



Minutes

Meeting: West Chester Commercial BID Executive Board Meeting
Date: 17th April 2025
Time: 12:00pm – 2:00pm
Location: Obsidian Offices

- Jordi Morell - Obsidian Group (JM)
- Matthew Flack– Plan Ahead (MF)
- Lexa Farthing – Cheshire West Library Services (LF)
- Mark Diaper – Legat Owen (MD)
- Greville Kelly – Groundwork CLM (GK)
- Hugh Shields – Groundwork CLM (HS)
- Stephanie Leese – Groundwork CLM (SL)
- Olivia Roberts – Groundwork CLM (OR)

Apologies:

- Jenny Williams – Deva Designs (JW)
- Chris Leicester – Avenue Services (CL)
- Mary Murphy – Proximo (MM)
- Elaine Thomas – Living Floors (ET)
- Cllr Alan Smith – Blacon Labour Councillor (AS)
- Carol Gahan – (CG)
- Cllr Sheila Little – Labour Councillor (SLi)
- Gill Williams – CWAC (GW)
- Jane Hough – Groundwork CLM (JH)

Agenda Item	Minutes	Actions
Welcome and Introductions	<p>JM welcomed all those present to the meeting.</p> <p>Apologies were received from CL, MM, ET and JH.</p> <p><u>Actions from the last meeting:</u></p> <ul style="list-style-type: none"> • HS is still waiting for a date with LD to look at the weak points of the CCTV and see what information can be gathered. MF – will the police attend the meeting? HS will invite the police and Dan Price to a specific meeting to discuss. <p>The minutes from the previous meeting were approved as a true and accurate record.</p>	<p>Action: HS to invite the police and Dan Price to a meeting to discuss crime and parking in the area.</p>
Finances	<p>GK reported on the finances for the last quarter. Collection levels for last year is on target - £92k out of £97k has been collected. A healthy surplus has been brought forward. Looking to spend £128k and £51k has been invested so far. There is some outstanding spend for the Christmas security – invoices have now been received in the finance team.</p>	

Project Updates

Security & Crime Update:

- Travellers are going on to the park and ride instead of the estate. A piece of land has potentially been purchased on Parkgate Road for travellers.
- HS has spoken to the police regarding Jupiter Drive and Mercury Court. Most of the crime is not occurring during race day – there is very little crime on race day. Could potentially get another camera on Jupiter Drive as crime is happening at the Probation Office. Theft and anti-social behaviour and shoplifting has been occurring on Mercury Court.
- HS can put stats in the newsletters regarding crime stats.
- MF would like to see the BID having representatives for each geographical area on the BID.
- Majority of crime is Sealand Road, Tesco, Aldi and Greyhound – theft and shoplifting.
- Look at pedestrian routes when looking at camera black spots.
- HS shared the crime stats for Winsford (15) and Gadbrook (7) in comparison.
- Discussion regarding having larger and brighter signage for CCTV. The current signage is blending in at present. It does reflect at night. There could be bright signs attached on the current welcome signs or two singular new signs at the entrances. Window stickers – could say things like: CCTV in Operation - This business is protected by the West Chester Commercial BID or Proud Member of the West Chester Commercial BID.

Action: HS to look at another camera on Jupiter Drive.

Action: HS/MF/SL to look at who could be ambassadors for BID geographical area zones.

Action: HS to look at larger signage options as deterrents regarding CCTV on site. HS to speak with Aldi regarding signage in their car park.

Business Support:

- There are 4 new businesses on the estate.
- Sub-group is looking at producing a video regarding apprenticeships. Soup Creative will be used for the video.
- Spring bulletin will be sent out to businesses.
- HS has sent out information to businesses including the King's Award for Enterprise.
- Training courses have taken place with 2 more courses planned in for the spring.
- Will be doing an autumn survey to BID members which can be tied into zones. Similar format to the Winsford survey – only the most important questions. Can have a £50 pub voucher to encourage businesses to complete it.
- HS and SL will look at a simple poster saying – this is what the BID does – can be a virtual poster and a poster for the noticeboard.
- MF asked if a FB would be effective? GK felt it would not be the most effective means of communication.
- HS to stand by sandwich van and hand out BID communications is a possibility as it is a popular area.
- Could have a Facebook Group – West Chester BID info – could put this information in the survey – asking how would be best for businesses to get information. Would need to be managed and resourced.
- Slides for trainers to show about the BID and a poster describing the BID services which is handed out to all delegates is a possibility.

