

Newham BID Committee Meeting
Minutes
Venue: Cornish Mutual, Newham Road
Tuesday 28th February, 12.00 – 14.00

Attendees: Melinda Rickett (MR), Peter Beaumont (PB), Mel Richardson (MeIR), Simon Hendra (SH), Alison Elvey (AE), Bill Osborne (BO), , Russell Dodge (RD), Carole Theobald (CT), Mark Killingback (MK)

Apologies: Kean Roberts (KR), Alan Treloar (AT), Mike Galligan

1) Attendance, apologies, introductions and declarations of interest

Apologies were noted (listed above). MeIR declared an interest in item 6 on the agenda concerning whether the BID would proceed to a second term by virtue of her employment as BID Manager.

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.

MeIR confirmed that the following actions had been undertaken:

- MeIR had attended a Truro Loops project meeting and had subsequently assisted David Pollard with submitting a full application for LEADER (EU) funds to carry out a feasibility study worth circa £60K. A decision on whether the application is successful will be known after 20th April
- The planning department had been contacted with regard to consent for the sign at the bottom of Harvey Road and the first step would be to serve notice on the landowner.
- A revised proposal had been prepared with regard to the sale of advertising on the sign near Gas Hill and on the prospective advertising sign on Staples land. However, given the length of time it may take to get consent for the Staples sign it was agreed not to sell advertising on the five slots at Gas Hill for the time being; instead, it might be possible to put up some alternative wording or a visual as a temporary arrangement to promote Newham
- MeIR had liaised with CDA Solutions and had prepared a list of new locations for CCTV signs; these would be much larger and where possible put on the walls of existing businesses. AE made the point that it would be useful to check whether they were visible at night. At least one of the entry signs would mention the ANPR cameras
- MeIR reported that now the wayleave had been drawn up for the final cameras on the Brains building, PR on CCTV would follow along with a press release linked to the signage and website; website entries were now live
- Lynn File had completed the marketing strategy and this would appear on the agenda today
- The advertising board at Truro Railway Station had been installed
- The letter to Russell Holden confirming that Newham BID would assist in cashflow had been sent and a thank you acknowledgement received; in the event, Truro BID had not needed to utilise the cash flow offer.

3) Delivery against business plan – how are we doing?

PB introduced this item and confirmed that this BID Committee meeting would be a strategic meeting to assess what the BID had delivered against the existing business plan, whether there was an appetite to renew the BID and how the remaining funds should be allocated.

Members considered the delivery paper that charted the projects in the original business plan against what had been delivered. Overall, Newham BID had delivered against the original themes or were on target to deliver by the end of the term. This was especially true in relation to CCTV and Signage.

Project Theme Three, Services to Businesses was the theme that had yet to be fully delivered. Whilst the website was live, the associated marketing for Newham had yet to be delivered and the cost cutting initiative had not been progressed.

MelR said that other BIDs had struggled to deliver cost savings to their levy payers for various reasons but that she was happy to explore this further to better understand the reasons for this. A BID Manager's meeting was being held on 9th March at which this could be raised. MelR also said that she would explore whether it was possible to have independent energy audits undertaken.

This led to a discussion about pulling together knowledge of levy payer's needs and requirements which would build up intelligence on Newham BID levy payers; this information could be used to assist levy payers during the remaining term by potentially providing services they valued. Newham BID had not undertaken a business survey like this recently and it would be useful to collect some data and understand how businesses were faring and the challenges they face.

Some of the questions might be around how often businesses review their energy costs (could consider approaching one provider), whether they have superfast broadband or have encountered difficulties with superfast installation (could organise a presentation with Superfast team/BT), if they are adept at using social media (could organise training), what regular supplies they buy (opportunity to drive down costs with suppliers on behalf of all Newham businesses) etc. The BID could also collect data relating to number of employees, turnover etc.

The committee agreed that it would make sense to undertake an analytical market research survey to get some useful data from levy payers. It was agreed to draft the questions and that it might be useful for an external company to be appointed to carry out this work. Whilst an on line survey could be issued, the likely response rate would improve if one to one visits were conducted.

Action:

- **Draft potential survey questions and share with committee to agree**
- **Invite PFA research to quote to carry out this work**

This survey would be separate to any draft proposal in relation to BID 2 that would follow a different process and would make most sense being carried out by the BID Manager/Committee towards the end of the year/early part of 2018.

However, the two pieces of work could be linked with the survey taking place first with an opportunity for engagement followed by the draft proposal for BID 2 which would draw upon some of the findings of the survey.

It was also discussed that businesses on Newham could also help each other e.g. by posting copies of their energy bills on line to see if other companies felt they were competitive or by sharing information generally for mutual benefit.

4 Budget Position

The committee reviewed the budget position noting that there were funds unallocated in relation to the remaining 18 months; some projects had cost less than originally estimated and the marketing element of Theme Three was yet to be worked through with costs. Commitments were noted.

5 Priorities for April 2017 – August 2018 (linked to 7. Expenditure Decisions)

In terms of priorities for the remaining term, the following was agreed:

- To reconsider the Marketing and Social Media spend including delivery at a subsequent meeting to be arranged.
- To explore making an application for LEADER funding for public realm improvements on Newham (noting that Newham BID would probably need to fund the design element of these works from its own funds)
- Complete CCTV and Signage Scheme
- To maintain the £25K allocated to the road scheme pending further information from Cornwall Council on the likelihood of growth deal funding to provide the main match (circa £2.5m)
- It was agreed by a majority vote to allocate up to £5K towards the Truro Loops project to be used by Truro River Working Group CIC; funds to be managed by Newham BID
- To consider other project ideas (open events, security patrols, ideas arising out of the survey) in due course and following discussion with regard to marketing
- It was agreed to allocate circa £10K towards BID renewal.
- It was agreed to appoint Kernow Tree Surgery at a cost of £3,800 for a further term from March to November 2017.

6 Beyond September 2018

The Committee were of the unanimous opinion that Newham BID should try to renew the BID so that it could continue beyond September 2018 subject to a successful vote. It was agreed that there was a good story to tell and it was important to maintain the assets that Newham BID owned.

The cost of maintaining existing assets would need to be part of BID 2 and businesses could be consulted on other project ideas as part of a draft proposal (similar to the one recently done for Truro BID) during this autumn.

Approximately, nine months would be needed to develop the renewal and comply with the relevant legislation; a June/early July 2018 ballot date would probably be prudent so work on BID 2 would need to start in September 2017.

7 Expenditure Decisions Required

As per item 5, it was agreed to provide funding up to £5K towards Truro Loops, to appoint Kernow Tree Surgery for a further term (£3,800) and to allocate circa £10K to BID renewal.

No decisions were made on a funding allocation towards marketing (pending fuller discussion) or other project ideas (pending survey and further discussions)

8 Governance

AE agreed to become a Director of Totally Truro representing Newham BID.

An AGM for Totally Truro including Newham BID would be held in Spring 2018

The meeting closed at 2pm