

Penrith Business Improvement District Board Meeting Meeting Minutes

Date: 24th September 2018
Time: 5.30pm
Location: Foundry 34, Penrith

Attendees

Darren Broad, Argos (Chair) - DB
Jamie Redman, Wrights Coffee and Ice Cream and Mr Simms Sweet Shop - JR
David Whipp, Starfruit - DW
Philippa Ball, BID Manager (recording) - PB
Carol Grey, Penrith Town Council (PTC Representative) – CG
Stephen Clarke, e-ciggy - SC
Dan Harding, Foundry 34 and Angel Lane Chippie (Vice Chair) - DH

1. Apologies

Heidi Marshall, Dodd Accountants - HM
Charlie Shepherd, Rotary Club of Penrith - CS
Simon Whalley, Eden Valley Artistic Network (Vice Chair) - SW
Scott Jackson, Penrith Town Council (PTC Representative) - SJ

2. Matters arising

Please refer to Manager's report for update from previous meeting:

Section 4: There is a need for a 'Primary Account Holder' for Paypal. Suggest this should be HM.

- **Action:** PB to confirm if HM is happy to be primary account holder.

Section 7.2: First Aid training course full and 6 delegates on waiting list so next course to be booked with Nutshell.

- **Action:** PB to book next First Aid training course.

DW noted County Council run courses of rural businesses – book keeping is an example of the course being run. PB noted Cumbria Chamber are also able to offer additional support, training and guidance on funding.
<https://www.cumbriachamber.co.uk/networking-and-events/latest-events> -
<https://www.cumbriachamber.co.uk/business-support>

- **Action:** DW to provide information on County Council training to SW (Training lead).
- **Action:** PB to add 'Marketing Budget' for discussion at October meeting.

2.1. Greening update

DW noted BID had a meeting with CG and Phill Eyles to discuss the greening project and conduct a project de-brief for 2019. Please refer to the report to Town Council added to the board pack for further details.

DW made a proposal for 2020. DW would like a different director to take over the Greening project to bring fresh ideas.

- **Action:** Directors to consider if they would like to take over as Lead Director for greening project from 2020.

In addition, DW would like to review how it may be possible to make Greening a sustainable project, even if BID are not revoted in 3 ½ years time. DW reported he had had a discussions with PB, JR and SW about how the administration of the greening project might be handled going forward. Key points to note are:

- Within 3 ½ years DW would like greening to be self-funding
- Over the last 2 years there has been a gradual decrease of the cost to BID and an increase in income from funding
- By the end of the BID term DW would like to bring in additional income to support the greening project
- It may be possible to raise additional funds by selling baskets outside of the BID area.
- In order to complete the additional work required it will be necessary to recruit someone new to complete the administration work. This person could complete all BID administration work and generation additional income for greening
- With an administrator working for BID, PB would then be able to work on strategic projects
- At present DW, SW, JR and the Chamber are all looking for a part time worker to complete administration work. It may be possible to combine these different part time roles into more of a full time position. There may be other projects within the town which need support and could help fund this project.

Directors discussed a number of points including:

- There is a need to be clear about what would be lost if BID did not get revoted
- There is a need to review the impact / benefits to levy payers. For example, what would be the benefit to levy payers of selling hanging baskets to the Industrial BID?
- There is a need to make sure the 4 different administration roles have similar skill sets (eg is one more sales focused whereas another is event management)
- There could be additional promotion of the Discover Penrith brand
- There is a need for directors to lead on separate projects within the BID plan. The directors would then be able to assist with the CPD of the administrator
- There is a need to ensure the role is stand alone and does not duplicate the work
- There is a need for the role to be self-sustaining, beyond the BID term
- Gaining sponsorship for projects could be part of the administration role
- There is a need to grow the board to get new directors to support the work we do
- There is potential to increase the levy percentage for the next vote to increase the positive impact on the BID on the town

- There is a need to identify skill sets for all directors and PB (skills matrix)

DW asked directors to approve for him to explore this project in more detail.

Directors agreed for DW to go ahead and review the project and report back to the next board meeting.

(PB review Lancaster BID agreement and methods of collection to see how they get the money for them)

Levy Moneys

It was noted that levy money from EDC has been slow to be received. At present there is a resulting cash flow problem for BID. The meeting discussed the collection of BID levy, noting it should be possible for EDC to pay a percentage of levy to us up front.

- **Action:** PB to contact EDC portfolio holder to discuss collection of BID levy and arrange a meeting with DB
The meeting reviewed SW's email concerning a monthly verbal update from PB on time spent each month.
- **Action:** PB to add bookkeeping as a separate project code to monthly project report.

3. Chairman's report

DB presented his report to the meeting, noting the following points:

- Mainly working out of the town for the last month.
- Christmas working party project is ongoing. The project is progressing well. Plans are in place, however permissions etc are still needed from councils.
- Dates to meet Chamber are still to be confirmed.
- Winter Droving needs to be discussed with the wider business community.–. Eden Arts are working hard to encourage businesses to take part in the day.
- **Action:** Directors to encourage local businesses to take part in Winter Droving and to make use of the resources provided by Eden Arts.
 - Meeting with Sainsbury's last week. Positive feedback and they are helping us with requests for Christmas and they are promoting New Squares at a National trade show.
 - Penrith Working Party took place on 24.09.19 – this was a positive meeting with good progress. Projects with deliverables have been agreed. The Parking and Movement Study is making good progress. Communication channels are being improved and communication will be on a more regular basis.

4. Treasurers Report

Please refer to the Finance Report for full details of financials year to date.

5. Project Updates

5.1. Christmas

The celebrity for the Christmas lights switch on has been confirmed.

Christmas windows – Chamber have not yet confirmed if there are prepared to organise the Christmas windows. Directors agreed this needs to be organised asap and BID should lead on it.

- **Action:** DB to organise the schedule for window reveals for Christmas in line with the performance timetables.
 - Additional funding sources are still being researched
 - Possibility of having flyers ready to hand out on Winter Droving was discussed and agreed
- **Action:** PB to design and print flyers in time for 26.10.19
 - Jar Jam Parade to be advertised far and wide
 - Road closure permissions needed for market place
 - Rolling road closure needed speak to local police
 - Contract has been signed with lights supplier and the installation will take place 19th – 24th November.
 - Lions will provide a stage in the market square area
- **Action:** All to encourage businesses to stay open later on the Saturday – particularly cafes etc as there will be crowds of people in town at 4pm.
 - Eden FM will be in town on the day and will host the event. They will do live feeds of the window display reveals.
- **Action:** PB to contact BlueJam again to see if they are able to perform.
 - Ryan Lymas has offered to be the photographer on the day.
 - Girl Guides have said they will host some Jam Jar workshops.

6. Funding requests

No funding requests received.

7. A.O.B.

7.1. Public Liability Insurance – directors to approve Jelf quotation

Quotation received from Jelf: £784.34 inclusive of all fees and taxes from Victor Insurance on their specialist policy for not for profit/charity organisations. A breakdown is included in the attached pack.

Inclusive:

- Employers Liability as this is a legal requirement for volunteers
- Public Liability with a £10,000,000 limit of indemnity

Directors approved the move to the new insurance policy.

- **Action:** PB to undertake new insurance.

8. Review of Strategic Plan

DB noted there are a number of issues on the strategic plan which are to be reviewed. Directors discussed the strategic plan with particular focus on the night-time economy.

8.1. Night-time Economy

The Operational Plan noted the night-time economy is scheduled to be reviewed Q3 2019. The following points were raised and discussed:

- There is a twilight economy which needs to be nurtured to keep people in town after closing time
 - Some businesses have tried staying late opener (eg until 8pm). Footfall is non-existent between 5 and 7 because people go home.
 - There will need an investment of time from the businesses before there is a change in behaviour for the population.
 - It would be good to encourages businesses to stay open on Winter Drovng evening and on Penrith Sparkle.
 - Maryport Live was discussed as an example of how to proceed with an event. Newcastle have a restaurant trail which is successful over a week.
 - Getting businesses to open in the evening is more difficult to advertise and encourage – one event would set a trend.
 - A family focus should be the aim of the BID work.
 - The meeting discussed pubs and evening businesses including restaurants having an event across a weekend, with different offers and promotions as well as special offers for children. This could be arrange for the Spring / Easter holidays. Businesses could agree their own offers and entertainment, but BID would set the date.
- **Action:** DH to mention a Spring event at PubWatch next meeting
- **Action:** January 2020 board meeting to discuss Spring Event for Penrith.

Late night Christmas shopping was discussed. Possibility of free parking. To be planned and discussed for 2020

9. Any other business

VE Day – Friday 8th May 2020

Penrith Town Council are organising VE Day celebrations for 2020. Brougham Hall are hosting a World War 2 weekend. Military Vehicles will be in town on the day, with park and ride out to Brougham. Key points are:

- Parade of military vehicles in the town.
- It is a free family fun day. Free candy floss, free popcorn etc.
- Possibility for a themed funfair on Sandgate. This is to be confirmed
- BID will work hard to encourage businesses to take part on the day.
- PTC have advertised for an events co-ordinator for this event.

The meeting was adjourned at 7:40 pm by Darren Broad

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

Approved by: Darren Broad

Signature:

