

Penrith Business Improvement District Board Meeting

Board Meeting Minutes

Date: Wednesday 20th February 2019

Time: 5.30pm

Location: Foundry 34, Sandgate

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	Heidi Marshall	HM
Stephen Clarke (Vice Chair)	SC	Jamie Redman	JR
Dan Harding	DH	David Whipp	DW
Tim Lorton	TL	Philippa Ball (recording)	PB

1. Apologies

Carol Grey (PTC Representative)

Charlie Shepherd

Jacqui Taylor

Simon Whalley (Vice Chair)

2. Renewal of BID Administrator / Manager contract

PB left the room whilst the board discuss the renewal of BID Manager contact. PB returned to the meeting at 5:40pm. The directors confirmed the renewal of the contract for the remainder of BID Board term.

3. Review of previous actions / minutes

3.1. Sainsbury's response

Sainsburys will be looking to set up a skype call with BID to review New Squares. The item will remain on the agenda pending that call.

Penrith Town Council Neighbourhood plan was discussed. Town centre improvements are included in the Local Plan document. Ros Richardson and Peter Baker are responsible for the documentation. BID may want to respond to specific elements of the plan and the deadline for responses is 1st April.

- **Action:** Directors to email comments on PTC Neighbourhood Plan to PB.
- **Action:** PB to compile BID response to Neighbourhood Plan for directors to approve.

DB reported back from the 'Plastic Clever' meeting. The meeting discussed how BID may be able to support Plastic Clever initiatives, for example BID funded events will be encouraged to recycle and have a minimum use of plastic. The meeting discussed how BID could help support this group and encourage new ideas for reducing plastic consumption in the town.

3.2. Training course requests – Personal License Holder and First Aid

3.2.1. Additional First Aid Training course would cost £530 for 12 delegates. There are currently 4 businesses on the waiting list with a total of 13 delegates wanting to attend the course. Directors approved this additional spend.

3.2.2. A request has been made via PubWatch for license holder training. 6 pubs are interested in attending. The course would cost £1,200 for 12 delegates with a BIIBA qualified provider. Directors approved this additional spend.

➤ **Action:** PB to set up additional courses for early April.

4. Finance Update

4.1. 2019 Budget to be discussed and approved

HM presented the draft budget for 2019. The meeting discussed the proposed budget noting the following points:

- Social media posts have been organic growth - sponsored posts was discussed to increase our social media feed. Potentially £1,000 for the year.
- Should BID be looking to increase their income - increasing levy monies through sponsorship and grants. This could be a positive item to report back to levy payers – for example ‘for every £1 levy collected we created £1.xx in monies for the town’.
- It was agreed that events are important to the town and BID need to keep encouraging and supporting local events. Some events are now self-funding. The meeting discussed how events can be supported and how events can be funded in future. Fundraising in town is an issue, as local businesses are frequently asked for funding and there are a number of events and groups looking for funding. The meeting discussed if there is a need for a town event organiser or a town events revenue generator (eg specific role to seek funding). However, there was no consensus of opinion at this time.
- The £12,000 accessibility budget was agreed to be too high. Allocation of funds will be discussed in accordance with other requirements at the April meeting.

➤ **Action:** HM to send EDC request for monies still owing and debt chasing of unpaid levies.

4.2. Specialist Shops Guide – Sponsorship

The meeting discussed £250 sponsorship of the Specialist Shops Guide. This spend was approved.

4.3. PubWatch Insurance

Board approved £300 payment for PubWatch insurance.

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

5.1. Questions for Rose Rouse and Kevin Beattie

The meeting reviewed draft questions and discussion topics for EDC. The meeting approved the questions.

➤ **Action:** PB to email Rose Rouse and Kevin Beattie with the full list of questions, explaining the BID priorities.
[TL and SC left the meeting]

6. Feedback from Loyalty / Gift Card Meeting

DB fed back from meeting with Miconex who presented their loyalty and gift card schemes. Penrith may want to explore the opportunities for the town centre.

The gift card runs on the Mastercard network and can be used at all businesses across the town who take card payments. Annual running costs would be approx. £5,800. A benefit of the scheme would be linking it to events (such as Kendal Calling) and giving cards to event organisers.

The meeting discussed if gift cards would work in Penrith. It was agreed that the gift card scheme would not work in Penrith at this time.

The loyalty card scheme may be more suitable for Penrith by driving spend in town and rewarding loyalty. The MyRewards system is new to MyConnex.

It was agreed that at this time Penrith is not ready to take on either scheme.

Other schemes were discussed. The problem with the Swipii scheme is that businesses have to have a working iPad by the till.

It was agreed that BID will continue to explore loyalty schemes.

7. Agree Date for Annual Meeting and publish to levy payers

The next BID AGM will be held on Wednesday 22 May 2019 at 5:30pm at Foundry 34, Sandgate.

[DW left the meeting]

8. Proposed Post Office Move – BID response

There is a need to highlight the fact that the Post Office in Spar, Sandgate is not affected.

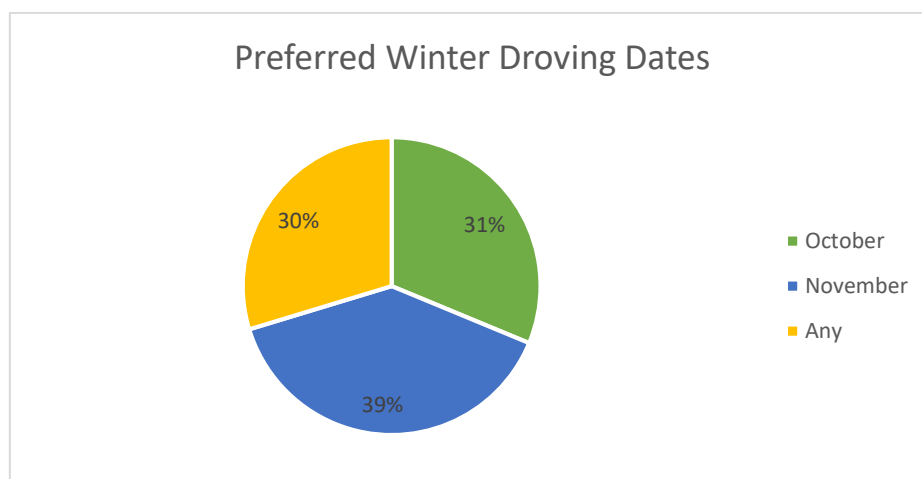
➤ **Action:** PB to promote Sandgate Post Office via social media.

The meeting discussed the proposed merger of the post office at Crown Square and agreed it was not the place of BID to respond to the information sent out.

9. Any Other Business

9.1. Winter Droving Grant request and date

The meeting discussed Eden Art's grant request and the date of Winter Droving. BID had conducted a survey of levy payers and the results were as follows:



The meeting discussed Winter Drovers, noting the following points:

- The signed SLA from BID was not taken in to consultation when the date for 2019 was set. The SLA clearly stated the date should be in November.
- It was agreed that the survey of levy payers does not have a decisive result. BID are happy to go with the date in October, because of the large percentage of businesses who do not mind about the date.
- Having Middlegate shut off had different results for different shops. The stalls were well set up, but some businesses were negatively affected.
- It was agreed that there is a need to better promote the businesses to Winter Drovers visitors.
- Eden Arts have asked for a grant of £8k for 2019. The meeting discussed this grant in detail. It was agreed this should be reduced to £6k because they did not follow the SLA requesting consultation on the date.
- It was agreed there is a need for a second meeting with Eden Arts to discuss the funding request and review the final grant awarded.
- 2019 SLA will include a clause noting that, whilst BID is happy with the Pooley Bridge event as this has a positive impact on visitor numbers the following day, if the event spreads further (eg different locations in the county) BID will be unable to provide further funding as it would not be beneficial to Penrith.

➤ **Action:** DB to meet Eden Arts and agreed funding levels.

9.2. Penrith Arts Festival

EVAN have requested £4,500 for Penrith Arts Festival. The meeting discussed the event and agreed a grant of £4,000. This matches the funding from 2018.

The next meeting will take place at 5.30pm on Wednesday 20th March 2019 at Ullswater House

The meeting was adjourned at 20:22 by Darren Broad.

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

Approved by: Darren Broad

Signature:

