

**Newham BID Committee Meeting
Minutes
Venue: Cornish Mutual, Newham Road
Tuesday 6 December 2016, 12.30 – 14.00**

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

Apologies: Kean Roberts (KR), Carole Theobald (CT)

1) Attendance, apologies & introductions

Apologies were noted (listed above).

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 a letter of support for the Truro Loops Project had been sent to David Pollard. The Truro Rivers Working Group who were leading Truro Loops Project were proposing to hold a meeting in January to look at responses received from consultants who had pitched to undertake the feasibility study. David had asked if Newham BID would be happy to send a representative. It was agreed that either Mel Richardson or Melinda Rickett would attend dependent on the date.

Action:

- **Newham representative to attend Truro Loops Project meeting in January**

3) Current Projects – actions and project updates

i) Signage

MeIR reported that 15 of the proposed 20 signs had been installed and the feedback was positive. In view of a few comments about the size of the lettering for the business names, these were being redone using a larger font that would be more visible for motorists and pedestrians. The cost of this was very modest and the larger slats should be in place by 16th December.

In terms of other signs, MeIR confirmed that she had reminded HSBC about gaining consent for their sign and had chased Staples about the advertising sign which had been progressing well prior to the news of their intention to close. The new owner of the former GE Money building had also been approached via letter to introduce the BID to him and to establish whether a sign might be required in the future. No reply had yet been received.

MeIR circulated a design of a new sign to be positioned at the bottom of Harvey Road within the car park owned by Cornwall Bathroom Store. The committee asked that the road names (Harvey Road and Edhen Park) on the sign were made more prominent but otherwise, were happy for this to be progressed with the planning department to gain consent.

A discussion took place on the advertising terms for the sign near Gas Hill and the proposed one opposite the entrance to Tesco. MeIR confirmed that CT had emailed to say she was

happy with the terms put forward in a draft document that had been circulated to some members. MR gave some further useful feedback around potential costs, time periods and how to manage the bookings. Everyone agreed that the project should cover its costs only and not be generating income. MeIR agreed to circulate a revised proposal to all the committee.

Action:

- **MeIR to contact the planning department to seek consent for the Edhen Park sign**
- **MeIR to circulate a revised proposal to the committee in relation to the sale of advertising slots on two sign boards**

ii) CCTV

MeIR said that 25 cameras were now operational across Newham including two ANPR ones. Consent documents were due to be signed today with Brains Associates enabling the final three cameras to be installed and operational at the far end of Newham.

Once all the cameras were installed/operational, larger signs would be installed across Newham.

AE raised the issue of PR and after a short discussion, it was agreed that if possible a press release should be issued in relation to CCTV before Christmas with a quote from Bill Osborne who had used the system to successfully detect damage to his sign and a picture involving Bishop Fleming whom had been very supportive of the CCTV projects. If possible, it would also be advantageous to get a police quote in the press release and to establish whether there are any award schemes in place for areas with good CCTV coverage.

Further good stories for a press release were agreed as signage (January) and the website (February).

Action:

- **Install larger CCTV signs**
- **Write and issue press releases/organise photo opportunities**

iii) Website

MeIR reported that all businesses had now been emailed their website entry and a number of these had come back by the deadline of 5th December offering additional photos or edits.

Creative Edge were complimented on the look and feel of the site.

It was agreed that MeIR would liaise with MR to make the necessary changes and then the website would be ready to launch. The website would become part of the overall marketing strategy and decisions would need to be made on who would be managing the content in the future.

Action:

- **Changes to be made to business entries ready for the website to go live**

iv) Marketing

MeIR said that KR, AT, MR, Connor from Building with Frames and herself had met in October and had a useful discussion about the potential marketing priorities for Newham.

It had been agreed that a Marketing Strategy and Action Plan needed to be written to provide a framework for Newham's activities. Lynn File of Brand Innovation who had already done copywriting for the new website, had prepared many such marketing plans and had put forward a proposal to carry out this work. The group agreed that this was an efficient and effective way to proceed and given that a number of members had worked with Lynn before, the committee confirmed that they were happy to appoint her.

BO said that it would be great to have a leaflet drop to houses within Truro promoting Newham & Port of Truro's offer and that this was just one initiative that could be considered as part of the marketing plan. MelR said that this was a great idea and that KR had also talked to the West Briton on Newham BID's behalf and that they would be happy to do a page article for us.

It was agreed that it would be worth looking at other BIDs and how they have marketed their offers, particularly other industrial estate BIDs with a view to incorporating the ideas that have achieved the best outcomes into Newham's plan. There could also be opportunities to work smartly with Totally Truro BID on joint initiatives. The committee were also keen that where possible, marketing initiatives including business to business initiatives took account of the need to keep money on Newham.

The committee agreed to allocate a budget towards marketing once the Strategy and Action Plan was drafted.

MelR also notified the committee of a marketing opportunity that had arisen to advertise on a hoarding opposite Truro Railway Station. Newham BID could secure the advertising board which measures ten foot wide by over five foot high for £10 per week for a minimum of 6 months. The committee agreed that this was an opportunity worth grasping ahead of the marketing strategy being written.

Action:

- **MelR to contact Lynn File to appoint her to write a marketing strategy and action plan for Newham**
- **MelR to organise artwork and book the advertising slot opposite Truro Railway Station**

v) Parking/Higher Newham Lane/Higher Newham Farm

MelR reported that a meeting with Armtrac had taken place and subsequently, in the last day or so, the contract between Armtrac and the owner of the road had been signed. PB reported that some of the tenants within the CMA building had now secured alternative parking so they should no longer be using Higher Newham Lane (since the meeting, Armtrac patrols have commenced)

vi) Public Realm Improvement Tender

A brief discussion took place around the possibility of issuing a tender for a company to come up with a plan for landscaping/public realm works that could be delivered on Newham. It was agreed that given the discussion on marketing and the BID's two year term to run, it would be prudent to discuss this at the next meeting alongside other important issues in relation to how the remaining levies are spent and the performance of the BID to date.

Areas to discuss should include the following:

- BID budget (commitments and priorities)
- Projects (including marketing and public realm)

- Evaluation of BID delivery linked to original business plan
- Consideration of BID 2 and/or continuation of existing BID projects beyond September 2018

Action:

- **Next BID Meeting to be a strategic planning meeting**

4) Governance and BID Budget

PB reported that further governance discussions had taken place with Totally Truro BID staff/directors with respect to how the two BIDs were governed under one limited company which had a benefit to Newham BID in saving them costs.

PB circulated a governance paper which outlined the relationship between the two BIDs in terms of how risk is managed and how decisions are made via individual committees. PB said that comments were welcome and that advice from Nalders was also being sought ahead of the Totally Truro articles being revised.

PB also said that he had been approached by the Totally Truro BID Chairman, Russell Holden to ask if there was any possibility that Newham BID could cash flow Totally Truro BID to a maximum of £25K, if necessary, between now and April 2017. Due to Totally Truro bailing out City of Lights and some other large invoices that needed settling, this unusual situation had arisen. PB said that there was no risk to Newham BID finances as Totally Truro BID was due to send out substantive bills for the levy in Spring 2017. The committee agreed to help cash flow Totally Truro BID if necessary and to write a letter confirming that this was temporary support until April 2017.

MelR circulated Newham BID's current financial status indicating that a number of project invoices including signage and CCTV had been paid since the last meeting. The collection rate was good at 98.42% and the bank balance was healthy giving the committee an opportunity to have a strategic conversation at the next meeting about allocation of resources.

MelR reported that Cornwall Council's transport team had indicated that following the Chancellor's autumn statement, the amount of growth deal 3 funding allocated for transport projects in Cornwall was likely to be reduced and therefore there was uncertainty about Newham's road scheme proceeding (an allocation of £25K has been put aside to match fund this project). More information would be communicated when known.

Action:

- **To write to Russell Holden confirming Newham BID's consent to cash flow Totally Truro BID, if necessary up to £25K between now and April 2017**

5) Any other business

PB mentioned that the 2017 ROK 5K was likely to use Newham for part of their route up as far as Gas Hill which could be good publicity.

6) Date, time and location of next meeting

It was agreed to arrange the next meeting via email.