

Penrith Business Improvement District Board Meeting

Board Meeting Minutes

Date: Wednesday 16 January 2019
Time: 5.30pm
Location: Eden Mencap, Ullswater House, Duke Street, Penrith, Cumbria CA11 7LY

The regular board meeting of Penrith BID was called to order at 5:30pm on Wednesday 19th December 2018 in Penrith by Darren Broad (Chair).

Attendees

Darren Broad (Chair)	DB	Jamie Redman	JR
Stephen Clarke (Vice Chair)	SC	Charlie Shepherd	CS
Carol Grey (PTC Representative)	CG	Jacqui Taylor	JT
Dan Harding	DH	Simon Whalley (Vice Chair)	SW
Tim Lorton	TL	David Whipp	DW
Heidi Marshall	HM	Philippa Ball (recording)	PB

1. Apologies

None

DB welcomed Charlie Shepherd (Rotary) and Jamie Redman (Wrights Ice Cream & Coffee and Mr Simms) who have joined the board.

2. Review of previous actions / minutes

2.1. Sainsbury's response (DW)

No response received to date. Item to be carried forward to next meeting.

2.2. Training Audit and Schedule for 2019 (SW)

SW reported back on the training audit he is completing for BID. He has been waiting for newsletter to be distributed before response back to the board. The newsletter asks levy payers to give their feedback on what courses and style of training is required.

In March the following courses have been scheduled and bookings are being taken:

- Food Safety
- Fire Safety
- First Aid

The First Aid course is now full with a waiting list.

- **Action:** PB to check costing of First Aid course and report back to the February board with a view to put on an additional day of First Aid.
- **Action:** SW to complete training audit and feed back to March Meeting
- **Action:** PB to email levy payers asking for feedback on training
PB to email requesting levy payers take part in training audit and let them know courses are available for March. This email should also include link to the newsletter and questions about Christmas.

3. Finance Update (HM)

3.1. 2019 Budget (HM)

HM presented the Profit and Loss accounts for year to date. Please refer to the report for full details. At present BID have £9,294 funding remaining for the rest of the year, with commitments amounting to approximately £7k, leaving a working budget of £2,000.

3.2. HM distributed draft budget for 2019/20

HM presented a draft budget for 2019-20.

Funding has been broken down as per the BID brochure. There is a need to think about accessibility as the funding for that increases year on year. The meeting looked at the various aspects of the budget.

- **Action:** All directors to review draft budget and feed back at February meeting.

3.3. Grant for Penrith Arts Festival (SW)

SW made a request on behalf of EVAN for funding for Penrith Arts Festival. It was noted that funding must be for specific items / events (rather than to cover the overall event).

- **Action:** SW to provide funding application for Penrith Arts Festival using standard application form. Request will be considered at the February meeting.

4. Feedback from Eden Arts meeting (DB)

DB fed back from the Eden Arts meeting to discuss Winter Droving. Key points discussed include:

- Winter Droving 2019 scheduled to take place on 26th October 2019. The reason for this date are as follows:
 - “Turn back the clock 400 years...” timed with clocks going back creates PR story for extra publicity
 - Durham Lumiere and Kendal Mountain Festival take place 14th – 17th November 2019
 - Remembrance Sunday takes place on 10th November 2019
 - Bonfires will take place on 2nd and 3rd November 2019
 - In the past, Eden Arts have received criticism for holding the Droving too close to Christmas. It is intended as a signature event, separate to Christmas to promote the town.
- The budget was discussed in detail. The Winter Droving expenditure was explained. Please refer to the full expenses report for detail.
- The plan for 2019 includes an event at Pooley Bridge. It was noted that Penrith BID funding is ringfenced for Penrith. The Pooley Bridge event is funded by E.D.C., L.D.N.P and Ullswater businesses.
- Different funding avenues were discussed for the event, with DB noting that BID would be happy to help Eden Arts source alternative funding streams over time. This would mean the event is not so reliant on two or three bodies to fund the event. Eden Arts are open to ideas for getting more funding.
- Eden Arts are keen to learn more about retail and how they may be able to get more funding through retail avenues – mask sales.

The board discussed the points raised during the meeting with Eden Arts. It was noted that levy payers have reported being unhappy with the October date for droving. The meeting discussed the date change issues in detail, noting the negative impact of holding the event at the end of half term. The half term weekends are already a busy time for traders. Winter Droving results in decreased takings for many businesses. Therefore, holding droving on a weekend when takings are usually higher has a more significant negative impact on those businesses.

The meeting discussed if BID should withdraw funding if there is no date change back to November, or if levy payers should be asked for their opinion again on this matter. Feedback from some businesses reports that droving last year affected sales because there were stalls selling similar products and the stalls took funds away from the levy payers. However, some businesses are not affected. It was agreed that BID should promote the Droving to take place on a quiet weekend in town to have the maximum benefit for levy payers.

Given the strength of feeling from the levy payers, it was agreed there is a need to go back to the levy payers to canvas if they are happy with BID continuing to fund Droving if it is held on 26.10.19, or if the monies should be invested into a different event.

It was agreed that Winter Droving is a good event which attracts people to the town. However, it needs to be held on the best weekend for the whole town. The directors questioned the validity of not holding the event at the end of November, just because of other events in the North.

At present, Eden Arts have not made a funding application to BID, however at the meeting with DB they indicated their intention to do so.

⇒ **Action:** PB to canvas business feedback to ask levy payers "What date would you like Winter Droving to be held in 2019: 26.10.2019, 16.11.2019 or 23.11.2019

5. Update on Strategic Plan (DB)

DB presented the draft Strategic Plan 2019. Directors proposed some minor changes.

The board approved the Strategic Plan once changes are made

⇒ **Action:** PB to publish the updated Strategic Plan to levy payers via the BID website.

DB fed back from the Strategic Meeting he had attended, which focused on working in partnership with other Penrith stakeholders. It is important for all stakeholders to be included in any future meetings. The directors discussed the diversity of shops and the retail environment in Penrith. Further discussions will take place when E.D.C. attend the March BID board meeting.

6. Update on Penrith Goes Orange (DB)

DB fed back from meeting with Chamber of Trade and Commerce:

- 2019 will be a much more low-key event in Penrith
- Dalemain marmalade festival has a global reach and it is important to try and optimise on this audience.
- BID are pending an application for grant funding from Chamber.
- There is an issue with a lack of volunteers in town. This has a big impact on organising events. It was noted that Chamber are looking for volunteers for helping with Penrith Goes Orange.
- The meeting discussed the need for leadership to organise the volunteers, and questioned if this should be a paid role. All the different event organisations could get together and have a discussion about a paid events person who would run all events in Penrith professionally and with a reduction in repetition of workload. First point of contact could be E.D.C.
- Chamber will focus on the promotion of orange themed windows, classic busses to ferry visitors from Dalemain and back again, a request has been made to the cinema to show Paddington.

- Town volunteers from Hospice at Home will marshal visitors

⇒ **Action:** PB will communicate with levy payers to encourage them to take part in the window competition. This will be done through flyers to go out with the newsletter and an email.

7. Preparation for March meeting with E.D.C.

7.1. Questions for Rose Rouse and Kevin Beattie

It was agreed there is a need to present discussion topics to E.D.C. prior to the March meeting.

⇒ **Action:** Directors to email PB with questions and themes for meeting with E.D.C.

⇒ **Action:** PB to formulate document to be emailed to E.D.C. following the February BID meeting.

7.2. Empty Shops Strategy

Pending response from Sainsburys; to be added to next meeting discussions.

8. Any Other Business

8.1. Healthy Towns

It has been brought to BID's attention that there is a desire to have Penrith as a Healthy Town. This would include Cafes, Restaurants to featuring and promoting healthy eating options on their menus and advertising material. BID has been asked to get involved. The directors discussed this request and it was agreed this is not a BID issue.

8.2. Deli Takeaway

JT noted a Lancaster Indian Deli are looking to open a shop in Penrith and questioned what support BID could give. The meeting noted that BID help and support new businesses all the same way, through encouraging open discussions, supporting the business persons and sharing social media posts when relevant

8.3. Director's Sabbatical

JT noted her sabbatical has come to an end. JT proposed her intention to resign from the board at the next AGM. After 7 years on the BID Board, JT is happy to hand over the role to new directors, but will always help out where necessary. The meeting thanked JT for her time and energy in supporting BID. CG noted JT is always well respected on any board and BID's success was largely down to JT's work.

8.4. Christmas 2019

Rotary are happy to be involved with Christmas and the lights switch on day on 30th November 2019. BID will support Rotary in organising any events. Rotary will organise a schedule of events to take place during the day.

The project management of the Christmas Lights is going to tender for 2019. PB will draft an Invitation to Tender for companies to propose their designs and costings.

The next Christmas working party will take place on 20th February at 4.30pm.

8.5. House of Lords Review

DW noted Starfruits have been asked to participate in a review of the challenges facing the high street. DW asked directors for their input

⇒ **Action:** Directors to speak to DW with their feedback and ideas concerning the challenges facing the high street.

The next meeting will take place at 5.30pm on Wednesday 20th February 2019

This meeting will take place at Foundry 34 (Directors please note: Ullswater House is unavailable for 1 month only)

The meeting was adjourned at 8:00PM by Darren Broad.

Minutes submitted by: Philippa Ball, Penrith BID Administrator / Manager

Approved by: Darren Broad

Signature:

