

Penrith Business Improvement District Board Meeting

Date: Wednesday 19th January 2020
Time: 5.30pm
Location: 4Eden, Ullwater House, Duke Street, Penrith

AGENDA

1. Apologies
2. Matters arising
 - 2.1. Recruitment Campaign for new Directors
3. Chairman's report
4. Treasurers Report
5. Project Updates
6. Funding requests
 - 6.1. Penrith Town Council – VE Day
 - 6.2. Penrith Lions Club – Tea in the Park
 - 6.3. Eden Valley Artistic Network – Penrith Arts Festival
7. A.O.B.

Matters Arising and Actions from BID Manager/Administrator 12th February 2020

Updates from January Meeting:

Section 3: PB has emailed Rachel Tyson from Cumbria Tourism to invite a representative to a future meeting of the board.

Section 4: PB and HM to check the list of debtors, particularly taking into account people who paid BID in error. – Ongoing updates reviewed with EDC

Section 4: DB and HM to arrange a meeting with EDC in February. – Update to be provided by DB and HM

Action: HM to check the levy income allocated out to greening. This is showing as £8,010 and should be £13k.

Section 8.1: PB has paid the PubWatch insurance as agreed.

Feedback from Directors:

I have loved being involved in the BID board. It is great to be able to have a say on how the money is spent but also very rewarding to be involved in some fantastic projects/events that couldn't happen without the BID and the volunteers on the board. The regular contact with other local business owners means I am much more up to date with what is going on in the town.

I think you know the answer to the second questions! Greening/lights/event sponsorship/free courses/marketing/attracting visitors etc etc.

Heidi Marshall

What personally do I get from volunteering?

The opportunity to be involved in decision making about the town I live in. The opportunity to help with strategic thinking to help make better more collaborative decisions for Penrith.

I get to meet some similar people who are committed to developing the town. I would like to say involved, as a strategy thinker helping develop collective decision making.

What are the benefits to Penrith of the BID?

For a small levy it is fantastic value to any business in town, to be part of a more collective collaborative approach to being more financially viable. through part sponsoring events the BID ensures the profile of Penrith is lifted and marketed further afield.

It also ensures that fabulous things such as Greening happen, which make Penrith a better place to live lifting morale. the BID is one of the key drivers behind positive development for the town.

I think for a recruitment of new directors we should be looking at what roles we want people to play, public face of the bid or specialists. Also we should be asking for a contribution of 6 hours a month. 3 hours at the meeting and 3 hours taking projects forward as a minimum.

Simon Whalley

Operational Plan 2020

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

Promote Social Media Analysis

Social Media Activity 15 Jan – 11 Feb 2020	@PenithBID	Discover Penrith @penrithcumbria	Discover Penrith Instagram	Discover Penrith Twitter	
Figure in brackets shows previous month			Figure in brackets shows previous month		
Followers	272 (265)	4,048 (3,993)	1,021 followers (940)	Followers	1,276 (1,255)
Total page likes	232 (225)	3,905 (3,867)	226 posts (233)	Profile Visits	46 (146)
New Followers	5 (14)	19 (206)	Following 264	Following	332 (332)
Reach	187 (1,368)	4,315 (34,821)		Tweets	This month 14 (25)
Page views	48 (130)	261 (2,285)		Tweet Impressions	10.4k (38.2k)