

The Marches
Local Enterprise Partnership



Herefordshire Business Board

Actions from the Meeting – Monday 20th June 2011

Present:

Chair: Neil Kerr (NK), **Vice Chair:** Ray Stone (RS) Angela Smith (ASm), Cathy Meredith (CM), Gary Woodman (GW), Ian Hilditch (IH), Phil Collins (PC), Cllr Roger Phillips (RP), Richard Garnett (RG), Stephen Eckley (SE)

In Attendance:

Paul Bradley-Lloyd (PBL), Jonathan Bretherton (JB), Rachel Jones (RJ), Steve Lucas (SL)

1. Marches EZ Proposals:

RS discussed the presentation of the proposals for the Marches EZ's to the LEP board which were presented by Stephen Lucas of SQW. It was closely scored but Herefordshire won the opportunity to put in the bid for a Marches Enterprise Zone.

2. SQW Presentation:

SL presented the Herefordshire subset of the information which was presented to the LEP board and highlighted the main aims of an EZ as being to deliver for the whole LEP area:

- Growth
- Jobs (in particular jobs by 2015)
- Demonstrates value for money

The chance of success is in the region of 1 in 3, with the likelihood of up to 35 LEPs bidding for the remaining 10 Enterprise Zones.

Strengths of the Herefordshire proposal were the strong private and public sector support and that it would be easy to start work on site immediately. Herefordshire has good strategic fit in terms of sectoral focus and has growing business areas in defence, high tech environmental technologies, engineering and food & drink.

Weaknesses are identified and will be worked on for the full application, but were around creating jobs to benefit the wider LEP area, confirmation that the landowner is on board, road links to East and North, and quantifying market appetite. SL is confident that this can be overcome with the right presentation and clarifications.

The application has to be in by 28th June, with a quick response expected.

3. EZ Application Action Plan / Roles and Responsibilities:

- a. Review of current submission and GAP analysis

Action: SL / PBL Already underway

Action: PBL to circulate a breakdown of the work identified / leads required for the completion of the application (sent 21.6.11)

- b. Inward investment plans

Action: PS leading and liaising with RG and RS. A formal visit from Rosa at UKTI arranged for 28th June, decision on who should attend, PC available

Action: GW available to brief attendees on UKTI / Defence as necessary

- c. Supporting company evidence and sector / targets

Action: GW to circulate a list of Marches defence contractors / businesses

- d. Commercial proposition and development
Action: JB and Alder King to look at the different opportunities build and buy, build and rent etc.
- e. Planning constraints
Action: Dave Nicholson, Herefordshire Council
- f. Design/Architectural brief
Action: JB To consider sustainability, local sourcing, appearance and consistency of the site(s)
- g. Private sector leadership
Action: RG / RS to discuss, relates to governance
- h. Deadlines / submissions
Action: All draft application responses to be returned to PBL by 4pm (if possible 1pm), 24th June
Action: RG / PBL / SL to meet and discuss the draft application pm 24th June
Action: All Review draft application with responses and comments to PBL / SL by first thing 27th June.
Action: SL / PBL to submit complete application form to SQW by close of play 28th June
- i. Name of Herefordshire EZ
Action: All / RJ Various names were discussed, it was discussed that a Marches branding is important even though the bid is centred on Herefordshire. Suggestions and ideas to be sent to **RJ**.

4. Lobbying:

- a. MPs
Action: RP Has already got a meeting with Bill Wiggin on 21st June, important to speak to him as he is whip. RP will also arrange to speak to the other Marches MPs.
- b. Council
Action: RP Hold a seminar for all Herefordshire Councillors
- c. Central Government (BIS / UKTI)
Action: In hand, visit from Rosa UKTI
- d. Defence
Action: NK To brief CO at Credenhill. **IH** will also speak with his local contacts in defence.
- e. Local PR / Comms
Action: Heather Gorrington / RJ / John Burnett In hand, although a protocol needs to be agreed with Shropshire and Telford & Wrekin. Marches LEP has a PR agency working for them, but Herefordshire Business Board also needs to be able to put out their own news items.

5. LEP relations:

It is important to show a united front in public

6. Other matters:

HBB needs to be briefed at an early stage of potential funding bids which HC believe could be viable – in order to have proper input.

Action: NW

CM mentioned that there is a LEP rural group being created and that their remit will be working with Defra.

TATA have been looking for an engine plant in the West Midlands. RP has been involved. PBL stated that it appears that a decision to move to Wolverhampton has been made, however he has written to the MD of TATA stating our interest and inviting TATA to visit Herefordshire and see our offer.

PBL has had an enquiry from a food company looking to expand in Herefordshire. It is a new enquiry and is being dealt with by the Economic Development Team.

7. Date of next meeting: 4th July 2011, location to be confirmed