

## Penrith Business Improvement District Board Meeting

**Date:** Tuesday 17<sup>th</sup> November 2020

**Time:** 5:30 pm

**Location:** Microsoft Teams video call

Philippa Ball, BID Administrator / Manager (recording) - PB  
Stuart Bell, Accountant with Dodd and Co - SB  
Darren Broad, Argos (Chair) – DB  
Carol Grey, Penrith Town Council (PTC Representative) – CG  
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  
David Whipp, Starfruit - DW

### Minutes

#### 1. Apologies

Celia Atkinson, M&S  
Sarah Mossop, Sassy Nix - SM

#### 2. Matters Arising

PB discussed the points to note from the info. Please refer to the matters arising report for more information.

Directors discussed publication of meeting minutes following each board meeting. It was agreed that meeting minutes will be published on the Monday the week following the meeting at the earliest.

##### 2.1. ShopAppy online local shopping app

SW fed back on the Shop Appy offering and how BID can help businesses in town market themselves online. Shop Appy are one supplier and they are available to present to the board meeting. They focus on developing online content for a town.

There are other providers such as LoyalFree, or our own website which could be developed. Discover Penrith has the ability to promote businesses already and this offering could be adapted.

SW asked directors to discuss how they can help themselves sell online and how we can promote local online. Comments included:

- How do BID sell the service to businesses in town?
- How much longevity does the product have? Working well during Covid-19 but will it still be relevant once restrictions are eased
- Would costs offset usage (Shop Appy £20 per business per month plus commission as an example)

- There is limited take up of businesses for some towns using Shop Appy and LoyalFree (e.g. Lancaster 4 businesses, Bradford just 1 business, Loughborough as a flagship have 5 businesses using it). For it to work well in a town, how many businesses would need to be signed up? How willing are business owners to try something different? Is uptake low because it's a new offering, because it isn't very good or because of business apathy. There needs to be more investigation of the business take up for the areas already using the software. This could include a presentation from Shop Appy and questions to businesses using the app.
- Driving behaviour change is key, to get internet shoppers to shop local online, rather than shopping with big multinationals.
- A number of businesses in town do not run their own social media, they outsource this. We would potential need to work with these outsourced marketing firms to get a good take up.
- As well as convincing business owners to use the app, there is a need to convince shoppers to use the app as well. If all businesses were on the app for Penrith, it would potentially be easier to get shoppers on the app
- Online platforms are used for home deliveries, rather than click and collect. Having a local delivery service would be integral to the success of the platform.
- Target audience would be for local Penrith residence. It may be useful to ask the local residence, and also have an app which can have a local focus on it, specifically for a rural community with traders who don't use a lot of social media.
- National companies tend to have their own systems, so would not join perhaps
- It is more beneficial to have a shared delivery service, particularly thinking about a green agenda.
- BID could ask Shop Appy to research if there is a need for the service in Penrith.

**Action:** ShopAppy to be invited to the next board meeting for a 20-minute presentation.

### 3. Financial Update

**3.1.** Stuart Bell presented the latest Financial review. Please refer to the P&L report for further details:

In terms of Profit and Loss, there has been little change since last month:

- All levy has now been invoiced to date. There should be no further adjustment £76k to spend across all classes
- There is a need to know the commitments year to date as well as the income. This could be done using the budgeting software on Quickbooks.

**Action:** PB to work with SB to get budgets set up on QB

**Action:** SB to check with Heidi Marshall about setting up a direct debit for VAT payments

### 4. Projects Update

#### 4.1. Christmas

DH gave an update on the Christmas lights:

- Filming tonight for switch on which will go live on Saturday
- This year has been a much easier process this year, with the install going on over 3 nights rather than 2 weeks

### 5. Chairman's Report

The last month has been focused on getting Christmas set up. This has been an ongoing project with DB, DH and PB. The process has been much smoother.

There is a need for businesses to get involved with BID projects, including Christmas. There has been a number of businesses questioning/complaining about the Christmas scheme, despite the fact the plan was published in advance. It was agreed with the supplier that no plans would be changed once agreed and signed off, so we have fed this back to the businesses asking for changes. This is a chance for businesses to get involved, have their voice heard and help steer the project for 2021, so DB asked directors to encourage businesses who comment to come and get involved with BID for 2021.

Overall, there is a lot of uncertainty in town with two weeks of lockdown to go. There is a higher number of stores offering click & collect, which has meant the town is adapting better. Those businesses who are adapting will survive better.

Businesses need to think what will happen if there is an extension of the current lockdown or strict tiered restrictions from December. Christmas 2020 will be different.

If we do not want to go back into a lockdown, then we need to make sure our businesses are following the guidelines. It is disappointing to see a number of posts on social media about businesses who are not following the guidelines.

A number of businesses in town are being inflexible with their approach to online/adapting to the lockdown situation. BID can help with this but are unable to 'force' businesses online. However, BID can share good practise from other businesses and other towns.

## 6. Funding Requests

No funding requests have been received.

## 7. Any other Business

**Window Wanderland:** This will be a residential project in Penrith and across Eden District. Penrith Chamber are leading on Christmas window competition, which will take place in December. BID will provide support and online exposure for participating businesses.

Some businesses have set up Christmas windows to be included on the video recording taking place. Liquid Studios are doing the filming. Next year, local youngsters with an interest in film could be invited to join in with the recording and learn about the process.

## 8. AOB

Meeting adjourned at 18:50 pm

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

Approved by: Darren Broad



Signature:

Date of next meetings: Tuesday 15<sup>th</sup> December at 5.30pm on Teams (to include presentation by Shop Appy)