in Hereford, and the need for the Zone/Council to make its own provision.</p> <p>It was also noted that although the Zone jobs target appeared to be optimistic, DTZ, in their modelling work for Enterprise Zones, were citing Leeds and Hereford as zones where 'things are happening'.</p> <p><u>b) Marketing</u></p> <p><u>Communications and PR</u></p> <p>It was noted that publicity including BBC Hereford & Worcester was being planned around the naming of Hursey Road. Photos were also planned at Western Power and Beck Group sites on 22 October.</p> <p><u>Website Activity</u></p> <p>The final sign off of the new website was awaited.</p> <p><u>Inward investment activity</u></p> <p>MP tabled a report detailing recent activity and explained the extent of the work currently being undertaken. This included lead investigation and follow-up work being done by Mike Price, the Inward Investment Director, who was making full use of his own network of contacts and talking to Herefordshire businesses, leads presented by UKTI and the ongoing work of CMI. The Board was encouraged by this update and satisfied that full use was being made of available resources.</p> <p>MP was also asking UKTI for market intelligence relating to business movement into the UK as a whole, in particular whether any defence and security businesses were expanding and moving. This could well impact our continued targeting of businesses in our priority sectors.</p> <p><u>c) Infrastructure</u></p> <p><u>Broadband</u></p> <p>MP reported that the first phase of the ultrafast fibre ducting network (connecting</p>	

<p>South Magazine to the Straight Mile through the existing Estate) had been completed and that plans were now being made for the next stage. This would involve further substantial investment and would link up the rest of the Zone and Estate.</p> <p><u>Landscaping/site works</u></p> <p>It was noted that contractors had been appointed to undertake the first phase of the landscaping works, involving the clearance of shrubs and some trees along the Straight Mile.</p>	
<p>7. RELATED PROJECTS</p>	
<p><u>Skylon Court – Small Unit Development Scheme: Use of ERDF</u></p> <p>The team was working closely with the Council’s procurement team with a view to using a construction management approach for the building of Skylon Court. A central project manager would procure smaller packages of work, with tenders invited for each stage of the building, which would enable us to keep costs within the original budget estimates. DCLG had confirmed that the funding remained available. A revised timetable would be submitted.</p>	
<p>8. ANY OTHER BUSINESS</p>	
<p>a) Red Brook clearance</p> <p>GH confirmed that Balfour Beatty had a sum earmarked for this work, and agreed to arrange for them to contact Mark Williams for clarification of where the issues were.</p> <p>b) Bloors Development</p> <p>It was noted that as Bloors were currently focussing on development sites around the city, they had not yet submitted a planning application for the Rotherwas site.</p>	
<p>9. DATE OF NEXT MEETING</p>	
<p>2.00pm on Tuesday 9 December</p>	