












Operational Plan 2019

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

Promote										
Ref.	Mission	Action	Q1	April	May	June	July	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. 04.19 Spring newsletter produced; to be approved at April board meeting.								
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 March 19 213 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. AOM will be held on Wednesday 22 May 2019 at 5:30pm at Foundry 34, Sandgate. 04.19 Promotion for the AGM has started								
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. 04.19 Monthly reminders now in place.								
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	Businesses are encouraged to forward posts or images to be shared or posted. Wider range of businesses are now in regular contact.								

	through media channels									
c	Print media advertorials	Jan 19 Visit Eden full page advertorial published for 'Discover Penrith' Feb 19 BID will support Penrith Specialist Shops Guide for 2019	●							
Ref.	Mission	Action	Q1	April	May	June	July	Q3	Q4	2020
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. March 19 Agreed the project is not realistic at present. Project archived.	●							
1.3	Events									
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. March 19 Increased uptake on advertising events from community groups following social media campaign.	●							
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 March 19 Chamber no longer require funding. Funding has been awarded to Penrith Arts Festival and Winter Droving.	●							
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	Q1	April	May	June	July	Q3	Q4	2020	
2.1	Parking										
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. March 19 Meeting with EDC scheduled for 20 th March. April 19 Parking was discussed in meeting – see board meeting minutes for full details.	●								
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. March 19 Penrith Town Working Group meeting scheduled for 16 th April		●							
c	Keep parking on the agenda	March 19 EDC meeting scheduled for 20 th March. Penrith Town Working Group meeting scheduled for 16 th April	←—————→								

Enterprise										
Ref.	Mission	Action	Q1	April	May	June	July	Q3	Q4	2020
3.1	Training									
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. April 19 Full details available in March Board Meeting minutes.	●							
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.	●			●				

		March 19 Additional First Aid course is booked for 2 nd April. Also, Personal License holder training has been booked for 19 th June.									
3.2	Empty Units										
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. March 19 Pending date for skype call with Sainsbury's.	●								
b	Explore viability of shared usage for shops	To be reviewed Quarter 3.						●			
c	Encourage a diverse range of businesses	March 19 EDC meeting scheduled for 20 th March. Penrith Town Working Group meeting scheduled for 16 th April	←—————→								
d	Explore extended night-time economy businesses									●	

Pride												
Ref.	Mission	Action	Q1	April	May	June	July	Q3	Q4	2020		
4.1	Greening											
a	Maintain and enhance the appearance of the town centre	March 19 Meeting has taken place with The Pot Place. Agreed scheme of work for greening 2019. BID will enter Cumbria in Bloom this year and businesses are encouraged to participate and support. April 19 Cumbria in Bloom application submitted and fees of £80 paid.		←—————→								
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	March 19 Additional funding request for Christmas has been made – pending feedback. BID are continuing to look for new funding avenues.	●								
d	Encourage businesses to get involved through sponsorship or purchasing floral displays	Winter newsletter sent to all levy payers promoting greening scheme. March 19 Social media campaign has begun and orders are now being taken for planter sponsorship and baskets. Flyers will be distributed to businesses during the month. April 19 First 4 year sponsorship deal has been sold. Hanging basket sales are ongoing		●	●						
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. March 19 Social media campaign asked for ideas and suggestions from Discover Penrith followers. Good response has been received and will be fed into the project plan.								●	
b	Encourage shoppers to Shop Local and support local businesses	Ongoing social media posts promoting independent, local stores. March 19 Ongoing social media campaign.		←—————→							

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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. March 19 Social media campaign asked for ideas and suggestions from Discover Penrith followers. Limited response has been received but will be fed into the project plan.	●							
d	Create working party to consult with partners and deliver launch event.	Jan 19 Working party formed. Scheduled to meeting regularly to promote project. March 19 Next working party meeting to take place on 20 th March	●							
e	Seek funding from other stakeholders.	16.02.19 Details of funding to be agreed at February working party. March 19 Additional funding requests are being generated at present.					●			
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. March 19 6 tenders have been received for the Christmas lights. These will be reviewed at a working party meeting on 20 th March.	●							
4.3	Cleaning and Maintenance									
a	Collaborate with local authorities to ensure town centre is clean and well maintained	March 19 EDC meeting scheduled for 20 th March. Penrith Town Working Group meeting scheduled for 16 th April					●			

Partnership

Ref.	Mission	Action	Q1	April	May	June	July	Q3	Q4	2020
5.1	Influencing and Partnership Working									
a	Eden District Council	Meeting scheduled for March		●						
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 Feb 19 Meeting with Community Gardeners highlighted key areas where we can work together.	●							
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 13/03/2019 to 10/04/2019	@PenithBID	@penrithcumbria	Instagram	Twitter	
Figure in brackets shows previous month			Figure in brackets shows previous month		
Followers	216 (184)	3,324 (3,170)	567 followers (511)	Followers	1,102 (1,085)
Total page likes	(179)	3,245 (3,187)	128 posts (118)	Profile Visits	205 (<90%) 86
New Followers	1 (6)	67 (41)	250 Following (245)	Following	310 (307)
Reach	704 (1,051 (+222%))	8,368 (6,164)	321	Tweets	This month 28 (17) Total 696 (666)
Page views	64 (26)	444 (373)		Tweet Impressions	12.1K (<57.7%)