



SCA Community Consultation Forum
Prudhoe Mill

Meeting 5
17th April 2008

| | | |
|-------------------|--|--|
| Present: | Tony Richards Alison Rishworth Bob Conlin Jim Smith | Factory & Site Manager, SCA Prudhoe Mill HR Manager, SCA Prudhoe Mill Engineering Manager SCA Environment and Energy leader |
| Minutes: | Hazel Noble Amy Davison Tony Bradley, Alan Steedman Dave Anderson Keith Laidler Tony Mitcham Peter Nevin Julia Sayce | PA to Tony Richards Bradley O'Mahoney PR, representing SCA Bradley O'Mahoney PR, representing SCA Northumberland County Council Business Development Team. Northumberland Fire & Rescue Northumberland Fire & Rescue Wylam Parish Council Prudhoe Town Council (co -opted) Broomley & Stocksfield Parish Council |
| Invited: | Joanne Mathers Louise Minshull | Brand Manager – Double Velvet Assistant Brand Manager |
| Apologies: | Ian Hall Dorothy Pilmer Paul McDonald | Broomley & Stocksfield Parish Council Horsley Parish Council Ovingham Parish Council & District Councillor |

Tony Richards opened the meeting and suggested that introductions should go around the table for the benefit of those who were attending for the first time

Minutes - 18th October 2007

TR informed the CCF that after the last meeting in October 2007 he had contacted Tynedale County Council to voice his concerns on road safety issues with regard to their intention to increase speed limits from 30 mph to 40 mph on the A695 (running alongside SCA site.) TCC agreed to monitor the traffic movements on this stretch of the road and TR asked Alan Steadman if he knew whether this had actually taken place and could he add anything else to this? AS said as this was objected too on the basis of safety, the TCC decided to put this on hold awaiting a further review.

AS then gave an update on traffic surveys that were done in 2007 in relation to a study to look into possible options for a new bridge at Ovingham. He advised that on 23rd October, a week after the last CCF meeting, a report by Faber Maunsell was presented at a meeting attended by representatives of parish and town councils. It was said that all of the options for a new bridge had scored low against national and regional strategy objectives and that it was very unlikely that any funding would be available for a new bridge. It was agreed however that in Spring 2008 Northumberland County Council would undertake a new survey of traffic movements across the river Tyne to get a better understanding of car and HGV movements.

He advised that the costs of this survey had just been agreed and work would start at the end of May and that both SCA and Thompson's of Prudhoe would be consulted.

Tony Mitcham said that he had heard that TCC had appointed an engineer to look into 'wider-ranging traffic movements to identify other ways to manage the traffic problems.'

TM also took the opportunity to say that he had found the Prudhoe SCA website, launched in 2007, very useful.

The October Minutes were agreed as correct.

Brand Development

Joanne Mathers gave the CCF meeting a presentation on SCA 2008 Velvet Brand activity within the marketing role and showed slides to illustrate:

- Identifying the Customer
- SCA advertising
- SCA Baby MD,
- Other Promotional Activities.

She gave examples of how they promote brand awareness i.e. 'giveaways' which are included in 'new home boxes' along with other useful items given to people on the move. Dave Anderson asked JM if it was possible to include smoke detectors in the giveaway boxes, JC replied that she could certainly pass to him the contact details of the company who organise this. Other promotional activities discussed were:

- Linking Double Velvet tissue to other TV programmes i.e. Super Nanny and Grand Designs and Chelsea Flower Show

TM asked JM if she found that there was a London Centric favouritism i.e. promoting the brand at Chelsea Flower Show, JM replied that she could understand how people identified the north/south divide but she herself did not favour and she assured TM that there were many promotional activities for all people in all regions.

JC talked about their involvement and partnership with World Wild Life (WWF) launching a competition for young photographers, **Velvet Young Nature Photographer 2007**, this had been so successful that the competition would be repeated in 2008.

Environmental Update

Jim Smith gave an update on the energy recovery plant and said that future investment would go ahead but he could give no dates at this time.

Noise – Regular noise monitoring being carried out to understand the main sources and allow planning of noise reduction programmes.

Visual Impacts: improvement on the Unifibres Press house which is being re-clad with green cladding. Two second hand sludge presses are being installed requiring a small increase in the height of the building. D.A asked Jim what made up the cladding? And he replied that it is a standard cladding.

Peter Nevin said that he wanted to pass on that Britain in Bloom 2007 had been very complimentary with regard to the overall tidiness of the Unifibres site.

Boilers – JS updated on the commissioning of two new boilers and their efficiency.

The mill has a number of energy saving and Heat Recovery projects ongoing. The mill is included in the European Emissions Trading Scheme (EUETS) limiting the Carbon emissions from the plant.

JS announced that SCA have won the Environment Award section of the NE Business Awards sponsored by the Journal and entered by businesses in Northumberland, Wearside and Tees-side. The award recognises Environmental progress made in 2007 in waste, energy and water reduction programmes.

Site Development

Bob Conlin then gave an update on the site development and said that every year SCA set 'challenging improvements for the site' he showed slides and gave a detailed talk on the following projects:

- Replacement Boilers
- Converting Line Efficiency Upgrade
- Reel Store Automation
- Site Upgrade

TR added that we have achieved massive energy-efficiency savings across the year and Prudhoe site is recognised by SCA as a strategic site that has continued to attract company investment by delivering sustained profitability for SCA.

Junior Bike Race

Amy Davison gave the details and background to the SCA Marketing Sponsored Junior Bike Race which took place on the 30th March at Derwent Reservoir. SCA joined forces with the Tyne Valley Cycle Club to host the event which ran alongside the 'Northumbrian Water Tour of the Derwent' cycle race. The junior bike race raised money for the Paediatric Intensive Care Unit at Newcastle Freeman Hospital who provided life saving treatment for two year old Martha Anderson, who suffered from a critical heart condition before receiving a new heart recently. Martha lives at Edmondbyers which is on the 1 Km race route. The day was an outstanding success and the race raised over £300, Tracie Baxter (SCA Marketing) topped up the fund to over £1000. Tony Bradley produced and showed a slide presentation of the bike race which gave a good visual overview of the day. AD said that overall the day had encompassed SCA Velvet brand, local sport initiative and provided fund raising for a good local cause. PN said it had 'certainly hit the mark'. DA asked if it was intended to make the event an annual occurrence?. TR replied to say that this was a possibility, DA then asked if the Fire Brigade could take part in future events to promote their safety messages and it was agreed that youth/fire engines were a winning combination and the Brigade would be notified of any future events. AD said they had certainly learnt a lot from this year's cycle race which would add to the success of future events.

Julia Sayce informed the group that 'visible speed signage' was to be installed in Stocksfield as part of the speed awareness campaign.

Next Meeting

Thursday 16th October @ 2.30 pm at Prudhoe Mill