

Penrith Business Improvement District Board Meeting

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

AGENDA

1. Apologies
2. Welcome to Penrith Business Parks - Amanda Holliday, Andy Jones and Jonathan Garbett
 - 2.1. Partnership Working
3. Election of Executives (Chair, Vice Chair and Finance)
4. Matters arising
5. Chairman's report
6. Treasurers Report
7. Project Updates
 - 7.1. Greening (DW)
 - 7.2. Christmas (DH)
8. Funding requests
 - 8.1. Funding request from Lions for Tea in the Park
9. A.O.B.
 - 9.1. Penrith Events Co-Ordinator (SW)

Penrith Business Improvement District Board Meeting Matters Arising from May 2019 Meeting

1.2 Action: PB to speak to HM about entering data from Eventbrite onto Quickbooks.
Outstanding at present as HM has been on annual leave.

1.3 Action: PB to liaise with Penrith Business Parks.
Complete

4.1 Action: PB to send a letter to Sainsburys from DB to request permission for the beehives
CBRE have confirmed they are happy for 2 beehives at the Sainsbury's entrance to New Squares

6.3 Action: PB to conduct research into which BIDs have already worked with local businesses to reduce crime. PB to speak to Skipton BID about what they have done to reduce antisocial behaviour.
Please refer to Antisocial behaviour project report

		04.19 Monthly reminders now in place.											
1.2	Communication with Visitors and Residence												
a	Discover Penrith Website and social media channels updated	01.19 Facebook and Instagram in use regularly. 02.19 BID now have access to D.P. Twitter account and regular updates and post shares now in place. 02.19 Social Media calendar for posts in place to ensure content is relevant to local and national events. 06.19 Use of the calendar has increased over the last 2 months, with a number of new community groups now listing their 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' Feb 19 BID will support Penrith Specialist Shops Guide for 2019 May 19 Specialist shops guide now distributed. Images to be used in social media promotion.	●										
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. May 19 New contacts outside the town are now looking to advertise events on the website. Listings for community events are free for those who log the details.	●										

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 06.19 BID are working with PTC to put together a shared funding handbook to be presented to businesses and councils.				●					

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 May 19 Working Party meeting agreed the scope of projects to be covered. Now waiting for councils to come out of purdah before decisions can be taken.		●							
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	<p>Director appointed to complete training audit.</p> <p>Winter newsletter asks levy payers for feedback on training requirements</p> <p>Training Audit report to be fed back to BID board at March meeting.</p> <p>April 19 Full details available in March Board Meeting minutes.</p> <p>May 19 BID will now subsidise parking with levy payers contributing £35 to cover the cost of training materials. It is hoped this fee will also stop last minute cancellations encountered for free training courses.</p> <p>Social Media Socials - 5.30pm -7.30pm These are a friendly introduction to Social Media. 16th May and 13th June. Run in conjunction with Eden Valley Artistic Network.</p> <p>06.19 12 people have registered to attend the Personal License Holder training on 19.06.19. This will be the last course to be offered free of charge.</p> <p>Going forward, BID will contribute 50% towards each course with the business paying the remaining 50%.</p> <p>Evenbrite will be used to take payment, accounts settings need to be agreed to get this up and running.</p>				●				
b	Signpost businesses to training and events in the county	<p>All training courses published on BID website.</p> <p>March and September 2019 training courses are booked with the trainer and bookings being taken from delegates.</p> <p>Winter newsletter signposts levy payers to website to book training</p> <p>Feb 19 First Aid course for March now oversubscribed. Directors to discuss additional funding to run extra course.</p> <p>March 19 Additional First Aid course is booked for 2nd April. Also, Personal License holder training has been booked for 19th June.</p>	●			●				
3.2	Empty Units									
a	Facilitate meetings with key stakeholders	<p>Jan 19 Letter sent to Chair of Sainsburys. Subsequent discussion suggested a site visit to New Squares. Dates tbc.</p> <p>March 19 Pending date for skype call with Sainsbury's.</p> <p>May 19 Meeting took place with Sainsbury's. Please refer to meeting minutes for a report from the Chair.</p> <p>June 19 Second meeting has been scheduled to take place in June.</p>				●				

	sponsorship or purchasing floral displays	<p>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.</p> <p>April 19 First 4 year sponsorship deal has been sold. Hanging basket sales are ongoing</p> <p>June 19 157 baskets and 3 planter now sponsored.</p>									
4.2	Christmas										
a	Promote 30th November 2019 as 'Christmas In Penrith'	<p>Date given to Visit Eden for addition in brochure.</p> <p>Local schools and community groups advised of the date.</p> <p>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.</p>				●					
b	Encourage shoppers to Shop Local and support local businesses	<p>Ongoing social media posts promoting independent, local stores.</p> <p>March 19 Ongoing social media campaign.</p> <p>June 19 New campaign using the Eden Graphics artwork started and has been well received by audience.</p>							←—————→		

Ref.	Mission	Action	Q1	April	May	June	July	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. 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. May 19 Working party meeting to take place in June to discuss plans for the day June 19 Focus has been on the lights so far, now need to work on the plans for the actual day				●				
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 May 19 Working party meeting to take place in June to discuss plans for the day	●							
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. May 19 Funding requests submitted to a number of agencies – at yet no additional funding has been received.					●			
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. May 19 Contract for Christmas lights awarded to 'The Christmas Decorators'. Meeting to take place in June to finalise scheme June 19 Meeting has agreed the final scheme for the Christmas Lights.				●				
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 See meeting notes for full details 31.05.18 Letter of welcome sent to Councillor Taylor as new Leader of EDC			●					
b	Cumbria County Council	Meeting scheduled for April. Working party now in place 18.06.18 Working Party tour of Penrith to identify areas in need to attention and improvement				●				
c	Penrith Town Council	Meeting scheduled for April. Working party now in place 10.06.19 Two members of PTC now joining board meetings				●				
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. 10.06.19 Museum now on Twitter, promotion and shared tweets to encourage new traffic to the museum page					●			
f	Cumbria Tourism / Eden Tourism	Jan 19 Meeting held in Staverley to discuss working together to promote Penrith 11.06.19 Eden Tourism meeting being held at CentreParcs – BID Manager to attend and promote town.				●				
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	●							
	Other	06.06.19 Meeting with Newton Rigg to discuss shared working. Agreed promotion of professional courses via BID channels – courses are beneficial to local businesses. Also agreed to work on a pilot project of students securing work placements in businesses in town.				●				

Promote Social Media Analysis

Social Media Activity 10/04/2019 to 07/05/2019	@PenithBID	@penrithcumbria	Instagram	Twitter	
Figure in brackets shows previous month			Figure in brackets shows previous month		
Followers	224 (217)	3,445 (3,385)	655 followers (615)	Followers	1,136 (1,117)
Total page likes	187 (181)	3,359 (3,302)	145 posts (136)	Profile Visits	157 (87)
New Followers	7 (2)	65 (68)	255 Following (251)	Following	318 (316)
Reach	597 (569)	6,240 (6,514)	367 (330)	Tweets	This month 37 (16) Total 771 (717)
Page views	112 (108)	389 (462)		Tweet Impressions	11.3K (6,866)

Penrith BID Company Limited

PROFIT AND LOSS BY CLASS

1 April - 10 June, 2019

	CHRISTMAS	GENERAL	GRANT	GREENING	NEWSLETTER	TRAINING	TOTAL
Income							
Donations	240.73						£240.73
Uncategorised Income				6,000.00			£6,000.00
Total Income	£240.73	£0.00	£0.00	£6,000.00	£0.00	£0.00	£6,240.73
GROSS PROFIT	£240.73	£0.00	£0.00	£6,000.00	£0.00	£0.00	£6,240.73
Expenses							
Admin/Secretary fees		13.00					£13.00
Event Sponsorship			500.00				£500.00
Labour				384.00			£384.00
Legal and professional fees	1,400.00	3,396.52					£4,796.52
Other Miscellaneous Service Cost				278.80			£278.80
Printing, postage and stationery (PPS)	1.53				109.23	1.97	£112.73
Rent		300.00		135.84			£435.84
Sundry expenses				474.99			£474.99
Tool Hire				63.93			£63.93
Trade subscriptions				80.00			£80.00
Training						633.80	£633.80
Total Expenses	£1,401.53	£3,709.52	£500.00	£1,417.56	£109.23	£635.77	£7,773.61
NET OPERATING INCOME	£ -1,160.80	£ -3,709.52	£ -500.00	£4,582.44	£ -109.23	£ -635.77	£ -1,532.88
NET INCOME	£ -1,160.80	£ -3,709.52	£ -500.00	£4,582.44	£ -109.23	£ -635.77	£ -1,532.88