

**Newham BID Committee Meeting  
Minutes  
Venue: Isight Cornwall, Newham Road  
Tuesday 20 September 2016, 12.30 – 14.00**

**Attendees:** Melinda Rickett (MR), Peter Beaumont (PB), Mel Richardson (MeIR), Simon Hendra (SH), Alison Elvey (AE), Kean Roberts (KR), Carole Theobald (CT), Alan Treloar (AT), Russell Dodge (RD)

**Apologies:** Bill Osborne

**Visitors (attending for part of the meeting):** David Pollard (Truro Rivers Working Group), Alun Morgan (Skinners Brewery), John Abraham (P. Abraham & Son Garage)

---

**Presentation by David Pollard, Truro Loops Project**

David Pollard from Truro Rivers Working Group (TRWG) gave a brief presentation on the Truro Loops project, a multi-faceted connectivity project designed to open up walking/cycling routes around Truro's river waterfront.

David explained that the group of 4 had started the project in 2015 taking forward one of the ideas that had first been muted in the Newham Improvement Project (NIP) action plan. David said that Newham would play an important role in the project linking with the Sustrans cycle way and footpaths via new bridges and walkways.

The group have now established themselves as a Community Interest Company (CIC) and have been in touch with consultants for informal discussions on how feasible the project is to deliver and to gather outline proposals. David has also been in touch with Cornwall Council, Totally Truro BID who have supplied a letter of endorsement and Truro City Council who have made a small funding contribution towards the project.

The TRWG have also had discussions with regard to securing LEADER funding although the deadline for submitting the bid has altered so it is not clear whether this will progress.

SH asked if David had approached the Harbours Forum for their support. David said that he had been in touch with the Harbours Office and was due to meet Andy Brigden on Thursday.

PB thanked David for giving the presentation and it was agreed that Newham BID would write a letter of support.

**Action: Mel R to draft letter of support from Newham BID for Truro Loops**

**1) Attendance, apologies & introductions**

Apologies were noted (listed above).

Given that there were some new people on the committee, PB asked everyone to introduce themselves.

**2) 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.

**3) Current Projects – actions and project updates**

Given that time was tight on the agenda, MelR said she would give a brief summary from the project update previously circulated and then discuss decisions that needed to be made for each project.

### **i) Signage**

MelR reported that 15 of the proposed 20 signs were due for installation week commencing 26 September starting at the far end of Newham. It was also likely that the sign opposite the entrance to Tesco in Staples land and the sign outside HSBC would follow shortly once consents were agreed.

MelR said that with the Committee's agreement she wanted to consider a new position for an Edhen Park sign as the landlord of Edhen Park had not yet consented to the sign going up in the original position at the entrance just beyond Royal Mail. It was possible that the sign could be located at the bottom of Harvey Road outside the Cornwall Bathroom Store and early discussions with the owner of that business had indicated he would be amenable, subject to planning consent etc. The committee agreed that this could be a good idea particularly given that visitors would be able see Edhen Park signed clearly from Newham Road in the same way that Higher Newham Lane will be. MelR agreed to progress.

Mel R reported that one of the two advertising boards would be going up the following week – this was the one on the grass verge near the river by Gas Hill. This board would have 5 advertising slots and the one opposite Tesco once agreed, would have 8.

Costs for advertising on the billboard posters sites near the railway station had been provided by Creative Edge with the cost being £52 per quarter, a useful benchmark. MelR said that she had received a quote from Parc Signs for making and installing the business adverts using logos supplied by the advertisers – the costs reduced depending upon how many adverts were produced so it would make sense to sell all the spaces and have a minimum time that the advert was purchased for. The advert would be created as a sticker and pasted onto the slot almost like wallpaper.

CT commented that when the Staples sign was made it would be preferable to have the 'turn left for over 100 businesses in Truro's Business Quarter' to be higher up above the adverts. The committee agreed. MelR said the website address would also go on this sign.

To take this forward, it was agreed that MelR would email a few volunteer committee members to agree the approach, costs, timescales etc to ensure fairness. MelR also said she would email Newham businesses to establish the likely demand for this.

#### **Action:**

- **MelR to progress new location for Edhen Park sign**
- **MelR to ask Newham businesses for expressions of interest for advertising**
- **MelR to discuss approach with PB, AT, KR and CT**

### **ii) CCTV**

MelR said that there had been some very encouraging news since sending out the papers for the meeting. The wayleave for the cameras on the Bishop Fleming building which include the vehicle number plate recognition cameras (ANPR) had now been signed by the pension company and were on their way to Newham BID for their signature and Bishop Fleming's signature as tenants.

Since the last meeting, four other cameras had also been installed with 19 cameras now installed in total. The only other outstanding cameras were those on the Brains building on

the approach to the turning circle and MelR had heard from Cornwall Council's Estates team that completion should be within the week.

Once all cameras were installed, there would be 27 across Newham.

MelR said that she had been looking at footage on behalf of two businesses whom had suffered thefts within the last week. She said it was becoming clear that some cameras needed slight realignment to cover particular areas and in some cases may need to be sited lower down or have a better facility to zoom. The committee were happy for MelR to look into this and liaise with CDA Solutions accordingly.

**Action:**

- **Progress installation of Bishop Fleming camera and secure wayleaves for final cameras on Brains building**
- **Consider alternative positioning of existing cameras**

**iii) Website**

MR gave an update on the website project. The new Newham & Port of Truro site link had been circulated to the committee only but the next step was to circulate it to all the businesses to check their directory listing.

Before doing this, MelR needed to ensure all the listings were on there and were on the map and also to add copy into some of the other pages e.g. offices to let, jobs etc.

Committee members who had clicked on the link were happy with the look and feel of the new site.

MelR said that when their marketing meeting was convened, a discussion would take place around how to make best use of the new website.

**Action**

- **Check website, add content and then circulate to businesses to check their respective entries**

**4 New Projects**

**i) Marketing**

MelR said that she would agree a date for the marketing meeting with the committee members who had volunteered at the end of the meeting. She would then email the date to the other volunteers from Building with Frames and Stringers Gym. As Lou Pamplin had also volunteered but was due to go on maternity leave, MelR had met with her to get her thoughts.

The purpose of the meeting would be to put together a Marketing Plan for Newham & Port of Truro which might involve working closer with Totally Truro BID with respect to marketing and sharing of resources. Before the meeting, MelR said she would circulate some preliminary information as a starter for ten.

**Action:**

- **Marketing Meeting to be held on Wednesday 19 October at 12pm at Creative Edge, Riverside House, Heron Way**

## **ii) Parking/Higher Newham Lane/Higher Newham Farm**

It was reported that the access/parking issues on Higher Newham Lane were continuing to create difficulties with some persistent offenders. Members of the committee together with John Abraham and Alun Morgan had been putting polite notices on cars, a plan that was having limited success. In some cases, drivers were rude when asked to park elsewhere.

Different solutions were discussed including very sticky stickers on windows and it was mentioned that if the planning application for housing proceeded, prohibiting parking on the lane would need to be considered.

It was agreed that a meeting with Amtrac and the owner of the road should proceed but that no firm decisions should be made on employing them until further discussion had taken place.

### **Action:**

- **Meet with Amtrac Security to consider using their service**

## **iv) Public Realm Improvement Tender**

It was agreed to defer this item due to the need to allocate sufficient time to discuss the proposed residential planning application for Higher Newham Lane.

## **5) Governance and BID Budget**

MeIR reported that a meeting had taken place with Nalders to review the Totally Truro articles which relate to the activities of Newham BID given our governance arrangements with Totally Truro. Nalders would be reporting back to Totally Truro and Newham BID shortly on the progress they had made.

It was reported that Newham BID had a healthy bank balance and 96.62% of levy income had been collected so far this current financial year.

MeIR circulated Newham BID's current financial status pointing out the committed expenditure which included the signage project and CCTV.

PB pointed out that some of the committed expenditure would exceed the life of this current BID term and at the right time, a discussion would need to take place about how those commitments would be fulfilled.

MeIR announced that the Totally Truro BID Manager, Neil Scott was retiring at the end of September and that his replacement was Alun Jones who has a background in retail management within Truro.

## **6) Planning application – Higher Newham Lane**

The committee discussed the planning application for 32 apartments on Higher Newham Lane that had been submitted to Cornwall Council over the summer. MeIR said that an extension of the consultation deadline had been agreed and the BID had until Tuesday 27 September to lodge their response.

Alun Morgan and John Abraham who had been invited to attend the meeting, voiced their concerns around access, safety and security. AT expressed a conflict of interest by virtue of his firm representing the owner of the site and did not therefore take part in the discussions.

The committee discussed the loss of employment land and the likely complaints from residents who would be moving into an industrial areas with possible noise, dust etc and some operations taking place throughout the night. There were concerns expressed that residential complaints might lead to business activities being curtailed and that in the future, the opportunity for new businesses to invest would be minimised by the constraints of residents living close by.

It was accepted that there may be some benefits to having Higher Newham Lane 'lived in' but that the disadvantages for the businesses located there outweighed the advantages.

There was a strong feeling from those present that Newham BID should object to this application and MeIR agreed to draft a letter and circulate this before submitting it to the Planning Officer, Tim Marsh and lodging it on the on line portal.

**Action: Draft a letter of objection to be circulated to the committee and once agreed, submitted on-line in time for the consultation deadline**

**6) Any other business**

There was no AOB

**7) Date, time and location of next meeting**

It was agreed to arrange the next meeting for November via email.