

## Penrith Business Improvement District Board Meeting

**Date:** Monday 11<sup>th</sup> May 2020

**Time:** 4:00 pm

**Location:** Zoom Video Call

Darren Broad, Argos (Chair) - DB

Dan Harding, Foundry 34 and Angel Lane Chippie (Vice Chair) - DH

Charlie Shepherd, Rotary Club of Penrith - CS

Simon Whalley, Eden Valley Artistic Network - SW

Philippa Ball, BID Administrator / Manager (recording) - PB

### Minutes

#### 1. Apologies

Celia Atkinson, M&S

Jamie Redman, Wrights Coffee and Ice Cream and Mr Simms Sweet Shop - JR

David Whipp, Starfruit - DW

#### 2. Matters Arising

##### 2.1. Review of progress with Covid-19 response / further actions needed

Town working party has been arranged for 13/05/2020, DB to chair. The meeting will discuss a Recovery Plan for Penrith.

Meeting discussed retailers who are selling face coverings in light of recent government guidelines. Yorkshire Trading have stocks, but no other retailers were confirmed.

BID thanked Lee Benson and Kyle Rinder for sending in photographs to share on social media. These have been well received by the public.

##### 2.2. Administration reduction – review PB hours

The meeting agreed PB hours should increase back to the contracted 16 hours per week, from the reduced 10 hours. PB to remain focused on Covid-19 response and recovery plan only.

##### 2.3. BIDs Grant – request for Section 31 grant placed with EDC

BID have applied for the Government BID grant via EDC. Funding is expected to be received later this month and will assist with monthly overheads until levy monies are received.

#### 3. Chairman's Report

##### "Here and now.

We have heard from the UK government that if people 'can't work from home', they will be 'actively encouraged' to return to work from Wednesday. Shops will have a phased re-opening from June 1st. But this

comes with some expectations - avoid public transport where possible and in shops, only if Social Distancing measures can be followed.

The biggest caveat is the R value. Move this above 1, and the government will not hesitate to put the country in to lockdown once more.

I would urge all businesses to 'play their part' to keep us moving forward. Those who are open, stick rigidly to the social distancing rules. We thank you for your continued commitment to keeping the nation going! Those who are 'thinking of opening' whilst lockdown is keeping you closed, please don't! You would only risk pro-longing the current lockdown for all, harming your own business, Penrith town and the economy as a whole. There is a light around the corner and it's less than 3 weeks away. We can make it!

### **And what of the future?**

We are all entering a 'new norm'. But what is it? In simple terms, Social Distancing. This will continue long after June and shopping as we know it will not be the same. Meeting our family and friends and eating out will not be the same. Are you ready? Will you be ready?

How are you preparing yourself, your people and your business?

How will you enforce a 2 metre distance in your store if you have a small floor space?

Do you have enough PPE for colleagues? The government today has said we should 'aim' to wear a face covering in enclosed spaces where social distancing is not always possible. That would include public transport and in some shops. That would include colleagues as well as customers.

Will you need physical barriers at till points?

What will be the seating arrangements in pubs, bars and restaurants?

These are all questions to be asked that we may not have the answer to straight away but together, as businesses in Penrith, we can inform each other and share great ideas. together we can move forward. Please contact us with any of your preparations so that we can help others.

And for my final thought, we have long said that the Internet is the death of the high street. Maybe, just maybe it can be the saviour also! A strong online presence for your business could now mean the difference between success and failure as people's shopping habits have become more fearful when choosing to visit a store.

Thank you to all the key workers who have played their part during this crisis.  
Stay safe and well.

Darren Broad, Penrith BID Chair"

The meeting discussed DB's comments, specifically looking at how BID could access sector-specific knowledge through Federations and Associations. It may be reasonable for Penrith BID to join British BIDs once the free trial has ended.

The importance of having safe and clean shopping areas was stressed. There has also been a groundswell in support for local businesses, and it is important for BID to encourage the continuation of this support once restrictions are eased.

## **4. Treasurer's Report**

### **4.1. Nominations for treasurer needed**

No directors put their name forward to become Treasurer. BID need to recruit new directors and also needs to find a Treasurer. This is a priority for the board now numbers have reduced.

Action: PB to email Dodd &Co, as well as other local accountants to ask for a quotation for treasurer services.

Action: PB to email business leaders who have expressed an interest in becoming BID directors.

## 5. Projects Update

5.1. Greening – DH gave an update on the greening project in DW's absence. Almost all the plants purchased from the Pot Place have now been sold. 1 trolley of plants has been planted around the town and is being watered by Phill Eyles.

6. **Funding Requests** - Penrith Retailers Against Crime have requested £1,618 for a crime reduction App and Insurance. The meeting discussed the benefits of the app in detail and questioned the benefit of the resource to levy payers. The app has been in use for 12 months, but crime rates in town seem to have increased in that time.

**Action:** Given the amount requested, it was agreed DH should attend a meeting of the Penrith Retailers Against Crime group to better understand the app's application, reach and impact on local businesses.

## 7. AOB

### 7.1. Penrith Benchmarking Report

Directors discussed the key findings of the benchmarking report:

- Events are a great asset for the town
- Parking places – there are enough parking spaces in town, however they are in the wrong places and at the wrong prices
- Toilet facilities are poor

### 7.2. Parking and Movement Study

PB will complete the survey on behalf of BID

### 7.3. Eden Arts Meeting

DB and DH attended a meeting with Eden Arts to discuss Winter Droving. It is likely that the event will be cancelled in 2020, but Eden Arts are asking for increased Arts Council funding for future events. BID offered business leader services to Eden Arts to suggest cost saving measures. In addition, it was suggested that there could be more community involvement with the event.

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

Approved by: Darren Broad

Signature:

