

## Operational Plan 2019

Please refer to our Strategic Summary 2019 for full overview and our mission statement

Promote											
Ref.	Mission	Action	Jan	Feb	Mar	Apr	Q2	Q3	Q4	2020	
1.1 Communication with Levy Payers											
a	Quarterly Newsletter	Winter Newsletter distributed Jan 2019 to town centre businesses in hard copy. Also available online and via social media.	●				●	●	●		
b	BID Website updates	Website updated on monthly basis following board meeting.	←—————→								
c	Meeting minutes and P&L published	Website updated on monthly basis following board meeting.	←—————→								
d	Face to Face visits with businesses	Ongoing visits being completed by BID Manager Jan 19   185 businesses visited to date	←—————→								
e	Annual Open Meeting	Meeting to be scheduled and published to all levy payers 16.02.19 Added to February agenda.					●				
f	Monthly reminder emails	Levy payers have requested a monthly reminder email to prompt them to update their web offers and email any promotions / social media stories 16.02.19 Reminder emails to start in March.			←—————→						
1.2 Communication with Visitors and Residence											
a	Discover Penrith Website and social media channels updated	Jan 19   Facebook and Instagram in use regularly. Feb 19   BID now have access to D.P. Twitter account and regular updates and post shares now in place. Feb 19   Social Media calendar for posts in place to ensure content is relevant to local and national events.	←—————→								
b	Promote businesses through media channels	Businesses are encouraged to forward posts or images to be shared or posted. Wider range of businesses are now in regular contact.	←—————→								
c	Print media advertorials	Jan 19   Visit Eden full page advertorial published for 'Discover Penrith'.	●								

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d	Discounts and Promotions on website to be updated by businesses	Jan 19   Instructions for updating website published to businesses. During face to face visits businesses are encouraged to keep their page up to date. Uptake is slower than expected. To increase awareness discounts will be added to the monthly reminder email. 16.02.19 Monthly reminder email to start in March.		●		●		●		●
e	Explore viability of Penrith Loyalty Card	Feb 19   Meeting with MiConex to discuss Loyalty Scheme and Gift Cards. Presentation and costings forwarded to directors for discussion at Feb Board Meeting.						●		
<b>1.3</b>	<b>Events</b>									
a	Updated calendar of events on website	Jan 19   'What's On' Section of Website now in place and being updated on regular basis. Feb 19   Events from Cumbria Tourism and Visit Eden added to the site.		●						
b	Grants awarded to Town Centre events	Budget for year to be agreed at February board meeting. Chamber of Trade have approached for funding for Marmalade Festival EVAN have enquired about funding for Penrith Arts Festival Meeting held with Eden Arts to discuss 2019 funding requirements				●				
c	Encourage cross party funding	Jan 19   Meeting with Chamber of Trade to discuss funding for Marmalade Festival Meeting scheduled for March with EDC – funding to be added to agenda				●				

Access										
Ref.	Mission	Action	Jan	Feb	Mar	Apr	Q2	Q3	Q4	2020
<b>2.1</b>	<b>Parking</b>									
a	Explore discounted parking for town	During 2018 meeting with EDC the possibility of discounted parking for town centre workers was discussed. This needs to be followed up at stakeholder meeting.					●			
b	Facilitate meetings with key stakeholders	In 2018 meetings were held with CCC, EDC and Morrisons to discuss parking in Penrith. Jan 19   Meeting with CCC, EDC and PTC and parking was agreed to be an issue for the town. The aim is to work together to find solutions.			●					
c	Keep parking on the agenda		←—————→							

**Enterprise**

Ref.	Mission	Action	Jan	Feb	Mar	Apr	Q2	Q3	Q4	2020
<b>3.1 Training</b>										
a	Complete a training audit to ensure value for money and validity of training courses	Director appointed to complete training audit. Winter newsletter asks levy payers for feedback on training requirements Training Audit report to be fed back to BID board at March meeting.			●					
b	Signpost businesses to training and events in the county	All training courses published on BID website. March and September 2019 training courses are booked with the trainer and bookings being taken from delegates. Winter newsletter signposts levy payers to website to book training Feb 19   First Aid course for March now oversubscribed. Directors to discuss additional funding to run extra course.			●			●		
<b>3.2 Empty Units</b>										
a	Facilitate meetings with key stakeholders	Jan 19   Letter sent to Chair of Sainsburys. Subsequent discussion suggested a site visit to New Squares. Dates tbc.			●					
b	Explore viability of shared usage for shops	To be reviewed Quarter 3.						●		
c	Encourage a diverse range of businesses		←—————→							
d	Explore extended night-time economy businesses								●	

Pride

Ref.	Mission	Action	Jan	Feb	Mar	Apr	Q2	Q3	Q4	2020	
4.1 Greening											
a	Maintain and enhance the appearance of the town centre										
b	Work with PTC to enhance the wider Penrith area	Working with PTC to ensure Greening 2019 builds on the success from last year.									
c	Seek additional funding from stakeholders										
d	Encourage businesses to get involved through sponsorship or purchasing floral displays	Winter newsletter sent to all levy payers promoting greening scheme.									
4.2 Christmas											
a	Promote 30th November 2019 as 'Christmas In Penrith'	Date given to Visit Eden for addition in brochure. Local schools and community groups advised of the date.									
b	Encourage shoppers to Shop Local and support local businesses	Ongoing social media posts promoting independent, local stores.									

Ref.	Mission	Action	Jan	Feb	Mar	Apr	Q2	Q3	Q4	2020
c	Consult with levy payers and public to find out how Christmas should be launched in the town.	16.02.19 Details of consultation to be agreed at February working party.			●					
d	Create working party to consult with partners and deliver launch event.	Jan 19   Working party formed. Scheduled to meeting regularly to promote project.	●							
e	Seek funding from other stakeholders.	16.02.19 Details of funding to be agreed at February working party.					●			
f	Explore local /external partners to run event.	Jan 19   Invitation to Tender published and issued to key providers. Bids due to be received in March and to be reviewed at working party meeting.			●					
4.3	Cleaning and Maintenance									
a	Collaborate with local authorities to ensure town centre is clean and well maintained						●			

Partnership

Ref.	Mission	Action	Jan	Feb	Mar	Apr	Q2	Q3	Q4	2020
5.1	Influencing and Partnership Working									
a	Eden District Council	Meeting scheduled for April				●				
b	Cumbria County Council	Meeting scheduled for April	●			●				
c	Penrith Town Council	Meeting scheduled for April	●			●				
d	Chamber of Trade and Commerce	Ongoing working relationship to promote town centre businesses and events via D.P. website.								
e	Tourist Information Centre	Jan 19 - Met with Penrith Museum and agreed links and promotion via social media.					●			
f	Cumbria Tourism	Jan 19   Meeting held in Staverley to discuss working together to promote Penrith	●							
g	Levy payers	Ongoing working relationship	←—————→							
h	Local community groups	Jan 19   Promoted website to community groups via social media	●							
i	Community stakeholders	There is a need to identify and meet with community stakeholders to promote the town					●			
j	Local charities	Jan 19   Rotary member now on BID Board	●							

Promote  
Social Media Analysis

Social Media Activity 14/01/2019 to 16/02/2019	@PenithBID	@penrithcumbria	Instagram	Twitter	
Figure in brackets shows previous month			Figure in brackets shows previous month		
Followers	174 (173)	3,138 (3,093)	<b>458 followers</b> (356 followers)	Followers	1,081 (1,064)
Total page likes	174 (172)	3,164 (3,116)	<b>104 posts</b> (90 posts)	Profile Visits	182
New Followers	3 (3)	46 (29)	<b>Following 233</b> (Following 204)	Following	252 (215)
Reach	314 (228)	12,074 (7,801)		Tweets	This month – 48 (0) Total - 633 (564)
Page views	50	422		Tweet Impressions	18.8k