

Herefordshire Business Board

Key notes of the Meeting
Tuesday 14th December 2010

Attendance:

Peter Brown	Herefordshire Housing	PB
Phil Collins	Pontrilas Developments	PC
Stephen Eckley	Sequanini	SE
Andy Edwards	Thorne Widgery	AE
Heather Gorringer	Wiggly Wiggles	HG
Jonathan Hines	Architype	JH
John Jones	Philip Morris and Son	JJ
Neil Kerr	Leading Edge	NK
Andrews Sanders	Station Autos Ltd	AS
Paul Sinclair	Trade and Foreign Direct Investment	PS
Helen Thomas	Westons Cider	HT
Cllr Roger Philips	Herefordshire Council	RP
Natalia Silver	Herefordshire Council	NS
Nick Webster	Herefordshire Council	NW
Cathy Meredith	Herefordshire Rural Hub	CM
Angela Smith	Federation of Small Businesses (Chair)	AS
Gary Woodman	Chamber of Commerce	GW

Apologies

Ian Hilditch – ETL Systems

Role of the Business Board and Partners

The overview of the board and its linkages was given by AS and RP who are both part of the Shadow Marches Local Enterprise Partnership (MLEP). This includes making sure that Herefordshire did not lose out on future opportunities and the similarities between Shropshire that can create added benefit. The BB will be able to shape the purpose of the board beyond the requirements of the MLEP. However, there is a need to start with a “vision” of the BB and what it is trying to achieve.

A: Review of terms of reference, starting with decision on the purpose of the BB, and creating a vision for the group. Half day vision day.

A: For the notes of the Sir Roy McNulty visit to be circulated

Board Administration and Structure

That the BB will be facilitated by Herefordshire Council (arrange dates, venues, agendas and minutes). AS to continue as the temporary BB chair attending the Shadow Board meeting. That the recruitment process for a permanent chair to be instigated in February 2011, for appointment in March 2011.

Brand Herefordshire

NS gave a background of why a brand for Herefordshire was being considered. Starting as a tourism project to attract visitors to the county, but feedback from the consultation from the economic development strategy showed that wider businesses wanted a brand to identify “place and position” next neighbouring areas and the wider world which illustrates competitive advantage. NK commented that he had been part of the initial discussion meetings which had looked at an umbrella brand for the county with elements / areas having linkage brands, including identity for inward investment.

A: Representatives of the BB be part of the wider discussions over creation of a brand. Electronic circulation of the brand notes.

Regional Growth Fund

NW recapped on the process of receiving bids from the Marches areas. These bids from a range of organisations and businesses were considered next to the criteria for funding. It was explained that the time scales were very tight (deadline of 21st January 2011) and a great deal of work to do on the bids. The three projects from Herefordshire were endorsed, though the members felt that they would welcome more background and involvement in future process. The second round of RGF funding would be a much more involved and “creative” process. Herefordshire and Worcester Chamber are submitting their own bid for elements of support to businesses; any business and private / public sector partnership can submit bids, but felt the MLEP bids will provide advantage.

Actions: Three Herefordshire projects endorsed (Three Elms; Hereford Link Road and development of the employment land at the new Cattle market) but recommendation that the full bid for the Link Road is submitted in full rather than phases.

AOB

HG and NS outlined the development of the Truffle Card which aims to encourage local purchasing.

A: That businesses receive a pack of Truffle Card Applications for circulation to their workforce.

Businesses were asked about circulation of information and profile of the BB members.

A: Members to be sent forms to complete regarding information they are happy to be circulated; also to provide 100 word profile to promote the board and its members.

JH encouraged members to visit the “Vote for Infinity” web site and register post code as part a national campaign to register interest in Broadband.