

Penrith Business Improvement District Board Meeting

Meeting Minutes

Date: 19th February 2020
Time: 5.30pm
Location: 4Eden, Duke Street Penrith

Attendees

Darren Broad, Argos (Chair) - DB
Dan Harding, Foundry 34 and Angel Lane Chippie (Vice Chair) - DH
Heidi Marshall, Dodd Accountants – HM (Finance Officer)
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 - SW
David Whipp, Starfruit - DW
Philippa Ball, BID Administrator / Manager (recording) - PB

1. Apologies

Celia Atkinson, M&S - CA
Carol Grey, Penrith Town Council (PTC Representative) – CG
Scott Jackson, Penrith Town Council (PTC Representative) – SJ

2. Matters arising

HM and DB noted the EDC meeting / levy payments is under ongoing review.

Setting Budget for 2020/2021:

DW questioned when BID will decide a budget for 2020. Meeting agreed to add this to the agenda for March meeting.

Action: Budgets to be discussed and agreed in March meeting. PB to add to agenda.

Action: All directors to review budget requirements for their specific projects.

2.1. Recruitment Campaign for new Directors

At the next AGM three directors will have stepped down from the board, leaving 6 directors in total. The meeting discussed a potential recruitment campaign to find new directors, noting the following key points:

- There is a need for a strategic approach to recruiting directors whereby the needs of the BID are identified and met by the new volunteers. There is a need to identify skill sets required of new directors
- Minimum legal requirement for 6 directors, max 12 directors. Ideally there is a need for 2 new directors, which will ensure a quorum at meetings.
- New directors should be willing to commit to the role for a minimum of 2 years.

- Possibility of buying in skills for directors (e.g. accountant / solicitor resources could be purchased, rather than relying on a board member to complete these professional services)
- Monthly requirement is for a 3 hour meeting plus 3 hour project time each month – 6 hours total per month. Ideally, all board members should have a project that they lead /help with, although it was suggested some directors may prefer to just attend the meetings and have an overview of all projects.
- An external team of supporters could be developed, who don't want to be directors but do want to help and support the BID. Add this as part of the recruitment campaign. This could include non-business owners. These could be known as BID Ambassadors
- Skill sets missing from the board: professional services (accountant / solicitor), representation from hair and beauty sector, visible representation for the north end of the town.

Action: SW agreed to approach business owners at the north end of the town to find representation.

- Meeting discussed Penrith Chamber and possible shared resources
- The meeting discussed how to go about meeting/interviewing potential directors and how to decide and appoint new directors. Potential new directors may also want to come to a board meeting to see how the meetings are run. At the AGM one third of the exiting board have to put themselves up for re-election. Others can then get themselves voted in. There are already some levy payers who have expressed an interest in the BID and the meeting discussed if interviews should be held. It was agreed an informal chat with a director would be the best next step.

Action: DW and DH to invite the 4 people who are interested in joining the board to have an informal chat.

Action: PB to design an A5 flyer to promote new directors. This could also include a call out for Penrith Ambassadors who are interested in helping out with events and projects in town.

3. Chairman's report

DB updated the board on the recent meeting with Sainsburys. This was an update meeting reviewing greening and Christmas. Issues concerning New Squares were discussed, for example litter around the development.

CBRE requested a New Squares page for the Discover Penrith website. DB noted that individual businesses are added to the website, but shopping areas are not included.

DB discussed his role as chairman, given recent changes and possible changes in future. DB asked the board to consider if he should step down, or not offer himself forward as chairman at the AGM. The meeting agreed DB should put himself forward and if the situation changes in future it can be reviewed at that time.

4. Treasurers Report

HM presented the accounts for year to date. Please refer to the profit and loss report for full details.

It was noted BID are unable to take card payments at present and having a card reader may cut down on the time it takes to debt chase. For example, PB is still debt chasing hanging baskets from 2019.

Action: PB to source a card payment reader for collecting income.

5. Project Updates

5.1. Christmas

DH noted the final accounts have been paid for Christmas. A discounted invoice has been received and paid from The Christmas Decorators.

6. Funding requests

The board reviewed funding requests received over the last month. £16,500 budget allocated to events with a total of £11,550 spent to date. This leaves £4,950 still to spend from 2019-20 budget.

6.1. Penrith Town Council – VE Day

£4,500 funding request: BID directors discussed the application, in particular the bunting request and if this was a sustainable request. It was also questioned if the bunting could be made available to other groups and projects in town. Phill Eyles may be able to assist with installation of bunting, to take the pressure of the Lions.

The meeting discussed the funding of advertising for events. BID do not have the same limitations as other funding providers, so it was agreed advertising requests should be considered.

Directors voted and agreed to the full £4,500 grant. Unanimous agreement.

6.2. Penrith Lions Club – Tea in the Park

£1,000 funding request. The request was discussed. BID to encourage businesses to open that Sunday. BID to ask Lions for promotion of the Discover Penrith website so encourage visitors to look at the website to see other events and shops in the town.

Directors voted and agreed to the full £1,000 grant. Unanimous agreement.

6.3. Eden Valley Artistic Network – Penrith Arts Festival

£4,000 funding request. Meeting discussed the funding request from EVAN. A request for matched funding from Arts Council will be processed if both grants are awarded from PTC and BID. The event will then grow and become sustainable. £750 towards labour would be used for organisation and administration costs.

[SW left the room for the discussion and vote]

The meeting discussed what the Arts Festival brings to the town. Turnout was quiet for 2019 event on both the Saturday and the Sunday. There was not enough engagement with businesses last year and this can be encouraged for 2020. There is potential to bring more visitors to the town.

Suggestion to wait until later in the year to see if funding is awarded by PTC and Arts Council, however this will limit the matched funding EVAN can receive. There may be other events which would be more beneficial to the businesses, but who do not submit a request until later in the year. Penrith has lost a lot of events recently and events who come forward and ask for funding should be supported.

The event is still in early days, but needs to engage more with businesses and also needs better promotion.

Directors voted and agreed 5/1 to support the full £4,000 funding request.

[SW re-joined the meeting]

DB noted the funding request has been carried in full. If Arts Council funding is received (£5k) BID would expect to see an additional £5k of 'festival'. If this is not seen BID will not fund the event next year.

This year BID agrees to fund the full request of £4,000.

Going forward, BID would look for EVAN to ensure the event is going to continue and grow in future years. EVAN to include as many businesses as possible.

7. A.O.B.

- 7.1. VE Day:** Lions are planning another family friendly and free event for the town. The only exception to the 'free' theme will be a grand raffle. Tickets are £1 each and DW is looking for businesses to sell them. Tickets are being sold for 8 weeks in the lead up to VE Day. The aim is to raise £10k for SAFA and British Legion.
- 7.2. Website:** SW noted the working party is looking at the Discover Penrith website. There could be quick wins for linking to other website, for example the cinema and leisure centre website. A focus for the working party will be the 'What's On' page.
- 7.3. The Herald:** The current situation with the Cumberland and Westmorland Herald was discussed. Newsquest are planning a Cumberland & Westmorland Gazette to be launched in competition with The Herald. One more edition of the Herald will be published this weekend. Three companies have made an expression of interest to the administrators. The Herald are a levy payer.
- 7.4. New Businesses:** Savers is now open. Boutique is open on Middlegate. Interest has been expressed for Subway store.
- 7.5. Newsletter:** PB asked for signoff on the first newsletter of 2020. Directors approved the copy.

Date of next meeting:

The meeting was adjourned at 7:50pm by Darren Broad

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

Approved by: Darren Broad

Signature: