

Agenda

Meeting: Winsford 1-5 Executive Group Meeting

Date: 29th June 2007

Time: 12.00pm – 2.00pm

Location: Brand Express, Road Four.

- | | |
|---|----------|
| 1. Approval of Minutes of last meeting and actions | Gary |
| 2. Payment of BID Monies Update | Iain |
| 3. Executive reports | |
| • Chair (Overall Benefit Delivery responsibility, and PR) | |
| • Vice Chair (Liaison with MK and KPI measure tracking) | |
| • Treasurer (Liaison with VRBC rating) | |
| • Business Support Theme | |
| • Security & Crime Prevention Theme | |
| • Transport Improvements Theme | |
| • Image Enhancement Theme | |
| 4. Estate Managers Report | Greville |
| 5. Review of 2007/08 projects | GC |
| 6. Annual Business Questionnaire Results | GK |
| 7. 2007/08 Training programme | GK |
| 8. Confirm format and structure of next 1-5 meeting | All |
| 9. A.O.B. | |

Date of next meeting – 14th September 2007 @ Ambassador Packaging

Minutes

Meeting: Winsford 1-5 Executive Group Meeting
Date: 29th June 2007
Time: 12.00-14.00
Location: Brand Express, Road Four

Present:

- Greville Kelly (Groundwork)
- Gary Chester (Chairman)
- Mark Smith (Jiffy Packaging)
- Jane Byrne (Brand Express)
- Tony Kershaw (County Commercial Stationery Ltd)
- Iain Paton (Vale Royal Borough Council)
- Fiona Hardy (Vale Royal Borough Council) attending as an observer.

Apologies:

- David Harrison (Henkel Consumer Adhesives)
- Mike Kelly (Estate Manager, Groundwork)
- Pete Price (Office Essentials)
- Steve Blackie (747 Freight)

Agenda Item	Minutes	Actions
Minutes and actions from last meeting	<p>Minutes agreed as an accurate record.</p> <p>Matters arising:</p> <ul style="list-style-type: none"> • PP and MK to set date for and arrange a business networking event for after the next 1-5 meeting. • Lorry Park facility – SB and MK to report back on progress to executive. • MK to confirm whether VRBC have attended estate audits. If not, GC to send a letter to Steve Blakewell at VRBC requesting presence at future audits. • MK to confirm whether he contacted Phil Nadolski regarding the review of databases used for the business rates system. • GC has met with Cheshire County Council (CCC) re: cycle ways. In principle CCC are in favour; however implementation will depend on funding availability. • MK to complete actions from the previous meeting regarding the car share website. • PP to confirm BNI representative attendance at the next 1-5 meeting and their availability to give a presentation on business networking. <p>Gary Chester asked that all Executives, Estate Manager, and PMO complete actions in a timely manner.</p> <p>JB offered to support other executives with actions they were struggling to</p> <p>Additional actions raised:</p> <ul style="list-style-type: none"> • GH to establish the what feedback is provided once companies have joined the Forum for Private Business. • Include webstats summary report for each meeting – GK. • JB raised issue of roundabout planting at the top end of 	

The UK's First Industrial Estate Business Improvement District

Support by:



Managing Agent:



	<p>the estate. IP to identify the reason for lack of maintenance.</p> <ul style="list-style-type: none"> TK to provide a list of potential promotional items which can be used to promote business directory on website. GK email companies who responded to business survey offering article in next bulletin. 	
Collection of BID monies	Iain Paton reported that £74,750 of income had been received in 2007/08.	
Executive reports	<p>GC raised issue of the recent incidents involving travellers on the estate. He does not believe the response from authorities was acceptable. Although VRBC provided Director level support, other agencies such as the Police did not respond to actual criminal incidents in a manner that was considered acceptable.</p> <p>GH – Nothing to report at this meeting. Gary Chester thanked Graham Howarth, Mike Kelly and Jacqueline Wilson for their contribution towards setting up the George Osborne Event in May.</p> <p>Business Support – Pete Price was not in attendance to report back on Business Support</p> <p>Crime – Dave Harrison was not in attendance to report back.</p> <p>Transport – Steve Blackie was not in attendance to report back.</p> <p>Image – Tony Kershaw reported that an estate audit had been set up, and requested more detail as to the projects planned for 2007/08 in his area of image enhancement.</p>	<p>GC write to CEO of Vale Royal, expressing disquiet with the situation, and request meeting between VRBC and Cheshire Police, including the local Councillor and the local MP.</p> <p>GK to supply Tony Kershaw with further information regarding 07/08 image enhancement projects.</p>
Estate Manager Report	See attached report which was presented by Greville Kelly in the absence of Mike Kelly.	
2007/08 Projects for Executives	<p>Gary Chester reviewed the projects which were to be delivered in 2007/08 (see attached).</p> <p>Under business support, it was considered that the profile of the bulletin boards should be increased amongst employers and employees on the estate.</p> <p>On the subject of the lorry Park, Iain Paton asked whether this had been trialled elsewhere and whether we can we learn from best practice elsewhere?</p>	<p>MK to raise the profile of the jobs bulletin board, potentially working with Tony Kershaw to develop a promotional item.</p> <p>MK to identify whether the jobs vacancy board can be raised as an agenda item at the Mid Cheshire Personel group which is meeting at Venture on the 18th July.</p> <p>MK to try and identify other parks where such facilities</p>

	<p>A project for 2007/08 is the frontage charter. Gary Chester was unsure as to whether a Smyle campaign co-coordinator had been appointed in the Council as it was felt this person could support the development of this Charter.</p>	<p>exist. IP to report back on whether a co-ordinator has been appointed for the Smyle campaign.</p>
<p>Business Survey</p>	<p>Greville Kelly presented the results of the annual business survey (see attached report). The key results of the survey, which was responded to by 22 companies are as follows:</p> <ul style="list-style-type: none"> • More than 90% of respondents consider the 1-5 group and its services to be either good or excellent. • More than 90% of respondents consider the services provided by Mike Kelly (Estate Manager) to be excellent. • Additional services requested by companies included environmental training, employment law, Winsford Ind Estate awards and a 1-5 Golf Day. • 30% of respondents stated they had suffered physical criminal damage in the last three years, however none in the last six months. • 35% of companies feel vulnerable to crime, however 92% of these felt less vulnerable since the establishment of the Business Improvement District in 2006. • 74% of companies consider the image of the estate to be good or acceptable. • 58% consider the condition of the roads to be poor. • 79% think that the estate has improved as a place to operate/trade since the BID was established. • No businesses reported they were planning on leaving the estate. <p>Jane Byrne suggested a Winsford 1-5 BEG awards as part of the AGM. It was agreed to run such an awards April/May with support VRBC.</p> <p>The winner of the case of wine, which was offered as a prize draw for all who entered was drawn by Fiona Hardy from Vale Royal Borough Council. The winner was David Gough from Vernons Autos.</p>	<p>Jane Byrne to begin working with VRBC in developing the awards.</p>
<p>Training programme</p>	<p>Greville Kelly stated that following the business survey results the training programme for 2007/08 would be set out in the forthcoming weeks. This would include:</p> <ul style="list-style-type: none"> • Health and Safety Training • First Aid • Manual Handling • Environmental training • Risk assessment <p>Employment law training was suggested by Gary Chester, it was agreed that a couple of short seminars on employment law should be presented in 2007/08. Gary requested whether this was a service the forum for private business could present.</p> <p>Greville proposed that in 2007/08 that charges for training course should be removed, to remove the administration burden from</p>	<p>GK to set out training schedule for 2007/08</p> <p>Graham Howarth to confirm whether the FPB can provide employment law seminars.</p> <p>The 2007/08 training programme is to be</p>

	companies have to process small invoices. It was agreed that this should be trialled, and reviewed in six months.	provided free to estate companies in 2007/08 as a trial.
Next 1-5	<p>It was agreed that the proposal from the last meeting for the next Winsford 1-5 BEG meeting to be focused on networking should be upheld.</p> <p>It was then agreed that the following 1-5 will be around marketing, and will present '40 low cost and no cost marketing ideas.'</p>	GH to send MK details of the speaker who can provide a talk at the January 2008 1-5 Group meeting on Marketing.
A.O.B	A discussion was held around the process for producing the estate bulletin. It was agreed that Profile communication should be trialled to see if there is a discernable difference between the current quality of the bulletin and that produced by an external agency.	GK to liaise with Profile Communications regarding the production of the next bulletin.

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ESTATE MANAGERS REPORT JULY 2007

- Commenced utilising the customer care visit form. Thirteen companies have had a formal documented visit and many more informal contacts have been made with the estate community.
- Two gypsy/traveller encampments recently. One on Navigation Park and one on Ion Way. Liased with police and local authority unfortunately due to a lack of sanctions we may be seen as a soft option for them. Suffice to say major disruption and cost to business.
- Major refurbishments underway at Premier Park, to rear of site with planning applications received for expansion.
- Site adjacent to Linpac well underway with steel work now being erected.
- The development adjacent to Linpac causing some comment from local business. I have been asked to ensure that when ever we get a planning application in would we please request that the contractor provides parking on site for his staff before he starts to break up the site. This would stop traffic parking on the road and verges of road one. In addition this development is currently creating the road to be splattered in mud. I have written to VRBC planning for clarification and I am currently discussing the road contamination with CCC.
- George Osborne event was attended by 97 delegates.
- Met with gardening contractor to establish what could be done with footbridge area on road two and footpath on road five. Awaiting quotes.
- Water wheel installation now replanted with bedding plants.
- Two serious crimes to report. Intruders got inside Mitras and caused damage to vending equipment in addition within the last week lead stolen from roof of Iveco training workshop. Other crimes include diesel theft, scrap metal theft, attempted break in and potentially a distraction incident on Premier Park.
- New company supplying demolition equipment has moved into Oasis Park. New company preparing building next to Prisma (formerly dewhirst) for occupation.
- CCC are about to start work on installation of bus shelters along road one. Second phase will include shelters for road three and five.

- The discussions with the security consultant on cameras reinforced the advantage of trying to come to an arrangement with VRBC to ensure compliance with the legal implications.
- Interest being shown by a south Manchester helicopter company to set up on the estate. Visit arranged and sites inspected.
- Decorative wooden fence at northern entrance repaired, damaged Middlewich road sign replaced.
- Training packages continue to be rolled out for the estate. Coming forward we have courses on basic health and safety and risk assessments.
- Discussions with Zurich Insurance owners of Tesco site regarding dilapidation. Since followed up by Gary Chester with letter and Photographs
- Delivering the **FREE** Workplace Health Connect programme to estate companies and seeking to expand this to all estate SMEs

Mike Kelly
Estate Manager

4.0 Plans for 2007-08

Below is a summary of the projects which will be delivered by the Winsford 1-5 Business Environment Group in 2007/08

4.1 *Business Support*

- Estate manager;
- Range of training courses for estate companies;
- Provision of a legal update service to companies;
- Trial of a Business Networking Breakfast Club;
- Development and maintenance of the Winsford1-5.co.uk website;
- Regular estate news bulletins;
- Adverts and leaflet drops to promote the estate and the jobs bulletin board on the estate website;
- Provision of business networking events and the regular Winsford 1-5 Business Environment Group meetings, including a visit by MP George Osborne on the 18th May 2007.

4.2 *Security and Crime*

- Installation of CCTV;
- Additional security signage;
- Launch of a 24/7 rapid text service.

4.3 *Transport*

- Maintenance of the Car share website;
- Continue development work on the lorry park facility;
- Review of bus timetables across the estate;
- Implementation of a number of new bus shelters across the estate.

4.4 *Image Enhancement*

- Launching a frontage charter;
- Installation of lighting to illuminate the entrance signs on the estate;
- Installation of company unit numbers;
- Installation of a 'Thank you for visiting Winsford Industrial Estate' sign;
- Enhancements to Road Five;
- Implementation of a landscape improvement scheme in front of the substation on Road One.

CONTENTS

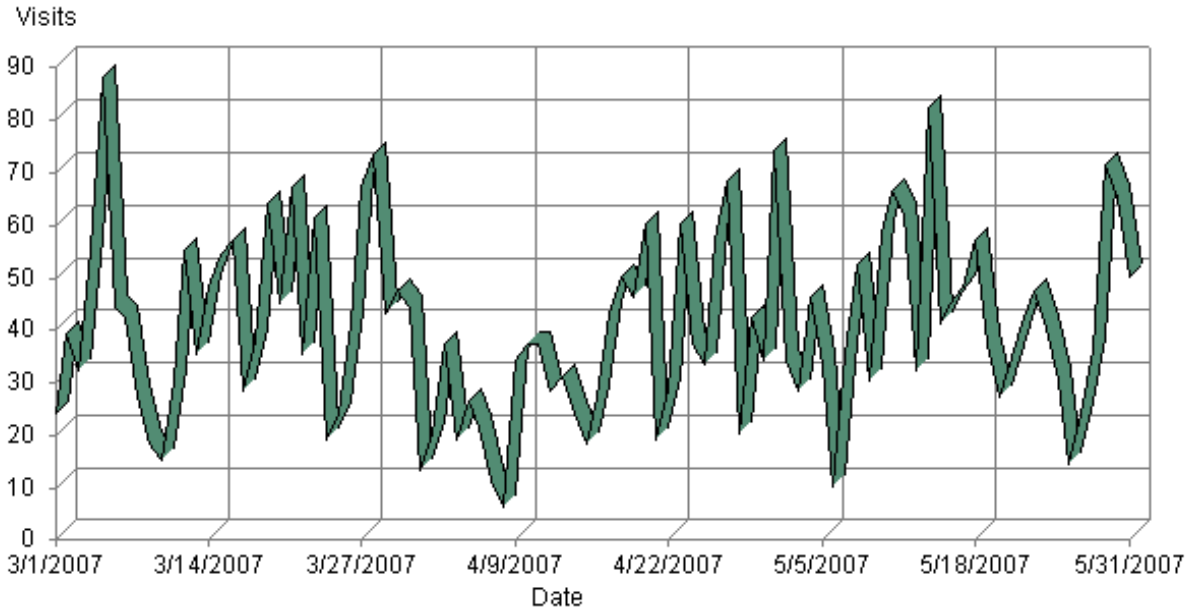
Report for March to May: General Statistics



Time range: Thu, Mar-01-2007 1:58:18 AM - Thu, May-31-2007 23:47:04 PM

General Statistics

Visits



- General Statistics
- General Statistics
- Activity Statistics
 - Summary
 - Daily
 - By Day Of Week
 - By Month
- Resources Accessed
- Visitor & Demographics
- Referrers
- Search Engines
 - Top Search Engines
 - Top Search Phrases
 - Top Search Keywords
- Browsers & Platforms

General Statistics

Hits	
Total Hits	35,830
Average Hits per Day	389
Average Hits per Visit	9.70
Cached Requests	11,789
Failed Requests	1,526
Page Views	
Total Page Views	11,312
Average Page Views per Day	122
Average Page Views per Visit	3.06
Visits	
Total Visits	3,693
Average Visits per Day	40
Total Unique IPs	959
Total Visitor Stay Length	191:51:23
Average Visitor Stay Length	3:07
Bandwidth	
Total Bandwidth	409.85 MB
Average Bandwidth per Day	4.45 MB
Average Bandwidth per Hit	11.71 KB
Average Bandwidth per Visit	113.64 KB

Annual Business Survey 2007 Summary Report

22 responses received

Services

- Services are considered to be good or excellent by the all respondents, except for one, who scored the following as poor:
 - Bulletin
 - Training courses
 - S&S Legal update service
- 95% of companies consider estate manager to be excellent
- 42% consider 1-5 Group to be excellent and 58% consider it to be good.

Additional services requested:

- Employment law
- Environmental training
- Culture change
- Supervisory training
- IT Training
- Local structural engineering courses
- Winsford Ind Estate Awards
- 1-5 Golf day

Future events

- Business networking club 92% stated they will attend.
- 40 no cost low cost marketing ideas 30% stated they will attend

Job vacancies

- Engineering tradesmen
- Group leader
- Shift operators
- HGV Technicians
- Electrical engineers
- Receptionist
- Manpower trained in the type of software they use.

Crime and Security

- 30% suffered physical criminal damage in the last three years
- 0% suffered physical criminal damage in the last 6 months
- 35% feel vulnerable to crime
- 92% feel less vulnerable to crime since the BID was established.

What business think about the estate

- 74% consider image of estate to be good or acceptable
- 58% consider roads to be poor
- 79% consider landscaping and maintenance to be good or acceptable
- 37% consider control of traffic movements to be poor
- Majority consider signage to and on the estate to be good or acceptable
- 16% consider public transport to be poor.

Evaluation

- 79% think estate has improved as a place to operate/trade since BID was established.
- 57% consider estate to be safer since establishment of the BID.
- 74% consider rubbish/litter has reduced since establishment of the BID.
- 84% state they are more likely to participate in local group/clubs since establishment of the BID.
- 69% feel more able to influence decisions affecting the estate since establishment of the BID.
- 74% feel they have benefited since the establishment of the BID.

No business are planning on leaving the estate