

Penrith Business Improvement District Board Meeting

Date: Tuesday 16th June 2020

Time: 5:30 pm

Location: Zoom Video Call

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 - SW

David Whipp, Starfruit - DW

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

SW chaired the meeting.

Minutes

1. Apologies

Celia Atkinson, M&S

2. Matters Arising

2.1. Treasurer – Financial Support

At present BID is without a treasurer. Dodd Accountants have agreed to complete the books for 2019-20 and they will quote for providing support going forward. Before they can provide a quotation, BID directors need to finalise the budget for 2020-21. (see section 4.2)

2.2. Recruitment of new directors

PB has contacted the levy payers who have shown an interest in becoming directors, however no one was available to join the meeting today.

All directors are asked to think about engaging with local business owners to see if any are willing to join the board.

2.3. Penrith Retailers Against Crime

DB attended the latest Penrith Retailers Against Crime meeting to find out more about the CCTV App. PRAC has requested grant funding from BID for the insurance (£364pm) and monthly running costs of £51+VAT. The meeting discussed the benefits and negatives of the scheme. Issues raised included:

- CCTV app which replaces the paper 'rogues gallery' produced by the police
- It does not replace radios
- Environmentally friendly

- Quicker to produce, saving police time which can be better spent elsewhere
- It is not multi-device – one user per device
- 75 licenses available in with the cost. Further licenses would be an additional cost.
- Benefit to Penrith would be to deter criminals and possibly lower the crime rate
- Difficulty if larger businesses wanted more than one license as this would quickly use up the allocated number of licenses.

The meeting voted against funding the project 5 to 1 against. It was agreed the cost was too great and the benefit to the whole town was not in evidence.

Action: PB to report back to Penrith Retailers Against Crime and also to invite them to join the BID board to have more of an input into decision making and to offer advice on security issues.

3. Chairman's Report

DB noted all work this month has focused on the Restart Penrith Project, to be discussed in section 5.1

4. Treasurer's Report

4.1. Nominations for treasurer needed

Directors were asked for nominations for a treasurer; however, no one was able to take on the role at this time.

Action: PB to ask for support from Barclays to see if they can provide oversight for BID treasury role.

4.2. Approval of Budget for 2020/21

Directors reviewed the BID proposed budget for 2020/21. The agreed figures will be reviewed on a monthly basis whilst Covid-19 remains an issue.

Action: PB to add 'review of budget' as a standing agenda item.

5. Projects Update

5.1. Restart Penrith – feedback from Penrith Working Party

DB gave the meeting feedback on from the Penrith Working Party and recent plans to Restart Penrith. The working party meeting was attended by the 3 councils, 2 BIDs and Chamber as well as elected members from the councils. Point to note included:

- Overall plans were reviewed by the councils, unfortunately there has not been any significant progress with the 'Restart' project.
- A number of action points were passed over to the marketing group, which convened an emergency meeting the following day. Comms for the reopening have been agreed and are ongoing
- PTC agreed to organise social distancing posters for the town centre.
- CCC showed a draft proposal for road closures at the meeting. A consultation process was requested, however the proposal has since been issued without any consultation. Directors discussed how best to address this issue, given that road closures could have a significant impact on shops in town. It was agreed that DB would write a letter on behalf of BID and Chamber to CCC. Directors were asked to respond to the draft document asap.
- BID recovery plan has been well received by levy payers. PTC have a draft recover plan for the working party group as a whole, to be reviewed at the next working party meeting.

6. Funding Requests

6.1. Penrith Arts Festival

Note from SW: Following an EVAN directors meeting on Friday the 5th June, we would like to propose the follow to Penrith BID. We were granted £4,000 towards the Penrith Arts Festival earlier in the year. Given the current situation we would like to use this money to run 3 or possibly 4 'Pocket Festivals' in Penrith before March 31st 2021. We cannot plan for large scale events in the current situation and believe that Penrith itself does not lend itself to large scale events without closing the streets and a large investment circa at least £5,000 to organise them.

As locals however we do believe we would like to develop Penrith's cultural offer with smaller 'pocket festivals', we would organise on September 4th Picturing Penrith, where we have artists on the street, as this is very practical and in open air spaces. As government guidance becomes clearer in the next few months we will work to organise smaller gatherings and events that are manageable and add to the current cultural offer.

Directors agreed the idea of 'Pocket Festivals' could be a positive approach to increase footfall in future months and asked SW to report back at future meetings. It was agreed that there is a need for a flexible response.

7. AOB

7.1 Winter Drovers

PB forwarded an email from Eden Arts to all directors for their consideration and response.

7.2 Hospitality and Tourism Businesses

PB noted that there is significant concern from hospitality and tourism levy payers. Once government guidance is published there will need to be considerable focus on those sectors to ensure reopening is successful and that the town is promoted safely.

Meeting adjourned at 7:12pm

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

Approved by: Darren Broad

Signature:

