

Penrith Business Improvement District Board Meeting

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

AGENDA

1. Apologies
2. Matters arising (please refer to Manager's report for update from previous meeting)
3. Chairman's report
4. Treasurers Report
5. Project Updates
 - 5.1. Christmas (DH)
 - 5.2. Greening update (DW)
 - 5.2.1.1. Signage on Barrier Baskets
6. Funding requests
7. A.O.B.
 - 7.1. Marketing
 - 7.2. Angel Lane – Development of area outside Woodfire Pizza

Matters Arising and Actions from BID Manager/Administrator 9th October 2019

Updates from September Meeting:

Section 4: There is a need for a 'Primary Account Holder' for Paypal. Suggest this should be HM. PB to confirm if HM is happy to be primary account holder.

HM has confirmed she is happy to become the account holder.

Section 7.2: PB to book next First Aid training course.

Requested dates for January 2020.

Section 2.1 Levy Moneys

Section 2.1 Action: PB to contact EDC portfolio holder to discuss collection of BID levy and arrange a meeting with DB.

Email sent to Karen Greenwood

Section 2.1 Action: PB to add bookkeeping as a separate project code to monthly project report.

Completed

Section 5.1 Action: PB to design and print flyers in time for 26.10.19

Draft design to be finalised at working party on 10.10.19

Section 5.1 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.

Flyers distributed – ongoing discussions to ask businesses to stay open until 6pm

Section 5.1 Action: PB to contact BlueJam again to see if they are able to perform.

Confirmed.

Section 7.1 Public Liability Insurance Action: PB to undertake new insurance.

New insurance now in place.

Operational Plan 2019

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

Promote										
Ref.	Mission	Action	Oct	Nov	Dec	Jan	Feb	Mar	Q2	Q3
1.1 Communication with Levy Payers										
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	←————→							
1.2 Communication with Visitors and Residence										
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	●							

1.3 Events										
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	Oct	Nov	Dec	Jan	Feb	Mar	Q2	Q3
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	Oct	Nov	Dec	Jan	Feb	Mar	Q2	Q3
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 Course to be held early 2020				●				
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 st 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 th March. Penrith Town Working Group meeting scheduled for 16 th April	←—————→							
d	Explore extended night-time economy businesses	See notes from September 2019 board meeting				●				

Pride

Ref.	Mission	Action	Oct	Nov	Dec	Jan	Feb	Mar	Q2	Q3
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. See notes from meeting	●							
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	Oct	Nov	Dec	Jan	Feb	Mar	Q2	Q3
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	Oct	Nov	Dec	Jan	Feb	Mar	Q2	Q3
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 18.09.2019 to 10.09.2019	@PenithBID	Discover Penrith @penrithcumbria	Discover Penrith Instagram	Discover Penrith Twitter	
Figure in brackets shows previous month			Figure in brackets shows previous month		
Followers	246 (245)	3,685 (3,656)	811 followers (799)	Followers	1,204 (1,197)
Total page likes	207 (206)	3,587 (3,559)	174 posts (167)	Profile Visits	70 (37)
New Followers	3 (8)	48 (54)	Following 261	Following	329 (329)
Reach	1,368 (1143)	10,268 (10836)		Tweets	This month 26 (26) Total 879 (879)
Page views	71 (55)	437 (431)		Tweet Impressions	12,900 (9,404)

Penrith BID Company Limited

PROFIT AND LOSS BY CLASS

1 April - 9 October, 2019

	CHRISTMAS	GENERAL	GRANT	GREENING	LEVY	NEWSLETTER	TRAINING	WEBSITE	TOTAL
Income									
Donations	240.73								£240.73
Levy					99,277.50				£99,277.50
Sales				6,720.15					£6,720.15
Sponsorship Income	7,800.00								£7,800.00
Uncategorised Income				6,000.00	560.50				£6,560.50
Total Income	£8,040.73	£0.00	£0.00	£12,720.15	£99,838.00	£0.00	£0.00	£0.00	£120,598.88
GROSS PROFIT	£8,040.73	£0.00	£0.00	£12,720.15	£99,838.00	£0.00	£0.00	£0.00	£120,598.88
Expenses									
Admin/Secretary fees		13.00				-1.00			£12.00
Event Sponsorship	-2,900.00		6,500.00						£3,600.00
Flowers				12,473.42					£12,473.42
Insurance		784.34	300.00						£1,084.34
Labour				6,876.00					£6,876.00
Legal and professional fees	7,985.00	11,383.63			2,500.00			150.00	£22,018.63
New Planters				1,546.18					£1,546.18
Printing, postage and stationery (PPS)	180.84			24.76		200.84	1.97		£408.41
Purchases-1				69.96					£69.96
Rent		1,050.00		757.52			60.00		£1,867.52
Spares, Parts, Fittings				307.98					£307.98
Sundry expenses				941.66					£941.66
Telephone and fax		165.40							£165.40
Tool Hire				861.64					£861.64
Trade subscriptions				80.00					£80.00
Training							2,088.30		£2,088.30
Water				39.42					£39.42
Total Expenses	£5,265.84	£13,396.37	£6,800.00	£23,978.54	£2,500.00	£199.84	£2,150.27	£150.00	£54,440.86
NET OPERATING INCOME	£2,774.89	£ -13,396.37	£ -6,800.00	£ -11,258.39	£97,338.00	£ -199.84	£ -2,150.27	£ -150.00	£66,158.02
NET INCOME	£2,774.89	£ -13,396.37	£ -6,800.00	£ -11,258.39	£97,338.00	£ -199.84	£ -2,150.27	£ -150.00	£66,158.02