

Minutes

Winsford 1-5 Executive Board Meeting

Date: 10th January 2019
Location: Tithebarn/Minsups Road Five, Winsford
Time: 12 noon – 2pm

Present: Name	Company	Name	Company
Pete Price (PP)	Office Essentials	David Snasdell (DS)	Groundwork
Jacqui Wood (JW)	CSS		
Simon Schofield (SS)	Car Transplants		
April Biddle (AP)	Minsups		


Apologies: Name	Company	Name	Company
Chris Smith (CS)	Tiger Trailers		
Robin Ashley (RA)	Coveris		

		Actions
Welcome and Apologies	<p>DS Welcomed everyone to the meeting and introduced Josh Edwards from Studio 24-7 who gave a short presentation on what his company could offer for a promotional video for the estate. The board discussed the pros and cons of a promotional video and what the purpose would be and who the target audience would be. PP stated that the area was nearly at capacity and the previous video was made to attract businesses to move onto the estate. This is not the case now it would be to attract employees to the estate as this was the challenge at this present time. Discussion took place regarding using the website more and social media to target employees onto the estate. PP stated that some business had not been receiving the weekly newsletter including himself. DS advised that they may be an issue with mail chimp the platform used for sending the newsletter out. The board advised that they were happy for a monthly newsletter and to keep the quarterly hard copy newsletter as businesses liked them in their reception areas. DS to follow this up with a social media strategy. The board agreed that they would not pursue at this time a</p>	<p>DS to follow up media strategy</p>

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	<p>failed. The board asked why an alarm does not activate when the system fails and what the protocol is. Advised will look into this if we can cost having an alarm that alerts the system is not working. Advised the present process relied on Alpha Omega checking the system every 24/7 to check it was logging data. This has not worked and DS will follow this up and report back to the board. Board requested DS does a monthly spot check with the ANPR system. The board enquired we could look at the contract with One Tek as it appears we are having continuous problems with the system which the BID is paying considerable amount of money to service each month.</p> <p>Image Enhancement DS advised the board that community payback have continued to work on the estate litter picking.</p>	<p>why the system has failed again.</p> <p>DS to complete monthly ANPR check of the system.</p> <p>↙</p> <p>DS to review One Tek contract.</p>
<p>AOB</p>	<p>Co-ordinated and Supported Business Community</p> <p>A number of businesses have enquired into abrasive wheel training. Two courses have been booked and are full.</p> <p>Two courses booked for 18th and 25th January 2019.</p>	
<p>Nothing arising</p>		

Date and location of next Winsford 1-5 Executive Board meeting: TBC Chris Smith has offered to host at Tiger Trailers.

 25/04/19.

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Managing Agent:

