

Newham BID Committee Meeting
Minutes
Venue: Cornish Mutual, Newham Road
Tuesday 19th September 2017, 12.30 to 14.00

Attendees: Kean Roberts (KR), Carole Theobald (CT), Melinda Rickett (MR), Alan Treloar (AT), Russell Dodge (RD), Mark Killingback (MK), Mel Richardson (MeIR), Alison Elvey (AE), Tom Kirk (TK), Helen Gollop (HG), Emily Osborne (EO)

Apologies: Peter Beaumont (PB), Bill Osborne (BO), Simon Hendra (SH)

1) Attendance, apologies, introductions and declarations of interest

Apologies were noted (listed above). CT said that she had volunteered to chair the meeting given Peter's absence and his resignation for the position of Chair (though Peter intended to remain on the Committee).

New members, Tom Kirk (from Cornwall Bathroom & Kitchen Store) and Helen Gollop (from Charles French Solicitors) were also introduced. Emily Osborne was welcomed to the meeting from Cornwall Garage Doors.

CT said that the first item on the agenda would be a presentation from DCA, the PR Company who had successfully won Newham BID's recent PR & Marketing tender. CT welcomed Jason Clark, Cherie Woodhouse and Greg Ibbotson.

There were no declarations of interest.

2) Presentation by DCA

DCA gave a positive presentation on the work that they had undertaken so far/proposed to do which included:

- Developing a 'Find it in Newham' strapline to use as part of all PR and marketing
- Pirate FM sponsorship for 6 months – Secret Sound Feature
- Fortnightly editorial spreads in all four editions the West Briton on Newham including mast head takeovers for the next year
- Features duplicated via Cornwall Live with a monthly Newham video
- Use of social media – Facebook, Twitter and Instagram, including paid-for campaigns
- Park and Ride video with 15 second film on all buses shown at 100 second intervals (12 month contract)
- Themed campaigns including double page spread on motoring as the first one. Home campaign to follow
- PR stories at particular times of the year
- Enhancing Newham Truro website with social media links

Jason said that the team were looking for stories from all businesses across Newham. AE from Robinson Reed Layton suggested doing something around the autumn statement. It was agreed that following the motoring and home campaigns, a professional services campaign would be developed.

In terms of reporting, the DCA team were monitoring social media and website hits and would be monitoring this data on a monthly basis. Committee members also agreed to monitor the

success of the campaign by using a few businesses to evaluate the success. Tom from Cornwall Kitchen & Bathroom Store offered to help with monitoring.

MelR said that the DCA team had already communicated with many businesses on Newham and she had received some very good feedback.

Having an email signature that could be included on Newham BID emails and adopted by levy payers was also considered to be a good idea to support the PR and Marketing campaign.

Action: DCA and MR to work on a way of evaluating the success of the campaign. DCA to create an email signature for businesses to use.

3) Minutes of last meeting, matters arising and outstanding actions

There were no comments on the minutes of the last meeting and they were adopted as an accurate record of the meeting.

In terms of matters arising/actions, MelR mentioned the following:

- Totally Truro AGM was booked for 31st October and would be dealt with later on the agenda
- Designs were shared of the temporary livery to cover the advertising board by Gas Hill. Members were happy with this but suggested adding Facebook and Twitter emblems
- The LEADER application needed to be drafted during October for submission by early November. RD, MR and AE offered to help shape this.
- Alcohol exclusion zone was being pursued by Mark O'Brien, Cornwall Council's Community Link Officer
- CCTV publicity would be part of DCA's work
- A call had gone out for businesses to share details of their own CCTV footage
- Once the final CCTV cameras were in place, a litter bin would also be installed at the turning circle. MelR said that the Environment Agency were due to come back in the next few days on a wayleave agreement to allow the final cameras to be installed. MelR thanked MK for his help with moving this forward
- The Meercats opportunity was on the agenda for discussion/decision
- Other actions including advertising the Marketing & PR tender, circulating the survey for committee members to complete and inviting a legal representative to join Newham BID committee (Helen) had all been completed.

4) Project Update

A project update had been circulated with the papers so only those projects/issues requiring decisions were discussed in detail.

5) Projects – Decisions Required

There were 6 projects requiring decisions by committee members, all of which could be paid for within available resources for the current financial year.

a) Newham BID Sign in HSBC verge

MelR indicated that securing agreement from HSBC regarding consent for installing the Newham BID sign was getting closer.

A licence had now been drafted by HSBC's solicitors which HG had reviewed and which she reported back on. Newham BID committee members needed to be aware that if HSBC vacated the premises at the end of their current lease (April 2019), the sign may need to be taken out or the BID committee may need to enter into a new agreement with a subsequent

landlord. On balance, the Committee agreed that the risks were minimal and it was worth progressing. HG agreed to liaise with the solicitors for HSBC.

Action: HG/MelR to progress signing of the licence with HSBC for the installation of the Newham BID sign

b) New Sign for Heron Way

MelR reported that she was exploring the possibility of installing a new Newham BID sign for Heron Way – this had previously been budgeted for but the landowner had been reluctant for it to be installed. Since a number of new businesses had moved into units on Heron Way, the issue of additional signage had been raised.

MelR asked for the committee to give their consent to exploring alternative locations for a Heron Way sign given that an additional sign for this location had already been planned. The Committee were happy with this proposal.

Action: MelR to work with businesses on Heron Way to look for a suitable signage solution

c) Signage on Lemon Quay

MelR said that there was a good opportunity for Newham BID to work collaboratively with Truro BID as part of Truro's City Centre signage. There were opportunities for an information/interpretation board near Compton Castle (telling the history of Newham and Port of Truro) and a plaque on the subway near M&S.

A visual was shared for the committee to view and it was noted that Truro Lions would fund the majority of the cost of the interpretation sign with Newham BID providing £1,124 towards this and £272 for the plaque. Ongoing maintenance of signs would be funded by Truro BID. The Committee agreed that this was a great opportunity to link Newham to Truro at a reasonable cost.

Action: MelR to progress the sign opportunity through Truro BID and Truro Lions

d) Infra-red CCTV cameras

MelR reported back on the recent arson attack that took place on Newham and how Newham BID's CCTV had been used by the Police to try and identify the culprits. The footage had been circulated via Pirate FM websites and Radio Cornwall with the result that the same names had been suggested by a number of people.

Whilst the footage was reasonable, MelR said that the outside lighting was poor due to the crime being committed during the early hours. MelR said that there was an opportunity to install three infra-red cameras that would work in a similar way to the ANPR ones with a zoom in lens allowing for better facial recognition in poorly lit areas and providing better information for the police to investigate.

The committee agreed to proceed with installation at a cost of £2,624

Action: MelR to liaise with CDA Solutions and appropriate landowners re installation of new cameras

e) Funding of Z Card Map/Directory

To complement the PR & Marketing campaign, the Committee discussed the idea of producing and printing a Z card with a map of Newham and a directory listing for businesses. This would fit in with the BID's PR campaign 'Find it on Newham' and also link with the signage project.

The Committee were happy to progress this project agreeing that a print run of 5,000 copies would probably be necessary to allow them to be circulated to all Newham businesses.

HG also mentioned other merchandise opportunities in the future such as pens.

The cost would be £1,875 for design plus printing and the format could be different to a Z card if more appropriate.

Action: MeIR and MR to work together to progress the Map/Directory project

f) Cost Savings Trial

The opportunity for businesses to save money on a range of costs including energy, telecoms, merchant services was discussed. A number of BIDs were already working with Meercats, a procurement company who had received good testimonials from other BIDs. MeIR, along with other Cornwall BID managers had meet with Rishi Sood from Meercats who had subsequently offered to trial the cost savings idea with two businesses per BID at a cost of £800 (contribution of £200 needed from Newham BID as three other BIDs in Cornwall are also keen).

MeIR asked for volunteers to trial this and Cornwall Woodburners was keen as their energy contracts were due for renewal. MR mentioned Cornish Mutual and MeIR agreed to follow up.

MeIR mentioned that Meercats could also look at waste across Cornwall BID areas and for a fee could potentially procure one waste provider to handle commercial waste at a preferential rate across all BID areas. So far, 4 other BIDs were keen. MeIR said she would come back with more information on the cost of this opportunity in due course. Also, the survey of BID levy payers would indicate how much demand there might be for this as BID 2 project.

Action: To set up the cost savings trial with two BID levy payers from Newham BID Committee

6) Governance and Finance Update

It was confirmed that Totally Truro's AGM would be held on 31st October 2017 to formally appoint new Directors for Truro BID and Newham BID. The articles had also been revised and would need formal ratification.

MeIR circulated a financial update showing the position of the BID's finances which are healthy and demonstrate a 97% collection rate so far this year.

Given that PB had resigned as Chairperson, MeIR reported that she had received a nomination for CT to stand as Newham BID's new chair. CT confirmed that she was happy to do so and was proposed by MR and seconded by all of the Committee.

11) Any Other Business

MR referred to the recent publicity surrounding the derelict boats and expressed concerns that the current laws did not allow the harbour authorities to take the action they would like. There were also issues associated with the cost of removing old boats from the river.

MeIR encouraged all of the Committee to complete the survey circulated via email.

Dates for future meetings would be sent via email.

MeIR said that the second term renewal would feature on the next BID agenda.