

Penrith Business Improvement District Board Meeting Meeting Minutes

Date: Wednesday 17th April 2019
Time: 5.30pm
Location: 4Eden, Duke Street, Penrith

Attendees

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

1. Apologies

Tim Lorton
 Stephen Clarke (Vice Chair)

2. Matters arising

None

3. Chairman's report

The meeting referred to the monthly report from DB. Details are as follows:

"Spring is in the air! The fields are full of lambs.

After what seemed a very quiet few months, visitor numbers to the town seem to be on the up. The high street has certainly felt busier. The Chamber of Trade and Commerce kick started the season with the Marmalade Festival in town, the highlight being the vintage buses.

Easter has fallen later this year and Cumbria school half term has been much earlier. Many regions around the country are now on school half term which can only increase our visitor numbers going into the 2 crucial weeks to start the season.

Networking is so important today to increase business, share ideas, collaborate on new projects and gain new strategic partners. To that extent, we have been meeting with a variety of organisations over the last month.

We've met with Cumbria Tourism in the Upper Eden at their business networking event and from that we can explore how we can share ideas. Upper Eden businesses recognised that Penrith is

sometimes the draw for visitors to the region that also visit upper Eden, so although we are far apart, we share common business interests.

Penrith Industrial BID relaunched their new name, Penrith Business Parks, back in March and we will be looking into working with them on town projects going forward.

BID has been working with the new "Plastic Clever Penrith" group with the aim to help our local businesses reduce dependence on using single use plastic. Businesses will be receiving a short survey which I would recommend filling out and returning. This way, BID can focus on what really matters to local businesses. We have suggested exploring the power of the collective where if businesses buy in numbers, we may be able to save on costs.

In that same category, BID, has been talking to greatannualsavings.com with the view to help our businesses save money on energy and water. They have already helped over 4,500 businesses save money on their bills and we believe our businesses could save also. Look out for them in the newsletter and in town.

In other news, 'Christmas' is moving at pace. The project group are nearing signing off the plans to make this year's Christmas lights really sparkle and the 'switch on' day better than last year. Raising the extra funds necessary for this will also be a focus over this year.

'Greening' plans are afoot also. The town will soon see hanging baskets and planters filled with beautiful blooms. Businesses have been invited to purchase baskets or sponsor planters for a fee. We'll do all the maintaining of them throughout the summer, so you don't have to! What better way than to showcase our business district with lots of colourful plants and flowers.

Looking forward, we'll be collaborating with our partners and bringing the topics of Parking and New Squares to the table. More details to follow in the coming months.

It just leaves me to wish all our businesses, their employees, and families a very Happy Easter and trading period."

DB noted his report is a monthly summary report which can also be added to the BID website.

Action: PB to upload the Chair's report to penrithbid.co.uk

4. Treasurer's Report

HM presented the P&L report to the board. Please refer to the report available at penrithbid.co.uk/resources for full details

VAT report to be submitted in due course. We will be Making Tax Digital compliant.

5. Project Updates

5.1. Greening (DW)

DW presented an updated on Penrith in Bloom to date. BID working party have met with The Pot Place and agreed the scope for the 2019 project.

- 29 hanging baskets sold to date
- 2 planter sponsors have been agreed

Action: PB to speak to Oliver Shimell at EDC to see about sponsorship of greening.

5.2. Christmas (DH)

DH presented the details from the preferred supplier for Christmas Lights 2019. A total of 12 contractors contacted BID. The tenders reviewed and shortlisted to 2 tenders. Summary details are as follows:

- There is a need for BID to gain permissions from district and county councillors for the work.
- There are donation pots throughout the town and there are donations being made to the fund.
- The meeting to discussed what to do with the tree lights in the main trees about town. At present the trees are wrapped and the lights are gradually failing as they are in town. It was suggested the lights be taken down in a stages process and this was agreed by the directors.

Action: Christmas Working party to get quotes for phased removal of existing tree lights. It was suggested to try and find a local company who can provide a discounted service.

- Over the last 5 years there has been a considerable outlay on Christmas lights. The lights only have a 3 or 4 year guarantee so hiring them rather than buying them represents better value for the levy payers.
- At present there is £17k in the budget and the expenditure will be £20k for 2019.
- Approx £250 has been raised on the Go Fund Me page.
- There is the intention to raise money on the day through donation buckets.
- The meeting discussed different ways of raising money for the lights, including the sale of sponsored items (eg cake where 50p goes to the fund per slice sold)
- There is a need to be completely transparent about the expenditure of the fundings, particularly if the lights come in under budget.
- Angel Lane and Little Dockray could have 'Winter Lights' in future years – they would be put up in November adding seasonal interest for a longer period.
- The commitment is £20k for 4 years per year. It was unanimously agreed to award the contract to The Christmas Decorators.
- Event wise there are a number of ideas, including a lights procession working with the churches. The day will be similar to last year and plans are ongoing.
- The meeting discussed if road should be closed. For the procession there could be a rolling road block.

Action: PB to contact The Christmas Decorators to confirm the awarding of the contract.

At the next meeting directors will discuss the specific plans for 30th November day.

6. Funding requests

6.1. Stars of Business Awards - Sponsorship Opportunity

Chamber of Trade have requested £500 to sponsor the Retailer of the Year Award for their 'Stars of Business Awards night'.

There would be an opportunity to advertise Christmas lights in the flyer.

The board approved the funding request.

7. A.O.B.

7.1. Car Park Statistics (DW)

DW presented the car park statistics. Eden district has considerably fewer number of tickets issued for the year when compared with other districts.

Out of 232 tickets issued in Eden in March, 220 were in Penrith, meaning the majority of traffic wardens locally are in Penrith.

DW noted that there is not the quantity of tickets issued expected, but Penrith has a large percentage for those issued in Eden. 46% outstanding are usually paid on the date for the court appearance.

7.2. Penrith Arts Festival (SW)

SW presented a flyer going out with the newsletter to introduce the Penrith Arts Festival to businesses in town and give them ideas for how they can get involved. There is a desire to raise the festival profile in the town. Suggestions include businesses hosting artists or wearing a hat of your profession.

SW encouraged directors to forward details of milliners or people with an interest in hats.

7.3. Approval of Spring Newsletter (PB)

Directors agreed updates to the newsletter. The draft newsletter was approved.

7.4. Great Annual Savings

BID discussed Great Annual Savings initiative and their proposed 10% reward to BID for an agreed project. There is a need for further clarification of this offering and the Partnership Agreement needed.

Action: PB to speak to Richard Whelan to confirm offering.

The meeting discussed the what could happen with the commission awarded to BID. There should be a community project set up. There is a possibility of this going towards Christmas Lights and/or Greening. For example "your energy saving is Powering our Christmas Lights".

The meeting agreed to request Fix it for Eden to distribute the newsletter.

[DW left the meeting at 6:50PM]

7.5. Online booking for Training Courses.

The meeting discussed subsidising of training courses. In future, it was agreed that BID will cover 50% of the training course.

Action: PB to start charging for training

Action: PB to look at online course booking (eg Eventbrite)

7.6. Budget for Social Media

The directors approved for a budget of £500 for the next 6 months for social media posts. This is to be review in October.

Action: HM to set up a debit card for online payments

Action: PB to start promoting specific posts on social media to improve reach.

7.7. Decision Making / Authorisation for Working Parties (DB)

The meeting discussed delegated authority for individual projects to the project working party. It was agreed that within a working party, within the given budget the director has authority to make decisions for a project without referring back to the board.

If in doubt, directors can use the What's App group for quick decisions from other board members.

All directors agreed, if there is no budget allocated to a project or working party, there is a £250 limit on decisions. All funding under £250 can be approved by the director without a requirement to go back to directors.

7.8. Website Update – Vacancies online (PB)

PB suggested new functionality for discoverpenrith.co.uk, whereby businesses can post job vacancies to the site. This would be good for people looking to move to the town and would also improve the reach of the website. Directors agreed this could be beneficial to the town.

Action: PB to investigate a vacancies page and cost the project.

Action: PB to investigate a jobs tab on Facebook

7.9. Meeting with Sainsburys

The meeting discussed Sainsbury's / New Squares. Directors to email DB if they have topics they would like to be raised at the meeting.

Attendance at Board Meetings and AGM

The board discussed expectations for attendance at the board. It was noted that some directors had not received the constitution.

Action: PB to distribute the Articles of Association to all board members.

CS noted he has time and skills to offer to the BID Board. It was agreed CS will join the Christmas working party.

7.10. Pennine Tourism Forum

Pennine Tourism Forum takes place on 2nd May meeting: CS will attend and will feed back to the board and decide if the two organisations able to work together.

7.11. AGM

Plans for re-elections at the AGM will be decided at the next meeting. All posts could be up for re-election, so attendance will be mandatory at the next board meeting.

The meeting was adjourned at 19:35 by Darren Broad.

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

Approved by: Darren Broad

Signature:

