

## Agenda

**Meeting:** Winsford 1-5 Executive Group Meeting - Friday 28<sup>th</sup> January 2011

**Time:** 12.00pm – 2.00pm

**Location:** Groundwork Cheshire

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|--|----|
| 1. Approval of Minutes of last meeting and actions | GC |
| 2. Payment of BID Monies Update                    | IP |
| 3. Estate Managers Report                          | MK |
| 4. Projects update – BID 2006-2011                 | JB |
| 5. Winsford Ind Estate BID 2011-2016               | JB |
| 6. Training Courses/Seminars/Workshops             | JB |
| • Social Media                                     |    |
| • People Management                                |    |
| 7. A.O.B.  |    |
| • Date of next meetings                            |    |

## Minutes

**Meeting:** Winsford 1-5 Executive Group Meeting  
**Date:** 28<sup>th</sup> January 2011  
**Time:** 12.00 – 14.00  
**Location:** Groundwork, Cheshire

- Gary Chester (Chairman)
- Greville Kelly (Groundwork)
- Mike Kelly (Estate Manager, Groundwork)
- Jane Byrne (Principal Project Manager, Groundwork)
- Iain Paton (Cheshire West and Chester Council)
- David Harrison (Henkel Consumer Adhesives)
- Graham Howarth (Office Link)
- John Roberts (Iveco)
- Pete Price (Office Essentials)
- Howard Luther (Post and Column Company)

### Apologies

- Lucie Riley (VKR Logistics)

Agenda Item	Minutes	Actions
Approval of minutes from last meeting and matters arising	<p>Minutes of the last meeting were agreed as an accurate record</p> <p>Apologies were received from Lucie Riley</p> <p>Matters arising and outstanding actions from the last meeting:</p> <ul style="list-style-type: none"> <li>○ CWaC to provide up to date local population statistics</li> <li>○ JB has contacted Greensplash and obtained the web site statistics               <ul style="list-style-type: none"> <li>○ Total web site visits 10,410</li> <li>○ Total web site hits (pages viewed) 33,458</li> </ul> </li> <li>○ DH stated that feedback from companies on the Estate who he had visited during the selling process for BID 2 had been extremely positive.</li> </ul>	<p>IP to provide statistics at the next meeting</p>

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Support By:



Managing Agent:



Agenda Item	Minutes	Actions
<b>Payment of BID monies update</b>	<p>IP confirmed that £14k of outstanding debts had not been paid. The Business Rates department confirmed that around 60% of these would have to be written off due to companies going into administration.</p> <p>PP stated that he would like to see all companies that have not gone into administration pursued for collection of BID monies. GC stated that it is an important principal that all companies who are on the estate, and are viable businesses must contribute and pay their BID levy.</p>	<p>JB to contact CWaC Business Rates Section and discuss each individual account</p>
<b>Project Update</b>	<p>JB presented the Board with a proposal for re-development of <a href="http://www.winsford1-5.co.uk">www.winsford1-5.co.uk</a> from Greensplash. PP requested that he would be happy to support the re-development work on the website. It was agreed that Social Media should be included as part of the new website. PP also confirmed that he would be happy to continue to support the Business Support Theme for BID 2 and work with JB on the marketing of Winsford Industrial Estate.</p> <p>JB presented the meeting with a proposal for marketing support through the local Radio Station Cheshire FM. PP stated that he would like to prioritise the website development and then reconsider the Cheshire FM proposal in the future.</p> <p>HL proposed that the BID could sell links on the website to local property agents, this was supported by JR.</p> <p>The new BID 2 banners for the estate entrances were presented. Option one was approved by the Executive Board. MK requested that the fixing system for the banners be reviewed as the existing system was not holding onto the banners. JB stated that RJ Signs were aware of the problem and were looking at alternative banner materials and the fixing system.</p> <p>JB presented the Board with designs for the Cheshire Railings and the Sensory Garden at the Southern end of the Industrial Estate. The Board approved the scheme with a budget of £15k.</p> <p>JB asked whether the Executive Board would like to hold a seminar on social networking and People management. PP requested that a survey is conducted with the business community on what particular seminar they would find most beneficial. GH requested a topic on leadership following business continuity and disaster recovery.</p> <p>GK presented the Executive Board with the CCTV project update. It was agreed that Groundwork request that Extreme Networks provide the Board with a cost effective option that fits in with the budget.</p>	<p>JB &amp; PP to arrange a meeting to discuss costs and content of the new website</p> <p>Defer to next meeting</p> <p>JB to place order with RJ Signs for option 1.</p> <p>JB to finalise the planning application</p> <p>JB to include a question around seminars/training courses in the 2011 business survey</p> <p>GK to contact Extreme Networks and discuss options.</p>

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Agenda Item	Minutes	Actions
<b>Estate Managers Report</b>	See attached	
<b>A.O.B</b>	<p>JB raised the pond area improvement project. This would involve an application to the People Millions Lottery Fund, the Winsford 1-5 Group could bid for funds of up to £60,000. The Executive Board confirmed that JB should proceed with the application and the licence from CWAC for the work.</p> <p>PP raised that he would like the Board to consider a summer event that could be run for the staff on the estate.</p>	<p>JB to contact Tony Lozinski re: the licence</p> <p>All to consider a Summer Event and feedback at the next Exec Meeting</p>

**Date and Location of next meetings:**

**Winsford 1-5 Executive Meeting - Thursday 28<sup>th</sup> April 2011, Venue TBC**  
**Winsford 1-5 Business Environment Group Meeting – 6<sup>th</sup> May 2011, Venue TBC**

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## Project update for 2010/11 – January 2011

### Finances

- Following a review of the budget, it has been identified that with the current projects and services in train that the BID budget will have a surplus of £3,300. This surplus could be utilised to support the monitoring and maintenance of the CCTV system or the upgrade of the website
- A full review of the BID Accounts 2005-2011 will be undertaken over the next few weeks with CWaC and the Accountants Murray Smith
- The current position with CWaC is that there is currently £14,000 worth of unpaid BID levies, with £6,121 of debt to be written off, which is made up of £4,000 Chasefern, £1,500 RDW and £621 Jungle Jim. CWaC are pro-actively chasing the remaining £7,879 of debt.

### Projects

#### Theme One

##### Security

###### Mobile Security

- Additional security patrols at key times of the year  
PANAD Security provided the mobile security service over the Xmas and New Year period and there was not reported crime within the period.

###### CCTV

- CCTV Signage  
Is currently awaiting for approval from CWaC. However, CWaC won't approve until the system is monitored

#### Theme Two

##### Business Support

###### Marketing and Promotion

- Website revamp to drive traffic  
Please see proposal from Greensplash to update and improve the functionality of [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk)
- Marketing of Estate  
On hold for current BID. Please see Cheshire FM proposal for BID 2
- Present demographic information – IP to present latest demographic information

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## **Training**

- A 3 day First Aid Course was delivered in October 2010. A 1 day First Aid course was delivered on 19<sup>th</sup> January 2011 and Risk Assessment on 12<sup>th</sup> January 2011. In addition to the First Aid Courses a 1 day CIEH level 2 H&S Course will be delivered on 23<sup>rd</sup> March 2011, with a half day Risk Assessment on 16<sup>th</sup> February 2011.

## **Recycling Project & Resource Efficiency**

- Waste Management Survey – The Survey has been distributed on the Estate and the EBS Team are currently meeting with Businesses to identify Waste arisings on the Estate.
- Resource Efficiency – The EBS Team are currently engaging with Henkel and Linpac on Resource Efficiency support.

## **Theme Three**

### **Image enhancements**

- Southern End of the Industrial Estate  
Please see designs from Landscape Architect – Susan Griffiths
- Estate Maintenance  
Steve Rhodes has been appointed to undertake the maintenance of the Image Improvements on Road One, Road Two and Road Five. Work has already been undertaken on Road Five and Road Two.

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