

Penrith Business Improvement District Board Meeting

Meeting Minutes

Date: 20th November 2019
Time: 5.30pm
Location: 4Eden, Duke Street Penrith

Attendees

Celia Atkinson, M&S - CA
Darren Broad, Argos (Chair) - DB
Carol Grey, Penrith Town Council (PTC Representative) – CG
Dan Harding, Foundry 34 and Angel Lane Chippie (Vice Chair) - DH
Jamie Redman, Wrights Coffee and Ice Cream and Mr Simms Sweet Shop - JR
Charlie Shepherd, Rotary Club of Penrith - CS
Simon Whalley, Eden Valley Artistic Network (Vice Chair) - SW
David Whipp, Starfruit - DW
Philippa Ball, BID Administrator / Manager (recording) - PB

1. Apologies

Heidi Marshall, Dodd Accountants – HM (Chair)
Stephen Clarke, e-ciggy - SC
Scott Jackson, Penrith Town Council (PTC Representative) – SJ

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

Since the publication of the board pack PB has made an official introduction to Peacocks, prior to their opening on Middlegate. The manager is Heather Sefton.

JR confirmed Subway is now closed on Middlegate and the property is available for rent.

3. Chairman's report

DB reflected on the last month. Looking back the focus was Winter Droving. At the VIP event DB gave a speech, joining a number of sponsors including the chair of the Arts Council and the chair of Eden Arts. DB noted the increased levels of involvement of the local businesses and the positive impact this has had on the business community. DB also volunteered to be a road marshal at the event. This gave him an insight into how the event is organised on the day and how the event functions.

Looking forward, the main focus now is Christmas and Penrith Sparkle on 30th November. Again, more businesses are getting involved – 35 businesses are joining in the Christmas Window Competition this year. Businesses are being far more proactive. Thank you to all the businesses for getting involved, both by funding the event through the levy and by getting involved in the day.

4. Treasurers Report

PB presented the Financial report on behalf of HM. Please refer to the P&L for full details.

Donations towards Penrith Sparkle are being received via donation buckets across town. There are no concerns with the budget at present.

5. Project Updates

5.1. Christmas (DH)

We are ready for Christmas! Festive Lights have now started going off across the town. There is a full schedule of events starting at 10.15am on the day. Eden FM will be in town doing a live broadcast on the day. There is a strong foundation to grow the event in coming years.

It has been positive working with the councils and they have facilitated the process and made it as easily as possible.

There has been a writeup in the Herald and on social media channels.

If any directors are available to volunteer on the day to help with marshalling that would be appreciated.

[CA joined the meeting at 5.54pm]

5.2. Parking and Movement Study

CG noted the parking and movement study is now underway. Benchmarking reports are being pulled together with other consultation information.

Key stakeholders have been identified and a survey has been sent to these stakeholders. An online survey has been put together specifically for businesses, to identify commuter traffic issues. A business link has been sent out to BID to forward on to the town centre businesses. Face to face surveys have also been conducted.

This information will be pulled together and a workshop will be held in January.

The study should be completed by July 2020, with workshops being held to introduce initial findings and review potential solutions.

The meeting discussed current parking issues in Penrith. If there are issues at the moment these should be addressed now, rather than waiting for the end of the parking and movement study. The meeting discussed a potential issue with parking tickets being issued in town and the attitude of the parking wardens when issuing these tickets. It was noted that parking enforcement is not part of the parking and movement study.

DW noted the need for BID to think about the recommendations which will come out of the study and how BID can have a positive impact on the implementation of these.

Action: Directors to email CS if there are any general comments for the Parking and Movement Study to be fed into the town council.

CG noted the town was awarded gold in Britain in Bloom 2019. This is a positive result for the town.

VE Day will take place on Friday 8th May 2020 and a number of groups are joining together with PTC to celebrate this event. There is a parade of WW2 army vehicles. There will be a picnic in the town centre.

[CG left the meeting at 6.40pm]

5.3. Greening

DW noted feedback from Greening. Please refer to the Britain in Bloom report from PTC.

Feedback to be provided to all businesses in town in the New Year.

Action: PB to include Britain in Bloom judges feedback with the meeting minutes.

Action: PB to add a BID FB post saying thank you to businesses for supporting Greening.

6. Funding requests

No funding requests received.

7. A.O.B.

7.1. Marketing (including Centre Parcs flyers)

The meeting discussed how best to use the £3,500 marketing budget.

To be discussed at the December meeting as the only agenda items. This should include internal marketing to levy payers and external marketing to a National audience.

Action: Directors to think about marketing of the town ready for the December meeting.

Action: DB to raise marketing the town at the Penrith Working Party meeting

7.2. Angel Square – Development of area outside Woodstone Pizza

An email has been received from the landlord of Angel Square area requesting BID contribution towards the area outside Woodstone Pizza. DW noted he has met with Mason Owen and explained the role of BID in terms of supporting the town. The BID is not there to improve an individual businesses asset, and as such cannot help with this request.

At this moment the BID will not invest in individual businesses assets.

7.3. Penrith Arts Festival

SW has sent the report from the Arts Festival out to the directors. He also encouraged directors to watch the video which gives a flavour of the event. SW noted the art festival is run on a £8.5k budget and is only in the second year. EVAN is a voluntary organisation which relies on local artists. There are number of small events held around town and which do not require road closures. The event was spread over 4 days, opening with Ian McMillan. A number of local arts organisations are brought together to showcase what is done in the town. Artists in Penrith on the Saturday encourages artists to produce a piece of art in one day. Upfront Puppet Theatre put on free performances during the day.

‘Wear a Hat’ was the theme of the festival, with hat making workshops taking place.

Please refer to the report for full details.

SW noted the event is at a crossroads as to whether they continue for another year and turn it into a signature event for the town, or if it is now stopped because it is difficult to grow the event when it is run solely by volunteers.

DW noted the Town Council have employed an event organiser for V.E. Day. This is a good trial and a possible model to be taken forward for other organisations in the town. The meeting discussed the possibility of a central resource for the project management of town centre events.

SW discussed the options for 2020 for the arts festival. The reliance on volunteers means this is difficult to continue. This will be a key decision for the arts festival, to be made by the EVAN directors.

7.4. U3A shop

PB noted there has been a request from U3A for them to have a shop front in town. This would be a space for them to meet, promote U3A to the town and also a space for other organisations to meet.

Action: PB to Signpost U3A to EDC and PTC contacts.

7.5. Volunteer Hours

Action: PB asked directors to send in their volunteer hours.

7.6. English Heritage

CS met with English Heritage yesterday who would like to get more involved with the town. They are looking to recruit a volunteer caretaker to look after the castle. At present it is hard to work with English Heritage in terms of the hoops needed to jump through.

Date of next meeting: Wednesday 18th December. DB proposed holding the meeting with one agenda point (marketing) to be followed by a Christmas social for directors.

The meeting was adjourned at 7.45pm by Darren Broad

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

Approved by: Darren Broad

Signature:

A handwritten signature in blue ink, appearing to be 'Darren Broad', written over a circular stamp or mark.