

Penrith Business Improvement District Board Meeting

Meeting Minutes

Date: 16th October 2019
Time: 5.30pm
Location: 4Eden, Duke Street Penrith

Attendees

Heidi Marshall, Dodd Accountants – HM (Chair)
Celia Atkinson, M&S (CA)
Jamie Redman, Wrights Coffee and Ice Cream and Mr Simms Sweet Shop - JR
David Whipp, Starfruit - DW
Philippa Ball, BID Manager (recording) - PB

1. Apologies

Darren Broad, Argos (Chair) - DB
Carol Grey, Penrith Town Council (PTC Representative) – CG
Stephen Clarke, e-ciggy - SC
Dan Harding, Foundry 34 and Angel Lane Chippie (Vice Chair) - DH
Charlie Shepherd, Rotary Club of Penrith - CS
Simon Whalley, Eden Valley Artistic Network (Vice Chair) - SW
Scott Jackson, Penrith Town Council (PTC Representative) – SJ

- **Action:** PB to check with PTC if they are happy with their representation, given that SJ works in the evenings and BID board meetings always start at 5.30pm.

2. Matters arising (please refer to Manager's report for update from previous meeting)

The meeting discussed EDC collection rates for levy. At present there is still levy money outstanding. In addition, some monies have been paid into the wrong bank account (BID not EDC) and some money has been allocated incorrectly by EDC.

- **Action:** PB and HM to meet and discuss outstanding levy collections.
- **Action:** PB and HM to meet with EDC to agree levy collection next steps.

3. Chairman's report

DB has requested BID name badges for directors to wear when visiting levy payers and attending networking meetings on behalf of BID. It was agreed these should have interchangeable name section and should be magnetic. The board approved this spend.

- **Action:** PB to order 10 names badges for BID

4. Treasurers Report

HM presented the profit and loss for the year to date. Please refer to the report for full details.

- **Action:** HM and PB to completed PayPal setup for donation collections on website.

Action: Sparkle Working Party to ensure donation buckets are available at Jam Jar Lantern Workshops

5. Project Updates

5.1. Christmas

PB updated the meeting on Penrith Sparkle plans to date:

- The working party is now meeting fortnightly, with Eden FM and Lions.
- A schedule for the day has been agreed and marketing materials will be distributed at and following Winter Droving.
- The event will be publicised as a 'Family Fun and Festive Shopping Day'
- £34,530 has been raised to date with £29,616 allocated spend
- Local schools will perform on the day; giant games will be available free of charge; the jam jar lantern parade will take place from 3.30pm; businesses are being asked to stay open until 6pm
- It would be good to thank volunteers with some hot drink (and perhaps food).

- **Action:** Sparkle Working party to confirm time slots for volunteers to directors

- **Action:** Directors to volunteer to support the event on the day

- **Action:** Directors to communicate with their local businesses to ask them to stay open until 6pm on Penrith Sparkle day.

- **Action:** PB to add pinned post to Facebook for Go Fund Me page once Winter Droving has taken place.

- **Action:** PB to speak to Sparkle working party about free bacon butties or similar for volunteers on the day.

CA noted that M&S would be happy to have coin collection tubs in store for two weeks either side of Sparkle, so customers can donate to the Sparkle campaign.

- **Action:** Sparkle working party to liaise with M&S for donation pots to go their tills.

5.2. Greening update

DW discussed the greening project year to date.

The meeting discussed maintenance of the hanging baskets and how it might be possible to extend the life of the plants later into September. The plants will need more maintenance to extend their blooming time. This will be an aim for the project in 2020.

DW noted he is looking to step down from being director in charge of greening.

5.3. Future Plans

DW updated the meeting on his thoughts on future plans for greening, increasing the project and how this will make it necessary to additional resources. DW updated the meeting on progress since the last board meeting. PB has provided timesheets for year to date and DW has reviewed this information. DW noted the following points:

- At present there isn't additional capacity to take on more greening work or additional projects for the BID. If BID can grow the work to be done, it is more likely to be re-elected at the end of this term.
- At the end of this 5-year term, greening and Penrith Sparkle should be self-sufficient and should not have a financial cost to BID. This would mean the projects could continue if the BID is not re-elected.
- Greening would need to increase revenue to raise approx. £60k per annum to cover this growth.
- BID directors need to take part in projects. Directors need to lead on a project each, to help spread the workload.
- The way BID raise money for its two main projects is a crucial approach to enabling BID to become self-sustaining. This needs to be reviewed and enhanced.
- Additional administration resource is required to facilitate this increased workload.
- The cost and risks of recruiting an administrator needs to be reviewed.
- There is a need to convert the £94k BID levy into £200k of income for the town centre businesses.
- Ultimately, it would be possible to have a shop front for the BID where the BID Administrator could be based. This would need to pay for itself. It may be possible to utilise a vacant town centre unit, or in New Squares.
- There is a need for a three-year business plan for the rest of the BID term.

➤ **Action:** DW to review budgets with HM

➤ **Action:** Directors to agree a three year plan to be agreed in January 2020. (Current strategic plan in place until end of year 2019).

6. Funding requests

The BID has received no funding requests this month.

7. A.O.B.

7.1. Marketing

There is a need to raise the Discover Penrith profile, particularly outside the area, and also with Centre Parcs visitors. M&S would be happy to have flyers to bag drop in store, promoting the Discover Penrith

➤ **Action:** PB design Discover Penrith flyers which can be added to shoppers' bags at M&S and used around the town.

➤ **Action:** PB to confirm Discover Penrith advert to be placed in Visit Eden with Bucket and Spade at same cost as 2019.

➤ **Action:** PB to add marketing to next meeting agenda. To include review of leaflets which may be able to be placed at Centre Parcs.

A number of businesses in town have defibrillators, but are not on the NHS map. This would be good to publicise.

➤ **Action:** PB to promote defib locations in town.

7.2. New Businesses

There are a number of new businesses opening in town:

- Peacocks opening soon on Middlegate
- Vodafone opening soon on Angel Square
- La Castilla Restaurant – Queen Street opening 26.10
- Wok Inn – Devonshire Street
- Simple Goodness – Devonshire Arcade
- Spectrum Aesthetics now closed

- **Action:** Directors and PB to welcome new stores to town.
- **Action:** PB to speak to new businesses and promote via Discover Penrith brand.
- **Action:** PB to send welcome letters to Peacocks and Vodafone head office.

The meeting was adjourned at 7:45 pm by Heidi Marshall

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

Approved by: Heidi Marshall

Signature: