

Penrith Business Improvement District Board Meeting Meeting Minutes

Date: Wednesday 19th June 2019
Time: 5.30pm
Location: 4Eden, Duke Street, Penrith

Attendees

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

Amanda Holliday, Andy Jones and Jonathan Garbett from Penrith Business Parks (Industrial BID)

1. Apologies

None

2. Welcome to Penrith Business Parks - Amanda Holliday, Andy Jones and Jonathan Garbett

2.1. Partnership Working

DB welcomed the representatives of the Industrial BID to the meeting. The Industrial BID gave some background to the meeting, explaining that there are 6 directors on the board with 168 businesses. The BID is still in the early stages of development, however key initiatives have been identified and can be found on the website <https://www.penrithbusinessparks.co.uk/about-the-bid/projects/>. Penrith Industrial Estate, Gilwilly Industrial Estate and Eden Business Park are the estates which make up the Industrial BID.

The aims of Penrith Business Parks are:

- Working together across the three different industrial estates and the businesses they contain
- Pest Control (seagulls)
- Security (AMPR camera at entrance to estates, police managed)
- Improving Image of Estates (grass cutting, litter bins) Not many vacant units on the estates
- Increasing Accessibility (signage)

All directors discussed ways in which the two BIDS might be able to work together. Suggested ideas for working together include:

- **Linking footpaths and cycleways** between town and industrial parks with the possibility for grant funding.

- **A66** improvements and implications for Penrith as a whole. There is the prediction of 35% increase in traffic once the work is completed. There are possible funding opportunities from Highways England to benefit Penrith. The Industrial BID will be canvassing their businesses and putting together a response to the project.
- **EDC Masterplan** to extend Gillwilly and subsequent impact on transit links. Improved transport links to the Industrial Estates, particularly links to the M6 would have a positive impact on traffic in town.
- **Training** – notification of each other’s training provision so levy payers can benefit from a joint training offering,

➤ **Action: PB to send across training details to Amanda Holliday**

- **Waste** – Penrith BID already have a contract in place with Cumbria Waste which is due for renegotiation. The Industrial BID could join those discussions. The town BID already work with Great Annual Savings to offer a range of discounts to businesses, including waste recycling.
- **Greening** – extend the summer greening project out into the industrial BID areas. Penrith Town Council are working to try and improve key access areas into the town and could work with the Industrial BID to improve their green spaces.
- **Directory of Businesses** - promoting businesses across the two BIDs to encourage companies to shop local, contract local and support the wider Penrith economy. Discover Penrith website already has details of town centre levy payers. The Industrial BID have an online directory of their levy payers.

The meeting discussed plans for future businesses for the estates. Land use limited and access and parking a big issues, so warehousing and manufacturing are key target sectors for potential new businesses.

- **Parking** is collectively an issue for both BIDS, both staff parking and visitor parking. BIDs could share resources and work on shared projects to improve this across the town, in line with improving footpath and cycleway access.
- **Improving links into town.** For example, workers on the industrial estate being able to get lunch from the town centre, thus benefiting the workers on the estates and bringing trade into town.
- **Attendance at meetings** - Both BIDs have a monthly meeting and then ongoing project meetings. It was agreed it would be beneficial to share the minutes of the meetings with each other. However, as time is limited it would be too onerous to attend both meetings.

➤ **Action: PB and AH - Copies of minutes to be forwarded to BID representative.**

- **Eden Tourism Network:** Penrith BID attended a recent meeting at Centre Parcs. They are looking to hold a local supplier day which may be beneficial to businesses on the business parks as well as town centre businesses.

DB explained the main priorities for the town centre BID. Please refer to the strategic plan for further clarification:

- Communication (newsletters, website, face to face meetings)
- Promoting Penrith (Discover Penrith)
- Access (parking)
- Enterprise (training, empty units in town)
- Pride (Greening – Christmas – Cleaning and Maintenance)

- Partnership (working with different organisations across the town)

It was agreed there is a growing issue in town with seagulls and pigeons and the two BIDs may be able to work together to resolve these problems.

[DW and SJ left the meeting at 6:00pm]

[Representatives of the Industrial BID left the meeting at 7.30pm]

3. Election of Executives (Chair, Vice Chair and Finance)

DB was unanimously voted Chair.

The meeting discussed the need for two Vice Chairs. As DB has significant work commitments over the coming months it was agreed two Vice Chairs would be beneficial.

DH and SW were voted Vice Chairs.

HM agreed to continue the role of Finance Director.

4. Matters arising

The meeting reviewed matters arising from PB with no further issues to note.

5. Chairman's report

Meeting commended on DB on his report, which reads as follows:

"May was the month of our AGM and it is great to share some of our successes from the last 12 months as well as some of our plans for this year coming.

Some of our highlights have been in Communication; streamlining our social media platforms, producing a quarterly newsletter to keep you updated and re-launching the Discover Penrith website.

In other areas, we have forged some great relationships over this last year with key stakeholders and organisations in town.

But with the highlights, have also come with some difficult decisions over the year. We discontinued the Penrith Pound and the town centre WiFi was switched off. Both had associated costs and limitations which we agreed was not beneficial to your levy.

Going in to June and Penrith in Bloom has started to look 'bloomin' marvelous! The hanging baskets have gone up and the large planters are just about ready to be sited around town. You can still get involved by purchasing a hanging basket and show your pride in Penrith! Just contact the office on the regular email. A huge thanks goes to Phil and Rob for putting them all up around town.

Making Penrith Sparkle (Christmas) plans are well underway. The provider has been chosen and we will be working closely with them over this year to deliver a fantastic lighting scheme.

Looking ahead we will be meeting with Sainsbury's (New Squares) and Winter Drovers (Eden Arts) in June and we'll update you next month.

Happy trading for June!"

5.1. Update on Eden Arts Meeting

DH gave an update on the Winter Drovers/Eden Arts meeting. The meeting was held in early June with key funders of the Winter Drovers in attendance. Different ideas were discussed in terms of funding for the long term. Penrith Town Council can only fund a year at a time, not for a three year plan as requested by Eden Arts. Eden Arts are going to review costings for year on year events. This is to be broken down in to two areas, core funding and optional extras.

It was noted that another body could apply to Arts Council for funding to run Winter Drovers. This could be run by a third party not associated with Eden Arts. It was commented that Eden Arts pulled out of C-Art, but kept the funding from the Arts Council and said the money had been reallocated to a different project.

The possibility of a bi-annual event was discussed and ruled out because this would dilute the event.

5.2. Sainsburys meeting

Positive meetings with Sainsbury's and CBRE are continuing:

- Planters will go into New Squares tomorrow.
- Events – CBRE have been asked to provide minimum documentation needed for events. This can then be shared out to event organisers to help with administration.
- CBRE would like a calendar of events from BID
- Litter was discussed. No more bins will be put into New Squares for security reasons. However, they have employed a person to litter pick the area.
- Christmas was discussed and Sainsbury's want to part fund the Christmas tree. Additional lights may be added to the signs at the entrances to New Squares.
- When the Christmas site surveys are conducted they would like to be on site to understand power point requirements in New Squares.
- Sainsburys are keen to help fund a decoration in the area. Discussions are ongoing.
- Anti-social behaviour – this was raised that the last meeting and BID ask for clarification of requirements. Sainsburys were unclear on what action they wanted from BID. One suggestion was for BID to host a meeting with key stakeholders. It was acknowledged that if antisocial behaviour is moved from the Sainsbury's area it will only be moved to another area in town. Penrith is small and has a low crime rate. CCTV is not effective because the town is too small. The crime rate in Penrith is low, however there is a higher rate of anti-social behaviour. Facilitation of a meeting would be beneficial.
- The meeting suggested having a BID director leading safety and anti-social for the town. There is a possible link with schools and young people which Chamber will lead on, to ask what the young people would like for the town. PTC Neighbourhood plan covered a lot of work with youth and may also prove beneficial.

➤ **Action: CG to share findings from PTC Neighbourhood Plan**

➤ **Action: DB to arrange meeting with PCSOs regarding working together to reduce anti-social behaviour.**

- Empty units – Sainsbury's were interested in feedback from potential new tenant who had negative interactions with estate agents. Two estate agents are being used for the New Squares rentals and they have different prices listed for the same units. Units in New Squares have been relisted at a higher price recently. The other agents are listing the same unit for half the price. Sainsbury's have not given a finite price for each unit, that has been left to the discretion of the agent.
- Sainsburys will facilitate quarterly meetings with BID.

6. Treasurers Report

HM presented the financial report for June:

- Levy invoices have now started to be sent out.
- At present we are short on money in the bank.
- EDC are debt collecting on BID behalf.
- Database of levy payers is outstanding – BID are still awaiting an updated list of levy paying businesses.

7. Project Updates

7.1. Greening

PB provided an update on behalf of DW:

- 20 baskets still to sell and directors were asked to speak to local shops without baskets.
- Invoices have started to be issued

Following an incident last month, PB has conducted an audit of documentation in place for contractors. At present maintenance contractors have £1m of insurance but no other documentation. PB has drafted an SLA and template for method statement and risk assessments, but asked for help and support from directors as documentation for maintenance workers in public spaces is not an area of expertise for her. Directors agreed the following needed:

- £10m level of insurance for maintenance workers
- SLA in place with each contractor
- Method statement and risk assessment to be provided for works.

CS has experience in this field and agreed to assist with the drafting of these documents.

➤ **Action: PB to forward template documents to CS for comment and approval.**

7.2. Christmas (DH)

DH gave an update on the plans for Christmas:

- Sponsorship deals are being put together.

- If lighting structures are going to be installed on the highway or footpaths, permissions will be needed. CG will assist with gaining permissions from EDC

8. Funding requests

8.1. Funding request from Lions for Tea in the Park

Lions have requested £2,000 for their Tea in the Park event. The meeting discussed this request.

HM noted that the overall events budget for 2019/20 was £16,469 and BID have already award £11,500, meaning £5,400 still available to be allocated.

Meeting discussed the Tea in the Park event and the impact on levy paying businesses. Key points discussed:

- The event is not taking place in the BID area
- It will not necessarily have a positive impact on the businesses who are open on Sunday
- The meeting questioned if Lions will use Penrith businesses for supplies for the day and PB reported she understood they would be doing this
- BID is not a community group, and the benefits of the event seem to be primarily for the community
- The funding request it to cover publicity, insurance facilities (marquee/ deck chairs)
- How would BID be able to promote businesses in town to the people who visit the park?
- There is no parking at the park, so people will need to park in town and then walk to the park
- For a small investment it is worth experimenting and supporting this new event
- Lions hope this will be an annual event for the town
- It is good to promote events in the town as there is a general feeling of wellbeing and community

The meeting voted:

- Meeting voted and unanimous agree not to fund full amount.
- 2 votes were cast for providing no funding at all
- 5 votes were cast for part funding the event. £500 funding agreed alongside promotion free of charge from PB. PB will feed back to Lions that the board struggled to understand how the event would benefit local business, so if it is to be held again BID would like to work with Lions to understand how we could better promote the event to local businesses.

BID agree to fund £500 towards the event. BID is fully supportive of the event and would like to work with Lions for next year. It was noted that it was a difficult decision because the event is taking place outside the official BID area.

[SC left the meeting at 8pm]

9. A.O.B.

9.1. Penrith Events Co-Ordinator (SW)

SW have discussed the need for an event's organiser for the town – 1 person helping every event complete forms, risk assessments etc. This topic is to be added to the agenda for July.

Road closures for events were discussed. Some towns have closure barriers in place which would save costs for all events.

It was agreed that Safety and Crime would be discussed at the next board meeting.

The meeting was adjourned at 8:105pm by Darren Broad.

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

Approved by: Darren Broad

Signature:

A handwritten signature in blue ink, appearing to be 'Darren Broad', written over a faint circular stamp or watermark.