

**Newham BID Committee Meeting
Minutes
Venue: Robinson Reed Layton, Newham Road
Tuesday 21st November 2017, 12.30 to 14.00**

Attendees: Kean Roberts (KR), Peter Beaumont (PB), Carole Theobald (CT), Melinda Rickett (MR), Alan Treloar (AT), Mel Richardson (MeIR), Alison Elvey (AE), Tom Kirk (TK), Helen Gollop (HG),

Apologies: Russell Dodge (RD), Mark Killingback (MK), Michael Galligan (MG)

1) Attendance, apologies, introductions and declarations of interest

Apologies were noted (listed above).

Declarations of interest were made during the meeting by Alan Treloar in respect of his company's involvement with the residential development proposed for Higher Newham Lane and Carole Theobald in respect of the discussion around a concessionary levy for charities in BID 2.

2) Minutes of the 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, the following items were mentioned:

DCA evaluation – MeIR mentioned that she had met with Jason and they had agreed to email all those businesses that had been part of the media campaigns to date to find out what impact there had been as a result. In addition, the plan was to recruit a further 12 businesses who could assess the success of the PR campaigns between now and March 2018.

Find in in Newham – MeIR circulated a signature that could be used on the footer of Newham BID emails which would link to the BID website and promote the Find it in Newham campaign. MR suggested that the 'Find it in Newham' logo should swap places with the Newham & Port of Truro logo and AE said that the '3 Cycle Paths' message should be reconsidered.

Action: MeIR to circulate final logo

PR campaigns – committee members discussed the media campaigns and the general view was that these were good. TK said that DCA had invited businesses to sign off their copy for the DIY/home editorial but that having the thematic pieces did mean that when the overall editorial was published, some businesses had more presence than others particularly through the images used. A discussion ensued around competitive businesses and how to ensure that all businesses were happy with the prominence they received given that DCA are working for all levy payers and not just once client. It was agreed that MeIR would raise this with DCA and in particular the sensitivities of using specific photographs.

Action: MeIR to discuss thematic campaigns with DCA

HSBC Licence for Sign – HG said that despite chasing the solicitors for HSBC, she had not had any luck in signing the licence. It was agreed that MeIR would contact HSBC to put pressure on their solicitors to respond.

Action: MeIR to contact HSBC

Heron Way Sign – MeIR said that she was pursuing alternative sites for a new Newham BID sign which might require revised planning consent due to a likely increase in its size.

Lemon Quay Signs – Proposed visuals of the Lemon Quay interpretative sign were circulated and MeIR said she would email them around the Committee for comments by the end of the week. It was suggested that Compton Wall should be cleaned before the signs were installed. MeIR agreed to investigate whether this could be done.

Action: MeIR to explore cleaning of Compton Castle wall before installation of the sign

Installation of infra-red cameras – it was confirmed that these had been purchased, installed and used since the last meeting.

Newham Map/Directory – MR circulated some mock ups that Creative Edge had prepared including a map and entry for every Newham business. After some discussion, the committee selected a preferred design.

Cost Savings Trial – MR and KR reported back on the Meercats trial with some good results of potential savings. The committee discussed getting another office to trial the Meercats service and both Cornish Mutual and ISight Cornwall offered to take part. A discussion ensued about the way Meercats operate, offering their service at a cost to the BID rather than taking a commission from the suppliers like other brokers.

MeIR reminded the committee that the Meercats model wasn't based on commission which did mean that they would approach all levy payers regardless of their size. MeIR agreed to recirculate the information from Meercats.

KR offered to check the deal he had received via Meercats with Utility Warehouse to see how it compared. It was commented that whilst businesses could always check out the best deals via organisations like Utility Warehouse, they often didn't have the time and motivation whereas Meercats would undertake this on businesses' behalf at minimal cost to the BID and therefore their service could be part of BID 2.

Actions:

a) Isight Cornwall and Cornish Mutual to take part in the Meercats pilot

b) MeIR to recirculate details of the Meercats model

c) KR to check out Utility Warehouse and how their potential savings compare

4) Project Update

MeIR said that a full project update had not been prepared for this meeting given that the emphasis would be on renewal.

5) Projects – Decisions Required

There were 2 projects requiring decisions by committee members and one project which required noting.

i) CCTV Cameras – MeIR said that she had been considering how to ensure that the viewing and recovery of footage from the BID's CCTV cameras was adequately covered. She said that currently all the software was loaded on the Newham BID laptop and could be burned to a DVD but that given that the BID Manager position was part time, it would be helpful to have a back-up plan that was sustainable, particularly when MeIR was on leave.

MK had offered to host the full set of cameras at the Harbour Office which meant that they could be viewed more easily alongside other Port CCTV and given the level of staffing at this office, could provide an additional resource.

The committee agreed to this plan and MeIR said that she would share the CCTV policy with MK to ensure that anyone viewing the footage understood what was permissible. PB said that everyone involved should sign up to the CCTV policy.

Action: MeIR/MK to organise the installation of software at the harbour office and to discuss the policy cascading this to appropriate staff with a view to them signing up to this.

NB Since the committee meeting, MeIR/MK have met and it is possible that MK alone will have access to Newham BID's CCTV to ensure that there is a distinction between Newham BID's software and the Port of Truro CCTV software.

ii) LEADER Application/Truro Loops – MeIR said that she had discussed the possibility of a new LEADER application for funds for public realms works on Newham with MR, RD and AE. It had been agreed that until the results of the Truro Loops Feasibility Study had been published, it would not be appropriate to apply for funds. LEADER liked linked projects so it might be possible to apply for money to carry out some of the modest priced works which the Study might pinpoint were needed on Newham. AE said that money would be available until 2019. MeIR mentioned that the consultants for Truro Loops, CEC were presenting their proposals so far as part of a public consultation on 29th November in Truro.

iii) Higher Newham Lane Planning Application – MeIR reported that Newham BID alongside a number of businesses on Higher Newham Lane had objected several times to the proposed residential development at the top of Higher Newham Lane. As a result, the planning application had been called to Planning Committee on 19th December and Alun Morgan from Skinners Brewery would be representing businesses in front of the planning committee on this date. MeIR agreed to circulate the meeting date to all Committee Members.

Action: MeIR to circulate the Planning Application date to all committee members

6 Newham BID Renewal

MeIR took the committee through the renewal paper sent out with the agenda reminding the committee of the meeting that they had in February where they had first discussed the potential for a second five year term.

The paperwork and gantt chart timetable assumes a 5th July 2018 ballot date and that the processes including those required under the legislation worked back from this date.

It was reported that the change in rateable values with the publication of the 2017 list had seen very little impact upon the BID levy income unlike other BID towns.

Committee members were happy with the BID's first term achievements and then discussed the possible BID 2 projects as outlined in the paper. After some discussion, it was agreed that some of the core projects to consult businesses on would be around the following:

- Ongoing security
- Cost savings
- Marketing
- Maintenance of current assets
- Some environmental enhancements.

PB also said that the value of having a BID Manager, someone to represent the businesses and lobby on their behalf shouldn't be under-valued.

AE and HG raised the idea of internal marketing on Newham to promote a business to business relationship that could be productive as well as a networking opportunity which could be open to all businesses as well as those in the professional services sector.

MR and AE mentioned the availability and ease of accessing superfast broadband and whether there might be something tangible that the BID could do to make this smoother. A discussion then ensued around the possibility of holding some meetings to get levy payer feedback and having someone from Superfast to be on hand to answer questions as a hook to get people to attend.

The idea of Newham advertising at events like the Business Fair was also mentioned. MeIR agreed to explore options but said that in terms of renewal, the timetable was tight and that events were often time consuming to organise and often, had minimal attendance.

The committee also discussed whether any modifications would be made to BID 2 and after some discussion and consideration of the various options in the paper, agreed the following:

- That the levy rate of 2.5% would be revisited once the list of wishes from businesses were assessed
- That the levy threshold should remain at £2,800 as was the case for the first term
- That all charities should receive a 50% reduction in their BID levy

MeIR said that as part of the next steps indicated in the paper, she would consult with a number of levy payers (around 15%) of different sizes across Newham with a view to reviewing what they thought of the BID and their appetite for BID 2.

A summary of this survey together with some ideas for a draft proposal (incorporating some of the questions that were drafted as part of the economic survey and to be designed by Creative Edge) to be used for consultation with all levy payers would be presented at the January meeting.

Action: MeIR to consult with a sample of businesses and consider ideas for events to gather feedback

7 Governance and Finance Update

CT said that she understood that MR was keen to stand down as Vice-Chair and that TK had offered to fill this position. No other candidates had come forward for the role of Vice-Chair and all the committee were happy for TK to fill this position.

The AGM of Totally Truro had been held on 31st October and had been well attended by representatives from Truro BID and Newham BID.

8 Any Other Business

MeIR said that Newham BID committee members were welcome to attend the Totally Truro BID Meal at William 1V on 13th December and details had been circulated via email.

It was reported that a ride on mower used by Truro City Council had been responsible for damaging one of the larger Newham BID signs on the bank opposite HSBC. The Town Clerk of Truro City Council had subsequently offered to pay for the sign to be repaired.

The meeting closed at 14.30

Date of next meetings, to start at 12.30pm – Tuesday 16th January, Tuesday 13th March and Tuesday 15th May 2018.