

Agenda

Gadbrook Park BID Executive Board Meeting

Date: Wednesday 26th May 2010

Location: Frank Roberts and Sons, Gadbrook Park.

Time: 12.00 – 14.00

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- | | |
|---|-------|
| 1. Approval of Minutes of Last Meeting and Matters arising | JF |
| 2. Budget / Claim | GK |
| 3. Contracts | JF/GK |
| a. SLA | |
| b. Constitution | |
| c. Groundwork Contract | |
| 4. Business Park Manager's Report | MK |
| 5. Theme One – Safer and More Secure Business Park | GK/SM |
| a. Business Watch | |
| b. Security Guard Service | |
| 6. Theme Two – Sustainable Business Park | GK/TB |
| a. Trial bus service | |
| b. Improve access and egress | |
| c. Car share web site | |
| d. Waste management service | |
| 7. Theme Three – Greener and Cleaner Business Park | GK/SH |
| a. Improved signage and physical landscape improvements | |
| b. Maintenance | |
| c. Business Frontage Charter | |
| 8. Theme Four – Co-ordinated and supported business community | GK/VF |
| a. Business Park Manager | |
| b. Gadbrook Park BID Group | |
| c. Gadbrookpark.com | |
| d. E-bulletin | |
| 9. Any Other Business | |
| a. Date of next meeting | |

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Minutes

Gadbrook Park BID Executive Board Meeting

Meeting: Gadbrook Park Executive BID
Date: 26th May 2010
Time: 12.00-14.00
Location: Roberts Bakery, Gadbrook Park, Northwich

Present:

Name	Company	Name	Company
John Fifield	Osborne House	Iain Paton	Cheshire West and Chester Council
Greville Kelly	Groundwork Cheshire	Stewart McLaughlin	MISCS
Mike Roberts	Frank Roberts	Tim Bessant	Barclays
Mike Kelly	Groundwork Cheshire	Victoria Fifield	Fifield Glyn
		Stephen Hall	H & M

Agenda Item	Minutes	Actions
Approval of minutes from last meeting and actions	<p>Minutes of the last meeting were agreed as an accurate record. Apologies were received from Julie Whalley.</p> <p>Matter arising and outstanding actions from last meeting:</p> <ul style="list-style-type: none"> LW to forward the NSG SLA to SM as lead on the Security thematic group. - Complete LW to contact liftshare to request some relevant stats/references about successes of the scheme on other business parks and to place an order for a 12 month pilot option. - Complete LW to contact WSP to verify validity of traffic survey data and potentially purchase if deemed reliable. - Complete Leigh Wilson to place an order for the Landscape Design master plan. - Complete Stewart McLaughlin to forward to Mike Kelly and Leigh Wilson information/contact details about his waste contractor - Complete JF to draft amendments and return to LW. - Complete LW to chase IP re: SLA - Complete LW to forward SLA document from NSG across to SM and then issue the ITT document to a selection of security companies. - Complete LW to insert into SLA a requirement for the guards to only allow authorised people onto the Business Centre. - Complete LW to contact estates at CWaC and confirm arrangements for use of the security hut, and obtain information on the heating/electricity costs and the liabilities for these. Complete LW to progress the payment of the rebates to all companies on the Business Centre. Complete LW to produce a schedule of dates for future meetings for the Gadbrook Park Executive and the main group. - covered in meetings. 	

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<p>Budget / Claim</p>	<p>The attached BID claim was presented, having being approved by Julie Whalley in a meeting on the 24th May.</p> <p>GK reported that the first 5months BID monies had been invoiced for from Cheshire West and Chester Council. Details of non-payers were discussed, the Executive were informed that one company was at present being issued with a Court summons with the remaining companies having received reminders.</p>	<p>Arrange monthly invoice process for Groundwork to CWaC.</p> <p>GWK introduce a quarterly budget into the expenditure report</p>
<p>Contracts SLA Constitution Groundwork Contract</p>	<p>GK informed the Executive Board that the SLA had been signed by CWaC, John Fifield and Groundwork.</p> <p>GK confirmed that the constitution had now been finalised, and had been signed by John Fifield. This document required countersigning by another representative of the Executive Board. Mike Roberts volunteered to counter sign the document.</p> <p>GK reported that the Groundwork contract had been drafted, and commented upon by John Fifield. JF requested that the contract be emailed to the Executive Board for review.</p>	<p>GK to circulate GWK contract to Executive Board.</p> <p>Mike Roberts to countersign SLA</p>
<p>Business Park Managers Report</p>	<p>Mike Kelly presented attached report.</p> <p>John Fifield raised issue of HGVs parking. Mike Kelly reported that he had raised it with CWaC in a recent meeting. Richard Flood at CWaC has reported that they would not support efforts to restrict HGV vehicle movements onto Gadbrook Park as it was an adopted public highway.</p> <p>Mike Roberts raised the issue of cars parking outside Roberts properties. This was reported to be creating issues which are reducing vehicle driver's lines of sight upon exiting their properties. It was suggested that an approach be made to CWaC to request additional yellow lines.</p> <p>Mike Kelly was thanked for his report.</p>	<p>MK to contact Martin Martlew to obtain detail of additional need for double lines. Taking into account the need for the delivery of post at the post box.</p>
<p>Presentation by Sue Griffiths (Landscape Architect commissioned to develop master plan)</p>	<p>Sue presented the work to date on the landscape master plan (see attached issues and opportunities document).</p> <p>GK informed the Executive that the draft design would be put out for consultation with the business community in the coming weeks.</p> <p>Sue raised the issue of access to areas of the Business Centre, which lack footpaths. Stewart McLaughlin highlighted historical issues relating to anti social behaviour that had affected his company.</p>	<p>SG to email work to date and Executive to forward comments and feedback to Stephen Hall.</p>
<p>Theme One – Safer and more secure business park</p>	<p>The proposal for a formal business watch meeting was rejected. It was proposed that a 'virtual' business watch be used, encompassing the Business Park Manager role, security guard service and the email system.</p> <p>GK informed the Executive Board that the security service was due to be handed over to Select Security at the beginning of June. The tender process had resulted in a forecast £18,000 cost saving against budget, with an additional £10,000 of value added service through the provision of a free key holding service companies across Gadbrook.</p>	

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	<p>GK stated the only outstanding item relating to the security service was the utility charges on the hut. GK reported it had been agreed with JF that these services would be paid for by the BID, within limits to be established.</p> <p>SM raised the issue of TV licensing, as he was aware that the Guards had historically had a TV in the hut. MK confirmed that it had been agreed with Select Security that there would be not provision of a TV as this would distract the Guards from their primary duty.</p> <p>GK reported that SH had suggested use of a camera for recording vehicle registrations moving onto the Business Centre.</p>	<p>Action: GK email Select Security confirming that there is to be not TV to be utilised by the Guards and to request use of a digital camera as part of the challenge process for vehicles accessing the Business Centre.</p>
<p>Theme Two – Sustainable Business Park</p>	<p>GK Presented the Car share website proposal. This was approved by the Executive Board.</p> <p>GK presented the Bus Trial proposal and this was approved by the Executive Board. The Executive Board approved the option for a charge for users of the bus service at £0.5/journey. The Executive Board also requested that the service timetable be altered to cut out Northwich town centre, due to a service already being offered from the town centre.</p> <p>The Board also requested that the Bus Service be branded with reference to Gadbrook Park.</p> <p>GK reported that the budget for the Waste Management services was in year two. MK reported that some initial discussions had been held with companies regarding this opportunity. It was agreed that MK and SM take forward a small scale evaluation of the opportunities for an integrated waste management services at the Business Centre.</p>	<p>Review the need for service to be rerouted so as not to include Northwich centre.</p> <p>GK to investigate marketing of the service and branding of the Gadbrook Shuttle.</p> <p>GK raise order for car share website.</p> <p>GK to raise order for Gadbrook Park shuttle with Whitegate travel.</p> <p>Agreed to progress waste management service with Mike to identify waste arising from companies.</p> <p>SM and MK to undertake a small scale evaluation of Business Centre for an integrated waste management service.</p>
<p>Theme Three – Greener and Cleaner</p>	<p>No further discussion.</p>	
<p>Theme Four – Coordinated and supported businesses</p>	<p>The proposal for development of Gadbrook Park.com was approved. SM raised the issue of what would happen in the event of Osborne House not continuing with the website ownership. JF confirmed to</p>	<p>GK to raise order for development of the gadbrookpark.com</p>

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community	the Executive Board that the website in this scenario would be given to the Business Community through the BID. GK confirmed that a short protocol for arrangements for updating the website would be agreed between Groundwork and Osborne house.	website and for production of protocol.
A.O.B	<p>SM raised three point under AOB:</p> <ol style="list-style-type: none"> 1. Can statistics be provided recording enquires for Gadbrook Park in order to evaluate the success of the BID. IP confirmed that CWaC could supply information on this relating to the Business Centre and CWaC owned properties. 2. The surfacing of the road at the traffic lights results in a puddle of water after heavy rain and regular maintenance by CWaC. Can this be raised with CWaC in order that a permanent solution be provided, which may save ongoing maintenance costs. 3. Did the potential movements of travellers in April reported through the email system have an impact on Gadbrook Park. MK reported that this did not have an impact. 	<p>IP supply data on enquiries for Gadbrook Park.</p> <p>MK to request information from R Flood regarding ongoing cost of</p>

Date and location of next meetings: 15th September, Roberts Bakery 12.00 – 2.00pm

Other meeting dates agreed:

Gadbrook Park BID Group meeting - 6th July, 12.00-2.00pm.

Gadbrook Park Executive pre meeting at 11am 6th July at Pastry Case.

Thank you to Roberts Bakery for providing the room and refreshments for the meeting.

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Expenditure Report



Time Period of Claim:	February 2010 - April 2010						
Date of Claim:	20th May 2010						
Expenditure Profile	2009/10						
	CASH						
	Qu 1	Qu 2	Qu 3	Qu 4	Actual to date	Budget	Variance
Theme One – Safer and More Secure Business Park							
Security Patrols	£ 9,463.36	£ 36,729.58	£ -	£ -	£ 46,192.94	£ 120,000.00	
Sub total	£ 9,463	£ 36,730	£ -	£ -	£ 46,193	£ 120,000	£ 73,807
Theme Two - Sustainable Business Park (Transport and Waste)							
Trial Bus Service	£ -	£ -	£ -	£ -	£ -	£ 19,200.00	
Car share website	£ -	£ -	£ -	£ -	£ -	£ 2,000.00	
Waste Man Study	£ -	£ -	£ -	£ -	£ -		
Sub total	£ -	£ -	£ -	£ -	£ -	£ 21,200	£ 21,200
Theme Three - Greener and Cleaner Business Park							
Misc Improvements	£ -	£ -	£ -	£ -	£ -	£ 3,500.00	
Enhancement maintenance	£ -	£ -	£ -	£ -	£ -	£ 6,000.00	
Landcape arch	£ -	£ -	£ -	£ -	£ -	£ 4,000.00	
Sub total	£ -	£ -	£ -	£ -	£ -	£ 13,500	£ 13,500
Theme Four - Co-ordinated and Supported Business Community							
Website maintenance	£ -	£ -	£ -	£ -	£ -	£ 2,000.00	
Meeting Costs	£ -	£ 142.95	£ -	£ -	£ 142.95	£ 1,000.00	
Estate Manager *	£ 4,552	£ 1,680.20	£ -	£ -	£ 6,232.53	£ 14,648.00	
Sub total	£ 4,552	£ 1,823	£ -	£ -	£ 6,375	£ 17,648	£ 11,273
Project Management and Administration							
BID Levy collection					£ -		
Project Management and direction *	£ 3,998	£ 4,571.12	£ -	£ -	£ 8,569.21	£ 15,653.00	
Re-Vote costs					£ -		
Postage costs	£ 46	£ 19.44	£ -	£ -	£ 65.52	£ 500.00	
Printing and Marketing	£ 72	£ 212.00	£ -	£ -	£ 283.60		
Estate e-bulletin	£ -	£ -	£ -	£ -	£ -	£ 500.00	
Audit and Accounts	£ -	£ -	£ -	£ -	£ -	£ 200.00	
Sub total	£ 4,116	£ 4,803	£ -	£ -	£ 8,918	£ 16,853	£ 7,935
Total For year	£ 13,579	£ 41,532	£ -	£ -	£ 61,487	£ 189,201	£ 127,714
Contingency (Expenditure - income)*					-£ 12,275	£ 10,499	

QUARTERLY RETURN Gadbrook Park BID

Project Manager: Greville Kelly

Gadbrook Park BID

Time Period of Claim:	February 2010 - April 2010
Date of Claim:	20th May 2010

Overall progress of the project:

Strategic

The constitution has been finalised and is ready for signing at the Gadbrook Park Executive Board. The agreed Service level agreement between the Gadbrook Park BID, Groundwork and Cheshire West and Chester Council has now been signed by Cheshire West and Chester Council and Groundwork and is ready for signing by the Gadbrook Park Executive at the next Board meeting. This has secured the £5,000 annual cash contribution that was written into the Gadbrook Park BID Proposal. Leigh Wilson has resigned from Groundwork, with a replacement being advertised in May with a view to new person starting in the role in July/August. Greville Kelly is carrying out the function of project management in the interim. The 1st invoice for BID monies is settled, with the 2nd invoice for BID monies expected to be settled within the next few days.

Safe and Secure Business Park

Select Security has been appointed to manage the security service. The company will begin operations at the beginning of June. The tender process has resulted in an annual cost saving against budget of £18,000. There are to be some additional electricity costs incurred for the security hut of around £1000/year. The tender process has also realised an additional saving in excess of £10,000 for Gadbrook companies through the security company providing a key holding service at no additional cost to the BID or companies on Gadbrook Park. The previous contractor offered this service however at a cost of 30% below their standard rate.

The proposal for the Business Watch service has been finalised, and can be launched upon approval by the Executive Board.

Sustainable Business Park

The proposal for the car share website has now been finalised and once approved by the Gadbrook Park Executive Board will be ordered and linked in with the main Gadbrookpark.com website.

WSP have been commissioned to produce a report highlighting options for improving access and egress from Gadbrook Park. This report is being taken to Cheshire West and Chester Council for discussion on the 25th May, feedback on this meeting has been requested from WSP for the Executive Board meeting on the 26th May.

The proposal for a bus trial has been finalised, outlining two options for consideration by the Executive Board. These options have been circulated to the Executive Board and a decision is required as to which option the Executive Board would like to approve.

Greener and Cleaner Business Park

The landscape architect commissioned to develop a vision document outlining options for enhancements on Gadbrook Park has begun work. Draft options will be circulated at the Executive Board meeting. The draft plans will also be available for comment on by companies through a short consultation in June.

A price for a litter picking service has been obtained, and will be tabled at the Executive Board meeting for approval.

A meeting has been held with Cheshire West and Chester Council to discuss the process for conducting regular image audits of the Business Park. These audits will cover maintenance of the Business Park including grass cutting, litter, street cleansing.

Cheshire West and Chester have been asked to conduct an assessment of Street Name plates and provide information on the forecast timescale for replacement of the street name plates. Richard Flood has completed this assessment and reported back that the Street Name Plates have 10 year life left, and will not be replaced in a shorter time period. The Executive Board has the option to consider an investment in Street Name plates to bring forward this timescale using BID monies. An example of a possible upgraded street name plate will be available at the Executive Board.

The Business Park manager has organised a 'Big Tidy Up' day for June. Further details will be reported at the Executive Board.

Business Support

The Business Park manager has been active engaging companies and partners on a range of issues highlighted in the Business Park Manager report to be tabled at the Executive meeting.

A proposal for developing the Gadbrook Park website has been produced and pending approval from the Executive Board.

The next quarter will see another round of customer care visit begin from the Business Park Manager.

Project Manager Declaration (Groundwork)

I confirm that this form is an accurate record of performance of the project

Name: Greville Kelly

Signature

Date:

Approval Of Claim Report

Treasurer

Chair

Name: Julie Whalley

Name: John Fifield

Signature:

Signature:

Date:

Date:

Support by:

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Project Managed by:



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Business Park Managers Report

Date: 24th May 2010

Produced By: Mike Kelly

- Met with Dave Potts and Jonathan Smith of Select Security Systems after they had been awarded contract to provide security services. Went through various requirements and explained the need to make the project a success by keeping an alert security presence.
- After initial meeting with Select Security met again with Jonathan Smith to introduce him to employers, these included Roberts Bakery, Barclays Bank, Ingenico, H&M, Weaver Vale Housing, Fyfield Glyn, Swift, Close Wealth and Ichron. Walked the site and suggested positions for signage.
- Agreed to be present at 0700 hrs on 1st June to ensure smooth transition from EB security to Select
- Met with Insp Mc Loughlin with Tim Bessant from Barclays to discuss policing in general and particularly to request help with errant car parking. On 21st April the police began issuing tickets to cars parked on yellow lines on Gadbrook Park
- Met with Angela the PCSO for Gadbrook to explain our zero tolerance stance on vehicles using the park for a rendezvous' point, littering, speeding, parking on yellow lines etc
- Two incidents reported to the police intelligence unit and incident numbers obtained. viz Discharge of shotgun from footpath close to car park and secondly the unauthorised visit to skips by persons unknown. Provided descriptions and vehicle registration numbers.
- Met with Sue Griffith the landscape architect, to discuss future options and the proximity to good quality walks on the boundary to the park
- Currently dealing with ongoing problem of a motor trader on School Lane who is disturbing neighbours and parking vehicles for sale awaiting clients on the overflow car park at Close Wealth Management. Briefed security, CWAC estates and CWAC enforcement. Pictures taken for evidence.
- Approached smokers outside various office blocks to request that they stop littering.
- Weaver Vale Housing placed in Times list of top 100 employers

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- Highlights from Highways meeting with Richard Flood to discuss transport report. The background to any improvements will be governed by mainly financial considerations. Highways have been instructed to utilise existing funds for maintenance. There is no support for creating a second road from Gadbrook onto the A556 on safety and cost benefit grounds. Highways have commissioned a report which suggests alternative routes out of Gadbrook which join the A530. These schemes have not been costed but are likely to run into £millions. The prospect of making widening improvements at the existing junction would be supported subject to funds becoming available. The stalled Northwich Vision project was the likely source of funding for this scheme. Depending on the amount of services to be diverted estimates for improving this existing junction are likely to be £800k plus. Promised immediate action to upgrade road markings and cooperation in creating new internal signage.
- Dates set for Big Tidy Day and Lunchtime Walk
- County Cuisine expand into vacant property (poppyseeds)

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Business Watch Scheme – Proposal to Gadbrook Park BID Board

Aim / Objective

In accordance with Theme One 'Safer and More Secure Business Park' of the Gadbrook Park BID Business Plan, Groundwork has developed this project proposal to seek approval from the BID board and to initiate the project.

The objective of the project is to work with Cheshire Police to further develop and maintain a Business Watch service for Gadbrook Park. This will include sharing intelligence regarding potential crime or security threats and a regular Business Watch meeting to pro-actively review and address levels of criminal activity.

Proposal

Groundwork has contacted the following people with a view to getting the project off the ground.

Victoria Fifield – Victoria was previously involved in the Business Watch scheme that ran on Gadbrook Park up until 2008 and is the ideal representative to move forward with the new initiative. Victoria has kindly offered to chair the proposed quarterly meetings to be held at various locations on Gadbrook Park

Dave Owens – Dave is the Crime Reduction Advisor for Northwich, he is very keen to get involved. He proposed introducing guest speakers at each meeting to help maintain the interest e.g. companies demonstrating security equipment, local police officers, PCSO's etc.

Jonathan Smith is the representative of Select Security who have been appointed to deliver the security contract at Gadbrook Park. Jonathan Smith has agreed to get involved with the quarterly meetings and report on such issues as incidents and statistics.

Groundwork proposes that the meeting notifications will be organised by Mike Kelly, BID Estate Manager and will be published via the e-Bulletin and via e-mail to the key contacts. Mike will ensure sufficient lead time is provided for the notifications.

Each quarterly meeting will be minuted and relevant points will be published in the news section of the Gadbrook Park website.

Cost

There are no planned direct costs for implementing the Business Watch scheme.

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Osborne
House



Cheshire West
and Chester



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Trial of Gadbrook Park Bus Service – Proposal to Gadbrook Park BID Executive Board

Aim / Objective

In accordance with Theme Two 'Sustainable Business Park' of the Gadbrook Park BID Business Plan, Groundwork has developed this project proposal to seek approval from the BID board and to initiate the project.

The objective of the project is to trial a bus service to provide a regular, sustainable transport option for employees of Gadbrook Park businesses and to reduce the congestion in the area around the park.

Proposal

The following timetable which would run Monday to Friday between Winsford, Northwich and Gadbrook Park. The service would be operated by Whitegate Travel. The timetable below may need to be modified during the trial to accommodate needs of the employees, however until the trial begins no practical assessment of the effectiveness of this timetable can be made.

Outbound Bus Services

Winsford Grange Estate/Abbots Way	0740		
Winsford High Street	0742		
Wharton, Station Road, Princess Feathers	0746		
Wharton, Bradbury Road/The Swan	0748		
Moulton, Jack Lane, Beehive Corner	0758		
Davenham, London Road, Bulls Head	0801		
Kingsmead, Kingfisher	-	0833	1333
Leftwich, Clifton Drive Shops	0807	0837	1337
Leftwich, The Bowling Green	0810	0840	1340
Northwich Interchange	0815	0845	1345
Rudheath, Station Road	0819	0849	1349
Rudheath, Gadbrook Road	0822	0852	1352
Gadbrook Park, Roberts Bakery	0825	0855	1355
Gadbrook Park, Barclays	0827	0857	1357

Inbound Bus Services

Gadbrook Park, Roberts Bakery	1410	1640	1710
Gadbrook Park, Barclays	1412	1642	1712
Rudheath, Gadbrook Road	1415	1645	1715
Rudheath, Station Road	1420	1650	1720
Northwich, Memorial Hall	1425	1655	1725
Leftwich, The Bowling Green	1429	1659	1729
Leftwich, Clifton Drive Shops	1432	1702	1732
Kingsmead, Kingfisher	1436	1706	1736
Davenham, London Road, Bulls Head			1740
Moulton, Jack Lane, Beehive Corner			1743
Wharton, Bradbury Road, The Swan			1753
Wharton, Station Road, Princess Feathers			1755
Winsford High Street			1759

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The actual route of the shuttle bus would be: Winsford, Saxon Crossway, Nixon Drive, Grange Lane, Winsford High Street, Station Road, Crook Lane, Bradbury Road, Wharton Road, Bostock Road, Jack Lane, London Road, Regency Way (on request), London Road, Dunham Road, Clifton Drive, Old Hall Road, London Road, Dane Street, Watling Street, Chesterway, Station Road, Middlewich Road, Agecroft Road, Gadbrook Road and Gadbrook Park.

Costs

The direct cost to provide the service from Whitegate Travel is £200 per day (24 seated bus). Should a smaller 16 seated bus be required, this will cost £180 per day for the service.

Should the Executive Board decide to not run the lunch time service, there would be a reduction of £25 per day for the loss of this service.

In addition it is proposed that a budget of £500 be set for promotional items including banners and leaflets.

The direct costs in the budget to provide the trial bus service are £19,200.

Administration of the scheme

Whitegate Travel have agreed to provide a ticketing service, which will enable users of the service to pay at the point of use. Whitegate will provide daily print offs for the use of each service, and will deduct from the monthly costs of the service any revenue received.

Groundwork will monitor the success of the project during the trial period in terms of passengers carried per week/month.

This monitoring would be via one or both of these options:

- Whitegate travel supplying user information detailing user numbers per day
- Business Park manager meeting people as they arrived at Gadbrook Park requesting data on where they work and obtaining feedback on timing and quality of service.

There are two options for consideration by the Executive Board, each with pros and cons that are outlined below.

Option One – Free of charge three month trial

It is proposed that a 24-seat bus would be used to operate the service for an initial trial period of three months and that the service would be provided free of charge for this period to the users to increase the initial take-up of the service. The additional capacity of a 24 seated bus would ensure that in the first few weeks of the service the potential for excess demand could be managed.

Where demand was shown to be less than 16 users a day within the first few weeks, the service could also be downsized to a 16 seated service, which would reduce the cost of the service and enable the lifetime of the trial to be marginally extended.

If the demand greatly exceeds the initial 24-seat capacity of the service, a larger capacity bus will be considered but the free of charge period for the service may have to be reduced dependant on the budget constraints or a charging system being introduced.

Therefore the estimated total cost to provide the service for the three month trial, assuming 22 working days per month, would be £14,200. This is made up of £13,200 for the service, £500 for promotion and £500 for tickets.

The balance against budget of £5,000 could be used as a contingency fund to provide a larger capacity bus during the trial period if required and/or to part subsidise a further period if the project is successful.

Pros –

- There would be no financial barriers to people using the service
- The lack of financial barriers would be a true test of whether staff were prepared to use the bus service as a viable alternative to the car, and stand the greatest chance of encouraging more people to use the service and not their own cars.
- If the service did become over subscribed, a charging system could be introduced during the trial.

Cons –

- The service if free may become oversubscribed.
- The budget for the trial could be used up within less than three months depending upon demand, although the savings from the procurement of the security service could be used to extend the service.

Option Two – subsidised bus service (subsidy coming from BID)

It is proposed that a 24-seat bus would be used to operate the service for an initial minimum trial period of 4 months and 3 weeks. This minimum time period is based upon a minimal take up of the service (see finance tables below).

Where more people used the service this would bring in additional income which would enable the extension of the service. However, where as few people as six were using the service the Executive Board may choose to draw the trial to a close in a shorter time period or downsize the service to a smaller bus.

If the demand greatly exceeds the initial 24-seat capacity of the service, a larger capacity bus will be considered and this could be funded in part out of the additional fees for the service.

Cost

The total cost to provide the service and the different forecasts for income generation from fee paying users are outlined below, providing an option of a £1 a day return ticket or a £2 a day return ticket.

The costing are based upon a 24 seated bus, however the monthly costs could be reduced by £20/day should the size of the bus be downsized to accommodate a smaller demand for the service (16 seated bus).

The total contribution from the BID for the 6 month service is shown below in the **yellow** highlighted boxes.

As can be seen, the total contribution required from the BID over a six month period has the potential to vary from £24,524 with just 6 people using each service (at £1/day) to £7,892 should each service be fully utilised at a fee of £2/day to users.

In practice, Groundwork, in liaison with the Executive would seek to actively manage the service in line with the Budget of £19,200. Should the service not attract enough users to justify a service Groundwork would recommend to the Executive Board the cessation of the service.

In the event of the service being a success, and regular users beginning to utilise the service, a business case would then have to be developed as to how this service might be funded longer term.

£1 Daily return ticket costings (£0.50 single trip)									
Bus Costs £200/day * 22 days each month	4400								
Promotional Items Over 6 months	500								
Monthly Costs (£) = (Monthly bus cost + 1/6 of promotional costs)		6 fee paying daily return journeys across the three return services for a month (£)	Contribution from BID (£)	12 fee paying daily return journeys across the three return services for a month (£)	Contribution from BID (£)	18 fee paying daily return journeys across the three return services for a month (£)	Contribution from BID (£)	24 fee paying daily return journeys across the three return services for a month (£)	Contribution from BID (£)
month 1	4483	396	4087	792	3691	1188	3295	1584	2899
month 2	4483	396	4087	792	3691	1188	3295	1584	2899
month 3	4483	396	4087	792	3691	1188	3295	1584	2899
month 4	4483	396	4087	792	3691	1188	3295	1584	2899
month 5	4483	396	4087	792	3691	1188	3295	1584	2899
month 6	4483	396	4087	792	3691	1188	3295	1584	2899
Totals	26900	2376	24524	4752	22148	7128	19772	9504	17396

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£2 Daily return ticket costings (£1.00 single trip)									
Bus Costs £200/day * 22 days each month	4400								
Promotional Items Over 6 months	500								
Monthly Costs (£) = (Monthly bus cost + 1/6 of promotional costs)		6 fee paying daily return journeys across the three return services for a month (£)	Contribution from BID (£)	12 fee paying daily return journeys across the three return services for a month (£)	Contribution from BID (£)	18 fee paying daily return journeys across the three return services for a month (£)	Contribution from BID (£)	24 fee paying daily return journeys across the three return services for a month (£)	Contrib ution from BID (£)
month 1	4483	792	3691	1584	2899	2376	2107	3168	1315
month 2	4483	792	3691	1584	2899	2376	2107	3168	1315
month 3	4483	792	3691	1584	2899	2376	2107	3168	1315
month 4	4483	792	3691	1584	2899	2376	2107	3168	1315
month 5	4483	792	3691	1584	2899	2376	2107	3168	1315
month 6	4483	792	3691	1584	2899	2376	2107	3168	1315
Totals	26900	4752	22148	9504	17396	14256	12644	19008	7892

Pros –

- The personal financial contributions from people would encourage commitment to the service from users who are prepared to pay the ticket price.
- The contribution from the users would enable the service to be trialled for a longer period of time.
 - The £1 service would enable service delivery for 4 months and 2 weeks at 6 users per service per day.
 - The £2 service would enable service delivery for 5 months at 6 users per service per day.

Cons –

- The charging for the service may have the potential to act as a barrier to people using the services.

Decision required:

1. The Executive Board firstly needs to agree which of the two options it would like to proceed with.
2. If option two is selected (Fee paying option) the Executive Board will need to decide which ticketing price option it wishes to proceed with using the financial forecasts above.
 - Price One - £1 for a return journey.
 - Price Two – £2 for a return journey.

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Gadbrook Park BID

Trial of Car Sharing Website – Proposal to Gadbrook Park BID Board

Aim / Objective

In accordance with Theme Two 'Sustainable Business Park' of the Gadbrook Park BID Business Plan, Groundwork has developed this project proposal to seek approval from the BID board and to initiate the project.

The objective of the project is to trial a car sharing website for employees of Gadbrook Park businesses travelling to work from similar locations. The benefits of the scheme will be to reduce the congestion at peak times and reduce employee travel costs.

Proposal

A Liftshare level 2 scheme is proposed which will have the following features:

- Set up of specific licensed templated web-site
- Easy user access with a help and FAQ sections
- Relevant logos added to the home page
- Links to Gadbrook Park businesses' internet or intranet sites and www.gadbrookpark.com
- Built-in and downloadable reporting and monitoring functions for the nominated administrator including:
 - New members
 - Members' journey type
 - Environmental impact
 - Cost saving benefits
 - Car sharing team analysis
 - Case Studies / News of new developments
 - KPIs and Graphs
 - Members' age range
 - Members' gender
 - Members' journey frequencies
 - Members' purpose of journey

Liftshare will provide all the relevant customer support and advice on marketing which will be the key to the success of the trial. The web site would operate to the highest level of security and compliant with the Data Protection Act. Liftshare are also fully DDA compliant.

The process for a new member is very straightforward; they simply complete a new user registration form, enter their journey details and frequency and wait for offers to lift share.

Cost

The Liftshare system can be operated on either a 1, 3 or 5 year license basis at the following direct costs:

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1-year set-up and license	£2,750
3-year set-up and license	£3,950
5-year set-up and license	£5,350

Groundwork would recommend that for the purpose of the trial that the 1-year option is selected initially during which time the project's success is regularly monitored.

The direct costs in the budget to provide the car share website for all years are £5000. The year one budget is £2,000. The additional £750 for year one can be absorbed from saving in the security contract, with the total cost for all years if continued being £350 over the budgeted figure.

Gadbrook Park BID

Landscape Design Appraisal Notes

Problems / Issues

- Lack of Identity, focal point and theme
- Difficult to navigate around / locate businesses
- Lack of public transport
- Subway uninviting for pedestrians/cyclists approaching
- Cars dominate business park
- Car parking on roads
- Overnight lorry parking on roads
- Busy roads / speed of traffic /priority to vehicles
- Lack of footpaths (Business Centre) and insufficient dropped kerbs/tactile paving in some areas create hazards and not DDA compliant
- Lack of seating (except Octagon House)
- Lack of cycle parking/storage
- Some signage (including highway signs) in poor condition or outdated
- No consistent style to signage
- Litter (including cigarette ends) in some areas
- Substations unattractive (Gadbrook Road)
- Bins unsightly in some locations
- Some fencing and bin enclosures unattractive
- Car parking very prominent in some locations
- Light pollution in evenings

Assets

- Mature landscape infrastructure including hedgerows, woodland, trees, ponds, canal and Gad Brook (hidden asset)
- Location – semi rural setting but close to by-pass
- A lot of birdlife, especially to site boundaries
- Proximity to countryside and footpaths for potential lunchtime exercise
- High quality landscape setting and mature planting
- High quality buildings and paving
- Good general standard of maintenance
- Some attractive views out over countryside to south and south west
- Site well enclosed

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Osborne
House



Cheshire West
and Chester



Gadbrook Park BID

Opportunities

- Improve site entrance and identity by new gateway signage or feature, additional planting, Cheshire fencing to eastern side
- Create new integrated signage possibly using colour to identify different zones, buildings and create directory sign
- Improve biodiversity by altering maintenance regimes of grass, additional planting, bird boxes and improved management of native infrastructure including hedges, structure planting and brook banks
- Encourage healthy lifestyles by improving footpath links and waymarking and possibly leaflets to promote use of footpaths, canal path and cycle routes (working with CWAC ROW and BW). Opportunity for organised walks
- Carry out management of Gad Brook to improve wildlife interest and open up views out to south. Possible footpath link to canal.
- Create some sheltered seating areas and picnic tables for staff at lunchtimes
- Create more colour and interest by drifts of bulb planting and more herbaceous planting
- Improve access for cyclists and pedestrians by carrying out improvements to subway possibly involving local primary school
- Encourage cycling by provision of covered cycle parking / cycle routes
- Replace / upgrade highway name signs

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Gadbrook Park Roads and Car Parking



Cars parked on both sides of road visually intrusive and create obstructions to flow of traffic and safety hazards



Cones or yellow lines required to control car parking on roads



Lack of footpaths within Business Centre forces pedestrians to use roads creating safety hazards



Lack of parking for cycles or motor cycles throughout Business park. Covered provision may encourage cycling



Car parking very prominent in some areas with poor or little screening from roads and paths



Hedges create effective screening in some areas with trees to help break up cars



Approach for cyclists through dark underpass not very inviting



Lack of public transport encourages car usage. Bus route through Business Park requires reinstating and shelters and seating required



Only off road cycle routes along bypass and no cycle lanes or routes inside Business Park. Footpath poorly maintained resulting in potential conflict between users



Gadbrook Park Signage and Identity



Road signs in poor condition and unattractive



Highway sign set in recycled plastic surround an option



Signage to Business Centre unsightly and outdated



Sculptural entrance signage to a Business Park set in base of timber edge and crushed slate to anchor sign and help maintenance



Estate Directory sign set in layby of grass geogrids allowing visitors to pull up



Modern sign which complements building



Existing Gadbrook feature small scale and easily missed from access road in. Opportunity to create a more significant landmark or directory sign



No consistency to signage throughout Business Park



Directional signs to help navigation



Winsford Industrial Estate with planting used to anchor signage and create some colour using low maintenance herbaceous ground cover



Main entrance dominated by junction and creates no sense of arrival or identity. Opportunity to incorporate sculptural signage, planting and Cheshire railings to both sides of entrance



Entrance to Winsford Industrial Estate with Cheshire railings to both sides of access road



Colour used as theme for different zones of a Business Park



Winsford Industrial Estate — banners used to promote Business Improvement District

Gadbrook Park Footpaths and Healthy Living



Canal on doorstep. Towpath unsurfaced and links to Business Park poor and unwaymarked.



Well used link from Business Park to canal towpath muddy, overgrown with litter and dark. Opportunity to improve by opening up, surfacing and signage



Underpass dark and uninviting to pedestrians and cyclists. Opportunity for community art with local school and planting embankments and painting railings



Example of underpass improved involving local primary school children



Footpath from School Lane to Gad Brook an excellent link to countryside but dark, overgrown poorly waymarked and unsurfaced.



Footpath crossing to Gad Brook with stile and squeeze gap. Opportunity to improve access



Some path improvements required to comply with Disability Discrimination Act



Surfacing to towpath would increase usage by cyclists as well as pedestrians



Open space within Business Centre forms ideal resource for staff seating area



More seating required for businesses throughout Business Park



Attractive pond and seating popular at Octagon House



Example of seating area and low maintenance planting at a Business Park

Gadbrook Park BID

Proposal to develop Gadbrookpark.com website

Introduction

The proposal for a Business Improvement District (BID) on Gadbrook Park commits to development and maintenance of a website to promote a range of features, service and projects available on Gadbrook Park from the BID.

The existing Gadbrookpark.com website is owned and maintained by Osborne House. Osborne House have to date funded the website principally as a tool to promote property and attract inward investment. However, the website has also been developed by Osborne House with a range of features that have benefited the wider business community including a business directory, jobs page and a page dedicated to the BID.

This paper proposes the investment of BID monies to further develop Gadbrookpark.com as the website for the projects and services of the Business Improvement District.

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Proposal to develop Gadbrookpark.com website

Proposed Development

It is proposed that the existing website and its domain remain the property of Osborne House, with the BID funding the development of elements of the website that are of benefit to the wider business community.

The specific developments that are proposed include:

1. Implementation of a content management system on the website, to allow the quicker updates to be made to the existing website.
2. Business Park Manager page
 - i. Explanation of the functions and role of the Business Park Manager and the services available to Gadbrook Park companies.
 - ii. Contact details and information about the Business Park Manager.
 1. Email address
 2. Telephone
 3. Mobile
3. Gadbrook Park BID
 - i. Page introducing the BID and the Gadbrook Park BID Group, including a downloadable copy of the BID Proposal Document
 - ii. Page providing an overview of the Executive Board for the BID
 - iii. Page containing downloadable copies of the minutes of meetings
 - iv. Page containing downloadable copies of the Annual Report and Accounts
 - v. Page containing a copy of the Constitution and Service Level Agreement
4. Development of an improved location and business park map, highlighting the key areas of the Business Park, however not specific businesses.
5. Development of a database driven business directory to allow businesses whom wish to promote themselves via the site to submit information to the site administrator including:
 - i. Business name
 - ii. Business address
 - iii. Website
 - iv. Description of services/products
 - v. Key contact name for enquiries
 - vi. Email address and telephone number

It is proposed that visitors to the website will be able to search companies by name and by sector.

6. Development of a database driven jobs page to allow businesses whom wish to promote vacancies via the site to submit information to the site administrator including:
 - i. Business name
 - ii. Business address
 - iii. Website address
 - iv. Type of job (for searching purposes)
 1. Sales and marketing
 2. IT
 3. Customer care

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4. Telemarketing
5. General administration
6. Technical / Engineering
7. Finance
8. Manufacturing

Suggestions for other job categories are welcome.

- v. Hours of work (for searching purposes)
 1. Full time
 2. Part time
 3. Shifts
 - vi. Description of the job opportunity
 - vii. Key contact name for enquiries
 - viii. Email address and telephone number
 - ix. Deadline for job application
7. Latest news and newsletters page
 8. Car share website page
 - a. Introduction to the service
 - b. Link to the lift share car share web site.

Costs

The budget for the website in year one is £2000. This is to fund development and maintenance of the website.

Osborne House has obtained a price from their web development company for implementing the above changes, and this is £440 for 8 hours time.

Osborne House has also submitted a price of £50/hour for ongoing updating and maintenance of the website.

If this Proposal is approved by the Executive Board, Groundwork will place an order with Osborne House commissioning this development work, and agreeing to the fee proposal of £50/hour for on going maintenance in line with the overall budget of £2000.

Groundwork will also develop a short protocol with Osborne House to agree the process and timescales for updating the website.

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