

Agenda

Winsford 1-5 Business Environment Group Meeting

Date: Thursday 17th January 2008
Location: H & M Hennes, Road One, Winsford Industrial Estate
Time: 12.00 pm – 1.30 pm

- 12.00 pm Reception, networking and buffet lunch
- 12.30 pm Welcome and BID Project Update - Gary Chester, Chair of the Winsford 1-5 Business Environment Group
- 12.40 pm Estate Managers Report
- 12.45 pm 2006/07 Accounts Approval
- 12.50pm Estate CCTV project update
- 13.00pm Three Dynamic Rules for **YOUR** New Year Sales & Marketing Initiative, Graham Phillips from 'The Marketing Group'
- 13.30pm A.O.B and Close

Minutes

Winsford 1-5 Business Environment Group Meeting

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Time: 12.00 – 13.30

Present:

Name	Company	Name	Company
Naomi Bates	Advanced Medical Solutions	Ken Baines	Saica Packaging Ltd
Mike Kelly	Estate Manager – Groundwork	Greville Kelly	Groundwork
Gary Chester	Ambassador Packaging	J Cook	Vale Royal Borough Council
Gary Shawcross	Groundwork Cheshire	George Ralston	STM
Katie Holden	Profile	Pete Price	Office Essentials
Steve Margerum	Finning (UK) Ltd	Graham Howarth	Office Link
Andrew Rycroft	Mitras	Paul Javin	Javin Newcombe
R Barlow	Mitras	Martin Thornhill	Vale Royal Borough Council
M Pasdari	Briggs and Stratton	Peter McLaughlin	Prisma Tape
D Rudd	Saica	Mark Smith	Jiffy Packaging
S Williams	CSS	Jane Byrne	Brand Express
Jackie Wood	CSS	Naomi Bates	AMS
Iain Paton	Vale Royal Borough Council	Ed Surman	AMS
Jacqueline Wilson	VRBC	R Green	Saica
Anita Luckock	Merdian House	Bill Parkinson	Arriva
A Woodbine	AWE		

Agenda Item	Minutes	Actions
Welcome and BID project Update –Gary Chester	<p>Gary Chester, Chair, welcomed everyone to the meeting. Including Graham Phillips from the Marketing Group who was to present the talk later.</p> <p>Minutes from last meeting.</p> <p>Action from last meeting were reviewed:</p> <p>1 – Company name boards have been updated, the new boards will be up in the next few weeks.</p> <p>2 –Job fair, there was a stand at this from the Winsford 1-5 - Group, 400-500 people attended the event in Northwich. Iain Paton stated that there would be similar jobs fair April 2008 in Winsford. GC reminded companies that they could use the</p>	

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	<p>Winsford 1-5 stand at the next event.</p> <p>3 – Business networking events – Run 1st Thursday of every months, lots of business being done.</p> <p>GC reported that one Executive meeting had been held in December. GC asked if there were any questions or issues regarding the last minutes. None were raised.</p> <p>GC updated business on the BID progress.</p> <p>KPIs – GC reported that the KPIs had been reviewed at the last Executive meeting. With the majority the BID is on target. A number however are slipping, which include:</p> <ul style="list-style-type: none"> ● Reduction in reported crimes – Reported crimes up one ● Number of companies reporting criminal damage, 2006 was 33%, 2007 was 30%. Number of companies feeling vulnerable to crime, 33% in 2005, 35% in 2007. ● % of companies considering image to be good or acceptable, baseline 78% 2005, 74% in 2007. ● Transport – Car sharing database, MK is planning a number of initiatives to promote this. <p>A very successful event last year was the Big Quiz, this is planned to taking place again on the 24th January. Start at 6pm. Expected to be finished by 8.30/9.00pm.</p> <p>Gary Chester also informed the group that there was a 2nd event coming up which was the estates 1st award ceremony, this Black Tie event would be held on the 6th March.</p>	
<p>Estate Managers Report</p>	<p>MK handed out the Estate Managers report (See attached). Mike also added he had visited three companies who have recently moved onto the estate from other areas. Very positive comments from businesses about the trading environment, security etc on the estate.</p> <p>MK reported that the new site next door to Linpak had been signed. He also reported that the old Tesco's site may have some re-development news which will be reported later in the year.</p> <p>Overall, Mike is receiving a lot of positive feedback from companies regarding the Trading Environment on the estate.</p>	
<p>2006/07 accounts</p>	<p>Jane Byrne presented the accounts for 2006/07. See annual report and accounts on the website.</p> <p>Andrew Rycroft from Mitras Automotive asked as to whether a member of the executive should sign off the accounts. Jane Byrne agreed that this should occur.</p>	<p>Greville Kelly to ensure the final accounts are signed off by a member of the executive.</p> <p>Greville Kelly to seek</p>

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	<p>Andrew also asked if there were any Tax liabilities e.g. Corporation tax which would have to be managed.</p> <p>Three companies were asked to approve the accounts. There was a show of hand In favour of approving the accounts for 2006/07.</p>	<p>advice from Accounts regarding any tax liabilities on project surplus.</p>
<p>Estate CCTV project</p>	<p>Greville Kelly introduced the CCTV feasibility study which had been undertaken in 2007. The study left companies with four options. (See attached summary)</p> <p>Option 1, was to invest in a camera system, however knowing that the system would be of limited use in capturing evidential quality images.</p> <p>Option 2, Retain the monies for the CCTV system and the Selecta Mark savings, and work with VRBC on a planned feasibility study for CCTV across Vale Royal, part of which could include the introduction of a monitored CCTV system for the estate.</p> <p>Option 3, to investigate the feasibility of other security measures, including PCSO and additional image enhancement.</p> <p>Option 4, Return monies for the CCTV system and the Selecta Mark savings to companies through a rebate in 2008/09.</p> <p>Companies were asked to complete ballot papers to indicate their choice of option. The ballot results were: Option 1 – 1 vote Option 2 – 11 votes Option 3 – 5 votes Option 4 – 0 votes</p> <p>Mitras expressed a concern about achievement of the KPI for security, and asked how long it would be until an answer for option 2 regarding the feasibility study was obtained.</p>	<p>Groundwork to work with Vale Royal Borough Council on the feasibility study for CCTV provision across the Borough with a plan to have the estate included in the study.</p>
<p>Three dynamic rules for YOUR New Year Sales and Marketing Initiative</p>	<p>Presentation by Graham Phillip from the Marketing Group.</p>	
<p>Any over</p>	<p>AOB</p>	

business

The forth coming Business awards were raised, the Group were informed that tickets were available and entries were required by the middle of February. To date 30 tickets had been sold, with an expected 100 people to attend the event. Entries for the awards could be sent to Iain Paton at Vale Royal Borough Council.

Date of next Winsford 1-5 Business Environment Group Meeting – 29th April. Ruck 2 Eat.

ESTATE MANAGERS REPORT JANUARY 2008

- Continuing to visit companies across the estate and assisting them with any queries they may have.
- Reduced traveller activity disruption although we did have an illegal encampment on Premier Park and an incident with a lot of police involved when they got locked out from the park and separated from their caravans.
- Crimes reported at very low levels across the estate. Vehicle being stripped for parts over a weekend on road one was the main incident, Lead roofing stolen from Finnings and scrap batteries from United Utilities
- Youths gathering outside the environment agency on road three late at night continue to be a problem, particularly with regards to littering. Some evidence of a ball bearing gun also being used. Police informed. Litter bin provided
- Food Service division of IPC which was not part of the Saica takeover are now relocated on the two large units on Navigation Park. Hewdens have also taken up space on Navigation Park
- Planning application made for new signage to thank people for visiting the estate. This had planning refused because there are two signs 1 mile apart, therefore two planning fees required
- Warehouse 150 which is nearing completion on road one caused many mud contamination issues over the past few months. Liaised with CCC highways to resolve this. In the long term when other sites are developed we are going to request lorry washing facilities and on site parking for contractors to minimise disruptions to estate companies.
- The above warehouse now in final completion phase and the warehouse have a company lined up to move in
- Liaised with local architects about possible redevelopment of some of our larger sites requiring re development.
- Breakfast net working events continue. (four to date)
- Working with blood transfusion service to have an estate event in the near future.
- Estate training programme rolled out with 100% uptake so far.

- Out of town client will be taking over the building under construction on the corner of road three.
- Issues of parking along road one and reports of many near misses and collisions continue to be of concern to the business community. CCC Highways have asked that we put our comments in writing. Letter sent 3/12/07
- Liaised with property owners and VRBC regarding leasing issues.
- Provided assistance to companies on a wide range of subjects including advice on risk assessments, contacts, storage options, parking, environmental, utility and highway matters.
- Met with Geoff Lucock and sign maker regarding the revision of the main entrance boards.
- Welcomed three new companies to the estate.
- Defensive measures taken by employers and VRBC to protect the car park along side Iveco training workshop on Ion Way
- Two new bus shelters installed on road three and one on road five
- New café/valet/taxi company operating from road five.
- Currently assisting a storage company to acquire space on the estate for a 12 month contract.
- Toured estate with local Chronicle Reporter.
- Advised that estate company will be recruiting 100 new staff in near future
- Discussing with Lamonts feasibility of trialling a lorry park on the Cosmopolitan car park.
- Orders placed for signs to advertise the website, car sharing and security issues
- Estate Quiz planned for 24th Jan. Expecting 100 entrants
- Estate Awards ceremony planned for March 6th, nominations for awards currently being sought.

Mike Kelly
Estate Manager

Winsford Industrial Estate CCTV Project

Background

Following feedback from companies in developing the Business Improvement District Proposal for the estate, CCTV was identified as a security solution that companies would be keen to see implemented. Advice and quotes from CCTV companies were obtained during this development process, and these prices established the budget for the proposed three camera system.

In implementing the CCTV system project, it was recognised that due to the complexity of the project, an independent security consultant should be utilised to advise on the specification of the system, and support the Winsford 1-5 Group in procuring a system that was fit for purpose.

Consultants Report Findings

The consultants findings and advice is a follows:

- 4.1 There is no technological solution available to meet the Operational Requirements Analysis, with regards to identifying, pedestrians, sex, age, facial features, and provide 'evidential' quality images for use by the police and the courts; unless the system is monitored.
- 4.2 It is technologically possible in theory to identify vehicles both size, type and number plate but it is not technologically possible to identify vehicle occupants. As a consequence a vehicle registration number without information concerning the vehicle's occupants is likely to be of limited value in any criminal investigation. Furthermore the quality of the image recorded of a vehicle number plate would be dependant upon the speed at which the vehicle was moving, therefore the capture of a vehicle registration number cannot be guaranteed.
- 4.3 The cost of installing a system to achieve the level of functionality outlined in paragraphs 4.1 and 4.2 at around £90,000, excluding the cost of the mast at Meridian House (which might have considerable structural implications), the cost of improvements to lighting and power supplies would result in a system cost significantly over budget.
- 4.4 It is the consultants carefully considered opinion that any system installed at the present moment in time, taking into account the proposed method of its operation, **would fail to deliver the expectations of the businesses funding the system's installation.**
- 4.5 Furthermore the recently published Home Office and ACPO (Association of Chief Police Officers) National CCTV Strategy insists on high quality images that meet HOSDB guidelines for investigative purposes; and the Office of the Information Commissioner's recently published new Code of Practice similarly demands that images generated from CCTV systems are 'fit for purpose'. The existence of both these documents reinforces the need for 'high quality' images from CCTV systems, particularly those providing surveillance of the public realm. As a consequence consultants would suggest that it is neither prudent nor in the best interest of the Winsford 1-5 Business Environment Group to install a CCTV system that was not capable of fully delivering the intended scheme's Operational Requirement Analysis.
- 4.6 Consultants recommend delaying the installation of CCTV cameras until such time as Vale Royal Borough Council (or its successor) is in a position to monitor the 3 fully functional cameras proposed earlier, as part of their public space CCTV surveillance operation.

Furthermore, within the security budget, significant savings have been made in the procurement of Selecta Mark as a property marking system for businesses. This surplus will also be affected by the options below.

Option 1

Invest in a CCTV system within our current budget (including the savings from procurement of Selecta Mark), acknowledging that the system is unlikely to produce images of a quality that would be submissible in a court. The system would also have to be agreed to by Vale Royal Borough Council, as they would have the prime responsibility for the system, as the equipment would be on their land and be monitoring the public realm. Recent government guidance could make this difficult to achieve with a system that would not be able to produce pictures of a quality submissible to a court.

Option 2

Retain the monies from the CCTV system budget and Selecta Mark procurement savings within the BID bank account, awaiting the outcome of the Vale Royal Borough Council feasibility study into the future of CCTV in the Borough, with an aim of agreeing a partnership agreement through this study which will enable the installation of a tilt and zoom CCTV system monitored through the Council. (Consultants recommendation).

Option 3

Invest monies from the CCTV project and the Selecta Mark Procurement savings in an alternative project such as a PCSO or additional image enhancement measures for the estate (if viable).

Option 4

Return monies from the CCTV project and the Selecta Mark Procurement Savings to businesses through a rebate at the beginning of 2008/09 financial year.

Graham Phillips

The Marketing Group

01606 734100

Inspirational Quotes

**If you always do what you
always did,
you will always get what
you always got**

Why Companies Lose Customers

- 1% Die
- 3% Move Away
- 4% Natural Floaters
- 5% Recommendation/Referral
- 9% Price
- 10% Chronic Complainers
- 68% Go Elsewhere Because The People They Deal With Are Indifferent To Their Needs

The Customer Perception of Service

1 Reliability	32%
2 Responsiveness	22%
3 Assurance	19%
4 Empathy	16%
5 Tangibles	11%
6 Intangibles	Variable

**Maybe you should think
about “ditching” some of
your customers**

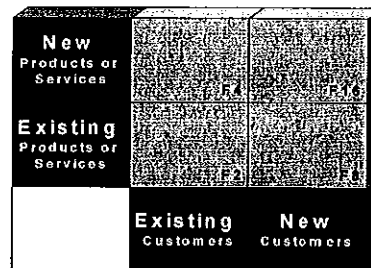
Kick Start Sales

- **How did you acquire your best customers?**
- **What worked well last year?**
- **What failed last year?**

Inspirational Quotes

The entrepreneurial personality turns the most trivial condition into an exceptional opportunity. The entrepreneur is the visionary in us all. The dreamer. The energy behind every human activity. The imagination that sparks the fire of the future.

The Risk



The entrepreneur

- Visionary
- Dreamer
- Constructs images
- Creative

The manager

- Pragmatic
- Order
- Neat, order
- Clears the mess

The technician

- Doer
- Tinkers
- Happy when working
- Resolute individualist

Inspirational Quotes

The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one.

Mark Twain