

Penrith Business Improvement District Board Meeting

Date: Wednesday 21st August 2019
Time: 5.30pm
Location: 4Eden, Duke Street, Penrith

AGENDA

1. Apologies
 - 1.1. Welcome to Celia Atkinson, Store Manager at M&S
2. Matters arising (please refer to Manager's report for update from previous meeting)
 - 2.1. Safety and Crime
 - 2.2. Penrith Events Co-Ordinator (SW)
3. Chairman's report
4. Treasurers Report
 - 4.1. Discussion on dealing with bad debtors (levy monies)
5. Project Updates
 - 5.1. Greening (DW)
 - 5.2. Christmas (DH)
6. Funding requests
7. A.O.B.
 - 7.1. Insurance level required for contractors (PB)
 - 7.2. Training Courses
 - 7.3. Marketing via Print for 2020 (Visit Eden / Specialist Shops Guide)

Matters Arising and Actions from BID Manager/Administrator

Updates from Previous Meetings

Service Level Agreement for Contractors:

Email from Morton Michel received 15.08.2019:

"I have referred this to the insurers and unfortunately it's not something they can cover due to the size of the project and due to exposure and therefore this is not within the insurers remit. Apologises that we could not assist on this occasion, if you have any further queries please do not hesitate to contact me."

Still waiting for confirmation of what level of cover they require us to ask for from contractors.

Updates from July Meeting - Wednesday 17th July 2019:

Greening

5.1 - PB still to discuss planter maintenance work with Phill Eyles. This work needs to take place once Autumn bedding is installed.

Christmas

5.2 - PB gas sent a letter of request for funding to Rotary (via CS)

5.2 - We are still looking for a personality for the 'switch on'. **Action:** Directors to let PB know of any local personalities for switch on event.

Penrith Pound

7.2 - PB has emailed town Business regarding Penrith Pound to explain the scheme has been discontinued and can no longer be refunded.

7.2 - Summer 2019 newsletter included request for Penrith Pound and Penrith Wifi stickers to be taken out of windows







Movement and Parking Study

7.4 - Email sent 15.08.2019 to confirm with PTC if there is a conflict of interest for CS to represent BID on the Movement and Parking Study.

Operational Plan 2019

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

Promote										
Ref.	Mission	Action	July	Aug	Sept	Oct	Nov	Dec	Q1	Q2
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. 05.19 Fix It 4 Eden distributed newsletter to town centre businesses. 08.19 Fix It 4 Eden distributed newsletter to town centre businesses.		●				●		●
b	BID Website updates	Website updated on monthly basis following board meeting. 05.19 Ongoing updates – recent feedback from another BID on the high quality of our reporting. Penrith BID used as an exemplar. 06.19 Possible enhancements identified – to include better What’s On calendar functionality and the addition of a job vacancies page. 07.19 Spec’d at £200. For Directors to approve. Enhancements are being made to the What’s On calendar to make the functionality more user friendly. PenrithBID website updated to reflect Eventbrite listings for Training	●							
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 01.19 185 businesses visited to date 03.19 213 businesses visited to date 05.19 New businesses in town requested information about town centre and local events. Social media calendar emailed and What’s On page of Discover Penrith promoted. 07.19 236 businesses visited to date. New businesses in town have been visited to welcome them and explain the work of the BID and how we can help.	←—————→							
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 05.19 Levy payers signing up to attend meeting via email.								

		06.19 AGM was held on 22.05.2019. Levy payers from a range of businesses attended and received an update from Darren Broad, Chair and other directors. 2 directors resigned from the board and there were no new nominations.										
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	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. 07.19 Functionality of What's On Calendar being enhanced to show events over a number of days as block listings. (At present only shown on first and last day of event)										
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' (£560 + VAT) Feb 19 BID will support Penrith Specialist Shops Guide for 2019 (£250 funding) 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. 07.19 Reminders are ongoing and are prompting businesses to update their listings										
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 for Marmalade Festival. Funding has been awarded to Penrith Arts Festival (£4,000) and Winter Droving (£6,000) 05.19 Agreed funding to Chamber for Stars of Business awards - £500 06.19 Agreed funding for Tea in the Park arranged by Penrith Lions - £500 06.19 Agreed funding for Pub Watch Insurance - £300		●							
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	July	Aug	Sept	Oct	Nov	Dec	Q1	Q2
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. June 19 Parking discussed as an issue with Industrial BID – see board minutes for details.								
b	Facilitate meetings with key stakeholders	In 2018 meetings were held with CCC, EDC and Morrisons to discuss parking in Penrith.								

		<p>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.</p> <p>March 19 Penrith Town Working Group meeting scheduled for 16th April</p> <p>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.</p>										
c	Keep parking on the agenda	<p>March 19 EDC meeting scheduled for 20th March. Penrith Town Working Group meeting scheduled for 16th April</p>	←—————→									

Enterprise

Ref.	Mission	Action	July	Aug	Sept	Oct	Nov	Dec	Q1	Q2
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. 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. 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. 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. Going forward, BID will contribute 50% towards each course with the business paying the remaining 50%. Evenbrite will be used to take payment, accounts settings need to be agreed to get this up and running. 07.19 Eventbrite now set up and new training page added to website.</p>			●					
b	Signpost businesses to training and events in the county	<p>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 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. March 19 Pending date for skype call with Sainsbury's. May 19 Meeting took place with Sainsbury's. Please refer to meeting minutes for a report from the Chair. June 19 Second meeting has been scheduled to take place in June.</p>				●				

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	July	Aug	Sept	Oct	Nov	Dec	Q1	Q2		
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. June 19 Cumbria in Bloom judging will take place on 9 th July. Hanging baskets have now been distributed to businesses. Beehive planters will be placed around the town next week.	←									
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. June 19 Meeting with The Christmas Decorators has agreed the key lights for 2019. Sponsorship opportunities have been identified and will be added to a presentation for businesses.		●								
d	Encourage businesses to get involved through	Winter newsletter sent to all levy payers promoting greening scheme.	●									

	<p>sponsorship or purchasing floral displays</p>	<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	<p>Promote 30th November 2019 as 'Christmas In Penrith'</p>	<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	<p>Encourage shoppers to Shop Local and support local businesses</p>	<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	July	Aug	Sept	Oct	Nov	Dec	Q1	Q2
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. July 19 Donation of £500 from Centre Parcs		●						
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	July	Aug	Sept	Oct	Nov	Dec	Q1	Q2
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 18/07/2019 to 14/08/2019	@PenithBID	Discover Penrith @penrithcumbria	Discover Penrith Instagram	Discover Penrith Twitter	
Figure in brackets shows previous month			Figure in brackets shows previous month		
Followers	237 (235)	3,601 (3,531)	698 followers (695)	Followers	1,183 (1,162)
Total page likes	199 (198)	3,507 (3,442)	163 posts (162)	Profile Visits	37 (149)
New Followers	1 (11)	58 (92)	261 Following (261)	Following	325 (325)
Reach	217 (940)	4,283 (20,339)	17 (695)	Tweets	This month 1 (33) Total 847 (830)
Page views	28 (98)	403 (532)		Tweet Impressions	5,527 (18.2K)

Penrith BID Company Limited

PROFIT AND LOSS BY CLASS

1 April - 15 August, 2019

	CHRISTMAS	GENERAL	GRANT	GREENING	LEVY	NEWSLETTER	TRAINING	WEBSITE	TOTAL
Income									
Donations	240.73								£240.73
Levy					19,533.00				£19,533.00
Sales				6,536.35					£6,536.35
Uncategorised Income				6,000.00					£6,000.00
Total Income	£240.73	£0.00	£0.00	£12,536.35	£19,533.00	£0.00	£0.00	£0.00	£32,310.08
GROSS PROFIT	£240.73	£0.00	£0.00	£12,536.35	£19,533.00	£0.00	£0.00	£0.00	£32,310.08
Expenses									
Admin/Secretary fees		13.00							£13.00
Event Sponsorship	-500.00		1,000.00						£500.00
Flowers				12,473.42					£12,473.42
Insurance			300.00						£300.00
Labour				4,320.00					£4,320.00
Legal and professional fees	1,400.00	9,969.98						150.00	£11,519.98
New Planters				1,546.18					£1,546.18
Printing, postage and stationery (PPS)	128.20			24.76		200.84	1.97		£355.77
Purchases-1				69.96					£69.96
Rent		750.00		621.68					£1,371.68
Spares, Parts, Fittings				307.98					£307.98
Sundry expenses				941.66					£941.66
Telephone and fax		165.40							£165.40
Tool Hire				462.06					£462.06
Trade subscriptions				80.00					£80.00
Training							1,535.50		£1,535.50
Water				39.42					£39.42
Total Expenses	£1,028.20	£10,898.38	£1,300.00	£20,887.12	£0.00	£200.84	£1,537.47	£150.00	£36,002.01
NET OPERATING INCOME	£ -787.47	£ -10,898.38	£ -1,300.00	£ -8,350.77	£19,533.00	£ -200.84	£ -1,537.47	£ -150.00	£ -3,691.93
NET INCOME	£ -787.47	£ -10,898.38	£ -1,300.00	£ -8,350.77	£19,533.00	£ -200.84	£ -1,537.47	£ -150.00	£ -3,691.93

Penrith BID**Budget for Greening Penrith 2019**

Expenditure						
Resources	Budget	Actual Per Item	Budget Cost	Actual	Variance	NOTES
Repairs	570		£569.99	£474.99	£95.00	Sundry Expense
Hanging Baskets	200	£28.00	£5,600.00	£4,199.40	£1,400.60	180 ordered at £23.33 each
Barrier Baskets	25	£84.00	£2,100.00	£2,250.00	-£150.00	£90 unit price
Beehives	12	£200.00	£2,400.00	£4,320.00	-£1,920.00	£360 unit price
Lamp Posts	45	£28.00	£1,260.00	£1,049.85	£210.15	£23.33 unit price
Planters	29	£100.00	£2,900.00	£1,070.84	£1,829.16	
Standard Signage	20	£25.00	£500.00	£0.00	£500.00	
Enhance Signage	10	£50.00	£500.00	£0.00	£500.00	
TOTAL			£15,829.99	£13,365.08	£2,464.91	
Maintenance						
Staffing			£8,000.00	£4,320.00	£3,680.00	
Water System			£500.00	£278.80	£221.20	Replacement Hose
Water			£500.00	£39.42	£460.58	
Standpipe			£100.00	£175.00	-£75.00	
Lorry			£150.00	£200.00	-£50.00	
Tool Hire				£462.06		
Compost and Plant Food				£486.63		
Sundry expenses			£150.00	£781.69	-£631.69	
Garage Rent		67.92	£815.04	£271.68	£543.36	
Greehouse Rent			£0.00	£350.00	-£350.00	
Trailer			£500.00		£500.00	
New planter / maintenance			£0.00	£1,855.42	-£1,855.42	Barrier baskets and new planters
TOTAL			£10,715.04	£7,365.28	£2,443.03	
Admin Costs						
Insurance			£100.00		£100.00	
Cumbria in Bloom			£100.00	£80.00	£20.00	
Press Advertisement			£250.00		£250.00	
Marketing			£2,000.00	£76.76	£1,923.24	
TOTAL			£2,450.00	£156.76	£2,293.24	
Total Expenditure			£28,995.03	£20,887.12	£7,201.18	