

## Penrith Business Improvement District Board Meeting

**Date:** Tuesday 24<sup>th</sup> September 2019  
**Time:** 5.30pm  
**Location:** Foundry 34, Sandgate

### AGENDA

1. Apologies
2. Matters arising (please refer to Manager's report for update from previous meeting)
  - 2.1. Greening update (DW)
3. Chairman's report
4. Treasurers Report
5. Project Updates
  - 5.1. Christmas (DH)
6. Funding requests
7. A.O.B.
  - 7.1. Public Liability Insurance – directors to approve Jelf quotation
  - 7.2. Review of Strategic Plan
    - 7.2.1.1. Night Time Economy

**Mission Statement**

Helping Penrith to be a great place to live, work and visit. Working in partnership with local businesses and organisations to promote and enhance our unique town.



**Promote**

**Communication with Levy Payers**

- Quarterly newsletter
- Penrith BID website updated with resources
- Meeting minutes and P&L published monthly
- Face to face visits with businesses
- Annual open meeting
- Monthly reminder emails

**Communication with Visitors and Residence**

- Discover Penrith website and social media channels updated with relevant content
- Promote businesses through media channels
- Print media advertorials
- Discounts and Promotions updated by businesses on website
- Explore viability of a Penrith Loyalty Card

**Events**

- Updated calendar of events on website
- Grants awarded to Town Centre events which encourage visitors to town
- Encourage cross party funding



**Access**

**Parking**

- Explore discounted parking for town centre workers
- Facilitate meetings with key stakeholders
- Keep parking on the agenda



**Enterprise**

**Training**

- Complete a training audit to ensure value for money and validity of training courses
- Signpost businesses to training and events in the county

**Empty Units**

- Facilitate meetings with key stakeholders
- Explore viability of shared usage for shops
- Encourage a diverse range of businesses
- Explore extended nighttime economy businesses



**Pride**

**Greening**

- Maintain and enhance the appearance of the town centre
- Work with PTC to enhance the wider Penrith area
- Seek additional funding from stakeholders
- Encourage businesses to get involved through sponsorship or purchasing floral displays

**Christmas**

- Promote 30th November 2019 as 'Christmas In Penrith'
- Encourage shoppers to Shop Local and support local businesses
- Consult with levy payers and public to find out how Christmas should be launched in the town.
- Create working party to consult with partners and deliver launch event.
- Seek funding from other stakeholders.
- Explore local /external partners to run event.

**Cleaning and Maintenance**

- Collaborate with local authorities to ensure town centre is clean and well maintained



**Partnership**

**Influencing and Partnership Working**

- Eden District Council
- Cumbria County Council
- Penrith Town Council
- Chamber of Trade and Commerce
- Tourist Information Centre
- Cumbria Tourism
- Levy payers
- Local community groups
- Community stakeholders
- Local charities

## **Matters Arising and Actions from BID Manager/Administrator 19<sup>th</sup> September 2019**

### **Meeting with Sainsbury's, CRBE and agents on 18.09.2019:**

David Whipp and PB met with above at the quarterly meeting.

CRBE have agreed sponsorship of a tree for New Squares to the value of £1,000 to be placed outside Sport Direct.

They are happy to have performers in New Squares on 30<sup>th</sup> November between 11am and 3pm, pending suitable R.A.s

Sainsbury's has a stand at the Completely Retail Marketplace event in London on 1<sup>st</sup> October where New Squares will be promoted to national agents and occupiers attending the event. Further detail can be found in my email footer.

Both agents have now updated their respective websites to include the new brochure and Sainsbury's are undertaking work to update the Penrith New Squares website itself so that it also relates and includes up to date information.

### **Marketing**

Penrith BID now has a LinkedIn business page. This will be used in preference to the Facebook page to promote business events in and around Penrith and north Cumbria.

Directors and levy payers are asked to follow the page and share content.

### **Updates from Previous Meetings**

#### **Updates from August Meeting - Wednesday 21<sup>st</sup> August 2019:**

Section **2.1 Action:** PB to obtain ShopWatch figures for the Board to review.

Section **2.1 Action:** PB to look to obtain shrinkage statistics from the larger stores.

**Action:** PB to approach town council to see if any progress has been made with an Events Co-Ordinator for Penrith.

Update from CS - PTC are discussing about hiring an " events" coordinator to help with the WW2 commemorations. In addition, Chamber are advertising for an Events Organiser for Penrith on a Plate and Penrith Goes Orange.

#### **Section 4 Action: HM and PB to review bad debtors and ask council to chase hard those still outstanding. PB to email EDC and ask them to debt chase 2019 unpaid levies.**

Completed. Regular reports are now being sent from EDC to confirm status of debtors.

#### **Section 4 Action: PB to investigate Paypal website button for donations**

BID would be able to sign up as a not for profit:

"First, you should choose a primary account holder, who must be authorised to manage the not-for-profit PayPal account. The primary account holder should complete PayPal's registration outlined in the steps below. Once your PayPal account is set up, you can designate additional users, who may each have different levels of access depending on their role."

[https://www.paypalobjects.com/digitalassets/c/EMEA/messaging\\_documents/453776\\_PayPal\\_Charity\\_Guide\\_to\\_enrolling.pdf](https://www.paypalobjects.com/digitalassets/c/EMEA/messaging_documents/453776_PayPal_Charity_Guide_to_enrolling.pdf)

**Section 4 Action: PB to speak to EDC to check what happens if monies remain unpaid – i.e. are EDC liable for any monies unpaid? Also, to request a monthly report with updates.** Monthly reports now requested and are being received. Reminders are being sent out and EDC are hopeful money will be received as a result. There is £3k still owing from 2018. On BID instruction, EDC would go to the magistrates court and seek liability orders for this unpaid monies. This then gives permission to force recovery of the money by other means. This has an additional cost for the individual levy payer - £70 for a bailiff letter and £240 for a bailiff visit.

At present the legal team manager is on maternity leave so we are unable to gain further clarification on where ultimate liability lies. The person who drew up the contract has now left EDC.

**Section 4 Action: PB to invoice EDC for payment of levy money.** Complete

**Section 5.1 Action: Directors to email PB with 'stories' from visitors to the town who have loved greening.** Story received from HM.

**Section 5.2 Action: Update the Go Fund Me page with requests for the angel** Complete

**Section 5.2 Action: PB to email funding request to Argos for £300 from community fund.** Complete

**Section 5.2 Action: PB to send funding request to Chamber of Trade for sponsorship of the events on the day.** Complete

**Section 7.2 Action: PB to cancel both training courses in September.** Complete – First Aid is fully booked, with a waiting list of 3 delegates. Net sales of £470.76 with 47 page views on Eventbrite.

**Section 7.3 Action: September board meeting to include marketing as an agenda point. Marketing specialists to be invited to the meeting if they are available from director's businesses.** Delayed due to postponed board meeting.

**Section 7.4 Action: PB to send a letter of invitation on behalf of BID to start an antisocial behaviour review.** Outstanding

**Section 7.7 Action: Directors to consider proposal for a visitor centre in line with marketing and branding meeting.**

Please see appendix – Making Penrith Bloom project report to Penrith Town Council

## **Making Penrith Bloom – Greening Feedback**

**Report to funders:** Penrith Town Council

**Report compiler:** Philippa Ball

**Date:** 18<sup>th</sup> September 2019



**PENRITH BID**  
BUSINESS IMPROVEMENT DISTRICT

### **Overview**

The 2019 Greening project has been a great success, with positive feedback from business owners, residence and visitors alike. One international visitor commented:

*“Penrith station was pleasant clean & tidy & the nature exhibition was delightful & certainly very different in a railway station! Well thought out & well presented. I take my hat off 🎩”*

We worked with The Pot Place to give different areas of the town different colour themes, and this was recognised and appreciated by customers.

Work worked closely with the Town Council to enhance the barrier baskets this year and the vinyl ‘Penrith Facts’ have again been a hit with locals. It’s great to see people stopping in the street to read about their town and to enjoy the flowers.



‘Penrith Facts’ on the barrier baskets



Poet’s Walk is pretty in pink

### **Penrith BID commitments**

As part of the SLA Penrith BID committed to:

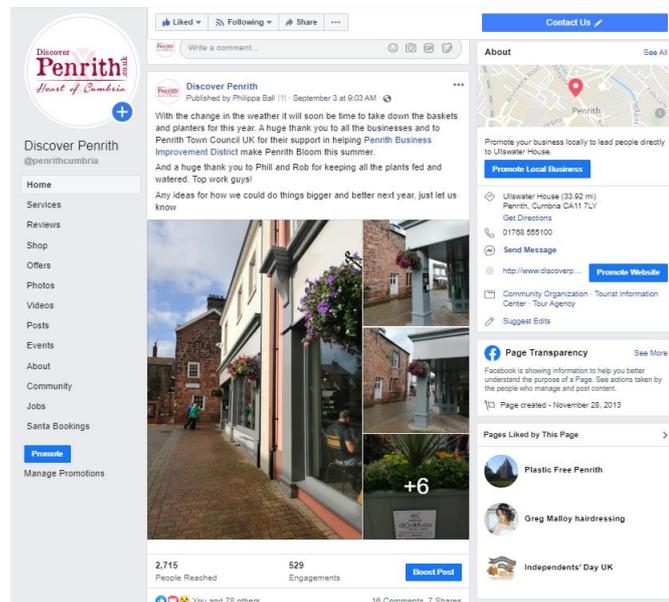
- 1. Use the finance to contribute solely to the Greening Penrith project.**
  - The £6,000 grant was used solely and in its entirety for the greening project
- 2. Acknowledge the Town Council’s financial support in the Annual Accounts, Reports, material used for publicity purposes, website and when undertaking work on behalf of the Town Council.**
  - Penrith BID accounts have been updated to include a specific line to acknowledge the financial support from Penrith Town Council
  - All plaques on the town centre planters show the Town Council logo



**PENRITH BID**  
BUSINESS IMPROVEMENT DISTRICT

Discover  
**Penrith**.gov.uk  
Heart of Cumbria

- Social media feeds were used to promote the project and these included references and thanks to the Town Council. Marketing and promotion of the greening project was well received, particularly via Facebook feeds (please see below post from 3<sup>rd</sup> September as an example).



**3. Ensure that its actions are reflective of the Council's commitment and obligation to promoting equality and diversity between groups in the local community.**

As part of the wider Penrith in Bloom project Penrith BID has worked with the community gardeners and with 4Eden to promote the greening project and include as many people as possible.

**4. Provide relevant minutes of meetings whereby the use of the Grant was discussed to enable the Town Council to witness that transparent processes are in place.**

Penrith BID has worked hard to improve our communication with all stakeholders. All relevant meeting minutes are available to the Town Council via the resources page of the website. In addition, Carol Grey, Economic Development Officer, attends board meetings whenever possible and is emailed copies of all relevant minutes.

**5. Provide a budget sheet and expenditure summary for the event.**

A detailed budget sheet was provided at the start of the project. The Town Council have been kept up to date with budget expenditure via the monthly board meetings, where Finance is a standing agenda item.

As yet we are not able to produce our final budget sheet for the project in 2019 as we are awaiting final invoices for water, maintenance work, removal of the planters and baskets and the final invoice for the plants themselves.

However, year to date, we can report the following financials:

Income – 01.04.2019 to 18.09.2019		
Sales	£6,720.15	
Sponsorship from Penrith Town Council	£6,000.00	
<b>TOTAL INCOME</b>	<b>£12,720.15</b>	
Expenditure – 01.04.2019 to 18.09.2019		
Resources	£13,365.08	Plants for planters, beehives and hanging baskets
Maintenance	9,143.20	Staffing, watering, tool hire
Administration	£1,56.76	Cumbria in Bloom fees, marketing
<b>Y.T.D. Expenditure</b>	<b>£22,665.04</b>	
<b>Budgeted Expenditure for the Project</b>	<b>£28,995.03</b>	



We sold 168 hanging baskets to businesses across the town centre. These are looked after as part of the deal, and we made sure all customers were aware of the costs which go into each basket.

**6. Ensure that its actions are reflective of the Council’s commitment and obligation to purchase locally wherever possible and where best value can be satisfied, primarily making purchases within the parish of Penrith and the district of Eden.**

We use local retailers and trades to carry out the work needed for the greening project. The Pot Place supply all the plants and compost needed for the project. We use Phill Eyles and Robert Smigel for the maintenance of the plants whilst they are in town. Richardson’s support us with the planters, often doing the work at discounted rates to support the greening projects.

**Summary**

Penrith BID would like to thank Penrith Town Council for their continued support of the greening project. In addition, we would like to say thank you to Carol Grey for her hard work in helping make the project come to life and in organising the Cumbria and Britain in Bloom judging days. We value and appreciate your contribution.

We know the hard work is appreciated and valued by locals and visitors to the town and we look forward to working with you in future years to help make Penrith bloom again.

## 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
<b>1.1 Communication with Levy Payers</b>										
a	Quarterly Newsletter	Ongoing newsletter to all town centre businesses		●			●		●	
b	BID Website updates	Monthly website updates, including What's On events	←————→							
c	Meeting minutes and P&L published	Website updated on monthly basis following board meeting.	←————→							
d	Face to Face visits with businesses	Ongoing visits to town centre businesses by Administrator/Manager and Directors	←————→							
e	Annual Open Meeting	To be held 2020								●
f	Monthly reminder emails	Monthly email sent to levy payers who have provided email address	←————→							
<b>1.2 Communication with Visitors and Residence</b>										
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	To be reviewed as a priority in October 2019				●				
d	Discounts and Promotions on website to be updated by businesses	Facility not being used by businesses. To be reviewed				●				
<b>1.3 Events</b>										

a	Events listings	Monthly update ongoing for website and Facebook								
b	Grants awarded to Town Centre events	March 19   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	Further work required.								

Access										
Ref.	Mission	Action	July	Aug	Sept	Oct	Nov	Dec	Q1	Q2
2.1	Parking									
a	Explore discounted parking for town	Further work required								
b	Facilitate meetings with key stakeholders	Next stakeholder meeting 24.09.2019								
c	Keep parking on the agenda	Further work required								

Enterprise										
Ref.	Mission	Action	July	Aug	Sept	Oct	Nov	Dec	Q1	Q2
3.1	Training									
a	Training audit	Eventbrite used for First Aid Training. All other training now run on a 'request' basis. Once 6 delegates request a training course it will be investigated and booked.			●					
b	Signpost businesses to training and events in the county	First Aid training on 24.09 fully subscribed No additional courses booked			●					
3.2	Empty Units									
a	Facilitate meetings with key stakeholders	Meeting with Sainsburys and CBRE on 18.09.19. New brochure for New Squares now in place. Sainsbury's has a stand at the Completely Retail Marketplace event in London on 1 <sup>st</sup> October where New Squares will be promoted to national agents and occupiers attending the event. Both agents have now updated their respective websites to include the new brochure and Sainsbury's are undertaking work to update the Penrith New Squares website itself so that it also relates and includes up to date information.			●					
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 <sup>th</sup> March. Penrith Town Working Group meeting scheduled for 16 <sup>th</sup> 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	Greening project coming to an end for 2019. Plans for 2020 to improve longevity of planters and to remove the trees which are overgrown and replace with different features.			●					
b	Work with PTC to enhance the wider Penrith area	See project report on greening for details of 2019 work.	←							
c	Seek additional funding from stakeholders	Ongoing			●					
d	Encourage businesses to get involved through sponsorship or purchasing floral displays	To be discussed in meeting on 24.09.2019			●					
4.2 Christmas										
a	Promote 30th November 2019 as 'Penrith Sparkle	Ongoing promotion via print and social media			●					
b	Encourage shoppers to Shop Local and support local businesses	2019 with shops promoted to start following Winter Droving	←							

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.	Plans completed for lights. Permissions needed from council			●					
d	Create working party to consult with partners and deliver launch event.	Ongoing work on plans for the day			●					
e	Seek funding from other stakeholders.	Ongoing funding requests			●					
f	Explore local /external partners to run event.	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	Working party meeting on 24.09.2019			●					

Partnership										
Ref.	Mission	Action	July	Aug	Sept	Oct	Nov	Dec	Q1	Q2
5.1	Influencing and Partnership Working									
a	Eden District Council	24.09.19 Meeting			●					
b	Cumbria County Council	24.09.19 Meeting			●					
c	Penrith Town Council	24.09.19 Meeting			●					
d	Chamber of Trade and Commerce	Ongoing working relationship to promote town centre businesses and events via D.P. website.								
e	Tourist Information Centre	Met with TIC at Eden Tourism meeting in September. Promotion of Penrith Sparkle			●					
f	Cumbria Tourism / Eden Tourism	Met with TIC at Eden Tourism meeting in September. Promotion of Penrith Sparkle			●					
g	Levy payers	Ongoing working relationship	←—————→							
h	Local community groups	Meeting planned with Guides to promote Penrith Sparkle			●					
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 22.08.2019 to 18.09.2019	@PenithBID	Discover Penrith @penrithcumbria	Discover Penrith Instagram	Discover Penrith Twitter	
Figure in brackets shows previous month			Figure in brackets shows previous month		
Followers	245 (237)	3,656 (3,601)	799 followers (698)	Followers	1,197 (1,183)
Total page likes	206 (199)	3,559 (3,507)	167 posts (163)	Profile Visits	37 (37)
New Followers	8 (1)	54 (58)	Following 261	Following	329 (325)
Reach	1,143 (9217)	10,836 (4,283)		Tweets	This month 26 (1) Total 879 (847)
Page views	55 (28)	431 (403)		Tweet Impressions	9,404 (5,527)

# Penrith BID Company Limited

## PROFIT AND LOSS BY CLASS

1 April - 19 September, 2019

	CHRISTMAS	GENERAL	GRANT	GREENING	LEVY	NEWSLETTER	TRAINING	WEBSITE	TOTAL
<b>Income</b>									
Donations	240.73								£240.73
Levy					99,660.50				£99,660.50
Sales				6,720.15					£6,720.15
Sponsorship Income	6,300.00								£6,300.00
Uncategorised Income				6,000.00	560.50				£6,560.50
<b>Total Income</b>	<b>£6,540.73</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£12,720.15</b>	<b>£100,221.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£119,481.88</b>
<b>GROSS PROFIT</b>	<b>£6,540.73</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£12,720.15</b>	<b>£100,221.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£119,481.88</b>
<b>Expenses</b>									
Admin/Secretary fees		13.00				-1.00			£12.00
Event Sponsorship	-500.00		4,000.00						£3,500.00
Flowers				12,473.42					£12,473.42
Insurance			300.00						£300.00
Labour				5,892.00					£5,892.00
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		900.00		689.60					£1,589.60
Spares, Parts, Fittings				307.98					£307.98
Sundry expenses				941.66					£941.66
Telephone and fax		165.40							£165.40
Tool Hire				600.06					£600.06
Trade subscriptions				80.00					£80.00
Training							1,535.50		£1,535.50
Water				39.42					£39.42
<b>Total Expenses</b>	<b>£1,028.20</b>	<b>£11,048.38</b>	<b>£4,300.00</b>	<b>£22,665.04</b>	<b>£0.00</b>	<b>£199.84</b>	<b>£1,537.47</b>	<b>£150.00</b>	<b>£40,928.93</b>
<b>NET OPERATING INCOME</b>	<b>£5,512.53</b>	<b>£ -11,048.38</b>	<b>£ -4,300.00</b>	<b>£ -9,944.89</b>	<b>£100,221.00</b>	<b>£ -199.84</b>	<b>£ -1,537.47</b>	<b>£ -150.00</b>	<b>£78,552.95</b>
<b>NET INCOME</b>	<b>£5,512.53</b>	<b>£ -11,048.38</b>	<b>£ -4,300.00</b>	<b>£ -9,944.89</b>	<b>£100,221.00</b>	<b>£ -199.84</b>	<b>£ -1,537.47</b>	<b>£ -150.00</b>	<b>£78,552.95</b>