

**Newham BID Committee Meeting  
Minutes**

**Venue: Cornish Mutual**

**Tuesday 5 July 2016, 16.00 – 17.30**

**Attendees:** Melinda Rickett (MR), Peter Beaumont (PB), Mel Richardson (MelR), Mark Killingback (MK), Simon Hendra (SH)

**Apologies:** Russell Dodge, Bill Osborne, Carole Theobald, Rob Nolan, Alison Elvey, Alan Treloar, Michael Galligan, Kean Roberts

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**1) Attendance, apologies & introductions**

Apologies were noted (listed above). MelR said that the new Operations Manager for Isight Cornwall, Carole Theobald was starting full time later this month and would be attending committee meetings from September onwards. Another new member, Kean Roberts from Cornwall Woodburners was due to attend today but owing to staffing difficulties had sent his apologies.

**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**

**i) Signage**

Mel R reported that she had been in touch with all the relevant landlords with respect to consent for signs; some landlords had changed since planning consent had been given so new contacts had been made. Equally, business names had altered so the names on the individual signs had been refreshed and all this information had been communicated to Parc Signs.

In some instances, businesses had installed signs in the exact location where the Newham & Port of Truro sign was due to be placed and MelR was negotiating with these businesses to achieve the best possible outcome for both sides.

Simon Burgess was currently working on production drawings and would be liaising with John Lowden at Changing Brands to supply finalised artwork. MelR said she would be meeting Simon on 12 July.

The signage would be phased with 15 out of the 20 signs ready to be installed in the first phase. The other 5 were still awaiting consent from landlords or possibly may not proceed (e.g. sign for Gas Hill where GE Money is about to vacate). A discussion had taken place with the Assistant Manager of Staples with respect to having one of the two advertising signs in their land opposite the entrance to Tesco. The discussion was positive and had been referred to in a letter sent to the Head of Estates at Staples who simply need to give their company consent so that it can be considered as a tenant application permitted with landlord consent.

The committee discussed what terms they would apply to the sale of the advertising slots on the two signs where there are 13 slots available for this. The discussion took account of the likely demand for these, ensuring the policy applied was fair as well as the likely costs and time periods. The committee agreed that there would need to be more information from Parc Signs on how much it would cost to produce and install slats. Consideration was given to

whether MeIR would be able to easily change the slats. MR offered to find out how much Creative Edge were charged for their advertising poster site opposite Truro Railway Station.

It was confirmed that Peter Tatlow was happy to look at putting patches over the words 'Ind Est' and replacing with Newham on the highway signs from Morlaix Avenue and the roundabout.

**Action:**

- **Progress installation of signs in phase 1**
- **MR to send details of advertising costs at Truro Railway Station as a comparison for the Newham & Port of Truro advertising opportunity**
- **MeIR to contact Parc Signs to discuss costs of changing advertising slats both in terms of manufacture and ease of installation**

**ii) CCTV**

MeIR and MK reported back on progress towards CCTV installation at the turning circle and the issues of anti-social behaviour including vandalism that was making this a higher priority. Whilst a wayleave had been signed by Cornwall Council for camera 18 to be installed on the lamppost, the operation of this camera relied upon the other two nearby cameras, 22 and 23 being installed. MK said that his understanding was that the leases including the wayleave for CCTV should be signed off very quickly. MeIR said she would chase both legal and property services at Cornwall Council.

In terms of other outstanding CCTV cameras, the one at Gas Hill was scheduled for installation with Andy Watson at CDA Solutions.

As little progress had been made with the solicitors for the landlords of the Bishop Fleming building in respect of 5 cameras including the vehicle recognition one, MeIR had tracked down the company secretary, Steve Parr and subsequently had a very encouraging discussion. The issue appeared to be that whilst the decision maker, Mike Wroblewski had approved the wayleave, the trustees of the pension company Boolers needed final sign off. Steve agreed to immediately apply pressure to his legal colleagues to finalise this at the same time as asking Mr Wroblewski to action the signatures with his trustees.

MeIR reported that there had been 3-4 incidents of theft at Higher Newham Lane since February and as a consequence she had met with CDA Solutions and John Abraham to see what could be done to improve the CCTV footage at that location. MeIR shared a quote from CDA Solutions which she believed would be a suitable solution providing enhanced CCTV, particularly in areas which had been targeted and where the existing cameras provided no coverage. The committee agreed to pay £1,898 to cover the costs of installing two further cameras and associated signs.

There was a short discussion around amending the CCTV policy by extending the number of users of the CCTV detection software so that more people could have access to the footage if necessary. Currently, only BID committee members have access to the footage together with another named officer at Cornish Mutual where the server is placed. PB offered to discuss this from a legal perspective with some solicitor colleagues before taking any action.

**Action:**

- **Continue to secure wayleaves for outstanding cameras and install.**
- **Install further CCTV and signs on Higher Newham Lane**
- **PB to explore the legal issues of adding further users who can access CCTV footage**

### **iii) Road Update**

MelR reported that the match funding contribution of £25K towards the road project had been well received and recognised as a substantive contribution in relation to the BID's funds. Sustrans had been asked if there was any funding from them but they had replied to say that DfT had cut their funding for medium sized sustainable travel projects.

It was reported that the Council were looking into mitigating the risks of construction and thought that they could probably keep one lane open at all times.

The next stage was for a report to go to Cornwall Cabinet on all the growth deal projects being put forward by the Council. Steve Horscroft within Economic Development at Cornwall Council had also prepared a report on the economic benefits of the road which had been shared with MelR and the consultants and would be used as part of the business case.

PB asked how the Rhoda Mary project was progressing. From the discussion that ensued, it is clear that the project is still in its early stages.

### **iv) Website**

MR gave an update on the website project. The new Newham & Port of Truro site was designed and editorial written. The copywriter engaged by Newham BID to do this had also populated around 70 of the business directory entries since frequent reminders for the entry forms to be completed by individual businesses had only resulted in some 30 returns. MelR had liaised with PB and AT and agreed to outsource the collation of these entries to progress this project quickly.

It was agreed that each business would have the opportunity to review their entry before the site went live, expected in around four weeks time.

#### **Action**

- **Circulate business entries to levy payers prior to site going live.**

## **4 New Projects**

### **i) Marketing**

MelR said that she now had five volunteers for the marketing group and would organise a meeting within the next few weeks. The volunteers were Melinda Rickett from Creative Edge, Alan Treloar from Vickery Holman, Kean Roberts from Cornwall Woodburners, Connor McCabe from Building with Frames and Lou Pamplin from Skinners.

The purpose of the meeting would be to put together a Marketing Plan for Newham & Port of Truro. The Committee discussed the merits of working closer with Totally Truro BID with respect to marketing and sharing of resources.

#### **Action:**

- **Host Marketing Meeting**

### **ii) Cost Savings**

From discussions with other BIDs in Cornwall, MelR reported that they hadn't had any success with negotiating collective purchasing deals in relation to waste, energy or insurance. Instead, they were considering inviting companies to offer discounts to BID businesses or

business to business trading. MeIR said that this would be discussed as part of the marketing meeting.

**Action:**

- **Discuss marketing initiatives that save businesses money**

**iii) Parking/Higher Newham Lane/Higher Newham Farm**

It was reported that the access/parking issues on Higher Newham Lane had lessened since polite notices had been put on vehicles parking adjacent to the wall. This had made access for deliveries to businesses much easier. The situation was being monitored.

**iv) Public Realm**

MeIR said that she had started drafting the tender and would bring it to the next committee meeting for review.

**Action:**

- **Bring draft Public realm masterplan tender to the next committee meeting.**

**5) Governance and BID Budget**

MeIR reported that a meeting had been held between PB, Neil Scott, Totally Truro BID Manager and herself to agree a template for financial reporting in the future. It was reported that Newham BID had a healthy bank balance and 92.3% of levy income had been collected this current financial year.

Other governance documents were also being redrafted and would be taken to the Totally Truro Board meeting on 19 July 2016.

The Newham BID Committee TOR had been revised since the last meeting to allow for up to 15 members to be part of the committee.

**Action:**

- **Governance documents to be discussed at Totally Truro Board meeting.**

**6) Any other business**

It was reported that Neil Scott, Totally Truro BID Manager would be retiring at the end of September and the position would be advertised.

MeIR said that the group behind Truro Loops were exploring securing funding from the Local Action Group to undertake a feasibility study.

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

It was agreed to hold the next meeting on Tuesday 20 September at 12.30pm and to ask Alan Treloar if Vickery Holman could host it.