

Penrith Business Improvement District Board Meeting

Date: Wednesday 20th November 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. Parking and Movement Study (CS)
6. Funding requests
7. A.O.B.
 - 7.1. Marketing (including Centre Parcs flyers)
 - 7.2. Angel Lane – Development of area outside Woodfire Pizza
 - 7.3. Penrith Arts Festival (SW)

Matters Arising and Actions from BID Manager/Administrator 12th November 2019

Updates from October Meeting:

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. - Outstanding

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

Section 1 Action: PB and HM to meet and discuss outstanding levy collections. | Complete

Section 1 Action: PB and HM to meet with EDC to agree levy collection next steps. | Agreed Darren Broad and HM will meet EDC

Section 2 Action: PB to order names badges for BID | Ordered from Badgemaster

Section 3 Action: HM and PB to completed PayPal setup for donation collections on website. | Outstanding

Section 3 Action: Sparkle Working Party to ensure donation buckets are available at Jam Jar Lantern Workshops | Complete

Section 4.1 Action: Sparkle Working party to confirm time slots for volunteers to directors | Complete

Section 4.1 Action: Directors to volunteer to support the event on the day | Outstanding

Section 4.1 Action: Directors to communicate with their local businesses to ask them to stay open until 6pm on Penrith Sparkle day. | Pending feedback

Section 4.1 Action: PB to add pinned post to Facebook for Go Fund Me page once Winter Droving has taken place | Complete

Section 4.1 Action: PB to speak to Sparkle working party about free bacon butties or similar for volunteers on the day. | Complete – drinks, sandwiches and scones provided by The Lemon Tree for volunteers

Section 4.1 Action: Sparkle working party to liaise with M&S for donation pots to go their tills. | Complete

Section 4.3 Action: DW to review budgets with HM | Complete

Section 4.3 Action: Directors to agree a three year plan to be agreed in January 2020. (Current strategic plan in place until end of year 2019). | Pending

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

Section 4.3 Action: PB design Discover Penrith flyers which can be added to shoppers' bags at M&S and used around the town. | Complete

Section 4.3 Action: PB to confirm Discover Penrith advert to be placed in Visit Eden with Bucket and Spade at same cost as 2019. | Outstanding

Section 4.3 Action: PB to add marketing to next meeting agenda. To include review of leaflets which may be able to be placed at Centre Parcs. | Complete

Section 4.3 Action: PB to promote defib locations in town. | Outstanding

1.1. 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

Section 6.2 Action: Directors and PB to welcome new stores to town. | Ongoing

Section 6.2 Action: PB to speak to new businesses and promote via Discover Penrith brand. | Ongoing

Section 6.2 Action: PB to send welcome letters to Peacocks and Vodafone head office. | Outstanding

Operational Plan 2019

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

**Promote
Social Media Analysis**

Social Media Activity 15.10.2019 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	252 (246)	3,781 (3,685)	874 followers (811)	Followers 1,230 (1,204)
Total page likes	213 (207)	3,674 (3,587)	202 posts (174)	Profile Visits 144 (700)
New Followers	7 (3)	100 (48)	Following 263	Following 332 (329)
Reach	1,349 (1,368)	18,577 (10,268)		Tweets This month 35 (26)
Page views	116 (71)	793 (437)		Tweet Impressions 18.9k (12,900)

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.	●							

Penrith BID Company Limited

PROFIT AND LOSS BY CLASS

1 April - 12 November, 2019

	CHRISTMAS	GENERAL	GRANT	GREENING	LEVY	MARKETING	NEWSLETTER	TRAINING	WEBSITE	TOTAL
Income										
Donations	3,250.19									£3,250.19
Levy	20,000.00	45,527.50	16,500.00	8,010.00	0.00	3,500.00		4,850.00	890.00	£99,277.50
Sales				6,720.15				420.00		£7,140.15
Sponsorship Income	7,800.00									£7,800.00
Uncategorised Income				6,000.00	560.50					£6,560.50
Total Income	£31,050.19	£45,527.50	£16,500.00	£20,730.15	£560.50	£3,500.00	£0.00	£5,270.00	£890.00	£124,028.34
GROSS PROFIT	£31,050.19	£45,527.50	£16,500.00	£20,730.15	£560.50	£3,500.00	£0.00	£5,270.00	£890.00	£124,028.34
Expenses										
Admin/Secretary fees	33.24	1,692.36								£1,725.60
Event Sponsorship	-2,735.00		6,500.00							£3,765.00
Flowers				12,473.42						£12,473.42
Insurance		784.34	300.00							£1,084.34
Labour				7,780.00						£7,780.00
Legal and professional fees	7,985.00	11,383.63			2,500.00				150.00	£22,018.63
Motor expenses				24.75						£24.75
New Planters				1,546.18						£1,546.18
Printing, postage and stationery (PPS)	180.84			24.76			400.84	5.15		£611.59
Purchases-1				69.96						£69.96
Rent		1,050.00		825.44				60.00		£1,935.44
Spares, Parts, Fittings	83.52			307.98						£391.50
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	£5,547.60	£15,075.73	£6,800.00	£24,975.21	£2,500.00	£0.00	£400.84	£2,153.45	£150.00	£57,602.83
NET OPERATING INCOME	£25,502.59	£30,451.77	£9,700.00	£ -4,245.06	£ -1,939.50	£3,500.00	£ -400.84	£3,116.55	£740.00	£66,425.51
Other Expenses										
Ask my Accountant				0.00						£0.00
Total Other Expenses	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
NET OTHER INCOME	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
NET INCOME	£25,502.59	£30,451.77	£9,700.00	£ -4,245.06	£ -1,939.50	£3,500.00	£ -400.84	£3,116.55	£740.00	£66,425.51

Penrith Parking and Movement Study

Project Information Sheet

Penrith is a market town in the north of Cumbria offering a variety of services and facilities to a wide rural catchment as well as to visitors to the area. In order to maintain the attractiveness and viability of Penrith there is a need to ensure that it has a suitable parking offer.

Parking provision needs to be considered comprehensively to ensure that it meets the requirements of all users. Working together Cumbria County Council, Eden District Council and Penrith Town Council are funding a study to identify options to improve parking in Penrith and to ensure good walking and cycling connectivity between car parking areas, the town centre, employment areas and the rail and bus stations. The study commenced in October 2019 and is planned for completion in Summer 2020.



The study will set out a clear approach to the phasing, planning and delivery of the identified improvements. *It is important to note that currently no funding is in place to deliver any improvements which may be identified. However by identifying and developing improvements this will provide partners with the necessary evidence to seek funding when it becomes available.*

As part of the first stage of the study, we will be collecting and assessing information and data to help understand the issues relevant to parking in Penrith. Parking and user behaviour surveys will be undertaken in Penrith between Thursday 14 and Saturday 16 November 2019.

Your organisation has been identified as a key stakeholder to help inform the preparation of the study. You will be sent a link to an online survey to capture your general views. You will also be invited to workshops in January and February 2020. The first workshop will be to review the findings of the data collection. The second workshop will be to discuss potential improvements. Invitations for the workshops will be sent to you nearer the time.

In the meantime if you would like to discuss the study further then please contact Emily Shepherd, Project Assistant - Penrith Parking and Movement Study: emily.shepherd@cumbria.gov.uk.