

PENRITH BID NEWS

Summer 2019

IN SUMMARY

Penrith Working Party

Penrith B.I.D. have joined forces with other stakeholders in town to form the Penrith Working Party. Representatives from County, District and Town Councils have joined with the Industrial BID and Chamber of Trade so we can work together to benefit Penrith. Get in touch if there's a project you'd like us to work on.

Making Penrith Sparkle

Our Christmas elves are so excited! We've got some amazing sponsorship opportunities for you and your business. Help us take Pride in Penrith and Make Penrith Sparkle this festive season.

Turn to page 2 for more information

Penrith in Bloom

Penrith comes alive with blooms each summer and this year is no exception. Our designers have outdone themselves this season, theming the streets with different colours.

Turn to page 3 to read more.

PROFESSIONAL TRAINING

Bookings are being taken for the next set of professional training courses for levy payers are running in September:

- **Food Safety in Catering: 10.09.2019**
- **Fire Safety: 23.09.2019**
- **Emergency First Aid at Work: 24.09.19**

The courses are all full certified and run over one full day, from 9.30 am to 4.30 pm. Two servings of tea and coffee will be provided but you must provide your own lunch.

Costing just £35 per delegate for levy payers, the courses are over 50% funded by BID, offering value for money for town centre businesses. The courses are designed to help you improve your business, stimulate growth and cover any areas you may feel are lacking or need a refresh in your business.

For more information or to book your places, visit <https://www.penrithbid.co.uk/training/>





MAKING PENRITH SPARKLE

Would you like to raise the profile of your business and help us celebrate Christmas in Penrith at the same time?

Our Christmas elves are so excited! We've got some amazing sponsorship opportunities for you and your business. Help us take Pride in Penrith and Make Penrith Sparkle this festive season.

We are busy preparing for Christmas and we are looking for sponsors for 3 unique giant angels to be located in the town centre.

The Angels are bound to attract attention from visitors, locals as well as from the press. They will become a destination in their own right, encouraging people to come to the town and have an Angel Selfie.

Would you like to be apart of this exciting festive idea for Penrith?

You'll be able to show off your business branding with a sponsorship plaque which will be seen by thousands of visitors and locals over the festive period. There's also a great story perfect for social media and press coverage of the angels.

An optional **Social Media Hit** is also available.

Competition Time

We'll run a **competition** where, to enter, a user needs to take a selfie with an angel and tag in your business as sponsor and #christmasinpenrith to win a prize. A great way get more likes and drive traffic to your social media channels.

The cost of sponsoring one of these Angels is **£2,000**. Perhaps you'd like to club together with your neighbouring business owners to sponsor an angel?

It's like a huge **'Merry Christmas'** message to the town!

For more information please contact Dan or Philippa on 01768 555 100.

HINTS AND TIPS

Last year Penrith BID took the decision to stop both the Penrith Pound and Penrith Wifi. However, there are still a number of stickers for these projects in shop windows across the town.

Please can we ask you to remove any Penrith Wifi or Penrith Pound stickers or promotional information from your business as these offers are no longer available. Thanks.



LOCAL COLLEGE OFFERING SHORT COURSES , SKILLS TRAINING AND VENUE HIRE TO LOCAL BUSINESSES

Newton Rigg College specialises in land-based courses but also offer a wide range of other courses such as: First Aid | Hair and Beauty | Horticulture | Floristry | Dog Grooming

Room hire is also available in our Conference Centre, with free parking and a Café on site.

We can assist you with your **recruitment needs**; our students are looking for part and full-time opportunities whilst studying and following completion of their course.

For further information contact:

E: EmployerSkills@NewtonRigg.ac.uk

T: 01768 893400



PENRITH IN BLOOM

A **HUGE** thank you to all the businesses who are helping us take Pride in Penrith this summer, flaunting their hanging baskets and floral planters with pride.

We worked with The Pot Place over the winter months to design a planting scheme for the town, adding distinct areas of colour: King Street is purple; Angel Lane is orange and the middle of town's gone pink! Thank you to Phill and Rob who work so hard to keep all the plants fed and watered, often working early in

the morning or late at night to avoid disruption. Take a look at the barrier baskets – they are now displaying fun facts about the town. We want to get people engaging with the history of our amazing town and encourage them to stop for a moment, surrounded by the beautiful flowers. We know some of the trees are getting too big for their pots, so we'll be looking to find them permanent homes this winter. If you have an idea of what to replace them with, please get in touch.



DISCOVER PENRITH

Don't forget, all levy payers receive a free listing on the Discover Penrith website. If you've not updated yours and would like help, just contact Philippa - it's all part of the service we offer. If you're not a levy payer but would like a web page, we can set it up for you for a one off fee of £60.

EVENT SPONSORSHIP

BID are funding key events in Penrith in 2019. Coming soon...

Penrith Arts Festival - 29th August to 1st September Join in the fun with Eden Valley Artistic Network: wear a hat; host an artist; or pimp your window display to its creative max!
edenvalleyartisticnetwork.co.uk/penrith-arts-festival

Winter Droving - 26th October 2019 | Organised by Eden Arts
edenarts.co.uk/projects/winter-droving

Making Penrith Sparkle - 30th November 2019
Organised by Penrith BID. See page 2 for details.

Key dates are all listed on the What's On Calendar on discoverpenrith.co.uk/whats-on/

This year we also sponsored '**Tea in the Park**' organised by Penrith Lions. The event was a great success and we'll be looking to work with the Lions in 2020 to see how we can help and support this event into becoming an annual date .

WELCOME TO NEW BUSINESSES

Over the past few months we've been delighted to see new businesses popping up across Penrith.

We'd like to welcome these new business owners to the town and offer any help and support we can. I've been out an about meeting new business owners at the following stores:

- **Chopping Block, New Squares**
- **Funky Feet, Devonshire Arcade**
- **Basecamp Outdoors, Devonshire Arcade**
- **Lakes Living, Cornmarket**
- **Tinkerpok, Angel Lane**

We also know some older businesses are under new management. Welcome to Yannis and Maria at Just Greek, King Street, and Celia Atkinson who joined the team at M&S as Store Manager. If I've missed anyone, then I can only apologise. Please do get in touch and I can arrange to pop in, say hello and tell you more about BID and the work we do. I look forward to hearing from you.
Philippa

KEEPING IN TOUCH

If you've not had an email from **Philippa Ball** our BID Manager, then we've not got your contact details on our database. To keep in touch with what BID are doing to promote Penrith and to find out about how we're supporting local businesses please email your details to Philippa at admin@penrithbid.co.uk or call and leave us a message on the land line - **01768 555 100**.
Don't forget we have two websites: discoverpenrith.co.uk and penrithbid.co.uk

