

Penrith Business Improvement District Board Meeting

Date: Tuesday 16th February 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
Sarah Mossop, Sassy Nix - SM
Charlie Shepherd, Rotary Club of Penrith – CS
Simon Whalley, Eden Valley Artistic Network – SW

Minutes

1. Apologies

Celia Atkinson, M&S - CA
David Whipp, Starfruit - DW

2. Matters Arising

Meeting discussed feedback from PB regarding supporting traders in 2021 and beyond. Directors agreed with the 4 draft proposals and asked for details quotes, which can be reviewed and voting.

Action: PB to get firm costings for all 4 proposals and email across to directors for approval

2.1. Parking and Movement Study update

CG gave an update to the group. EDC are conducting a review of their car parks at present. Signage for the car parks is being reviewed.

2.2. BID Priorities Review

Directors discussed the feedback from the ongoing survey of business owners into what the BID priorities should be. The following points were noted:

- Initial feedback from the survey suggests that promoting the town needs to be a key focus for BID.

Action: PB to investigate various promotion streams for the town. Back of bus, radio, stories behind the shop owners (including videos). Suggestions and prices to be sought.

- There is widespread agreement with the existing BID priorities
- Limited number of responses received to date
- Improving the look of the town (pride) can be enhanced with more vinyl on the windows. It may be possible to have 'what to do', 'what to see' graphics. This could be a competition run locally.

Action: SM and SW to explore a project for window graphics on empty shop windows.

A number of comments mention that the town does not look its best, in terms of cleanliness and tidiness. BID could link with PACT / Keep Penrith Tidy to support their efforts. In addition, BID could run a campaign to encourage business owners and the local community to have Pride in Penrith.

Upon reopening, PB will encourage businesses to have a 'Penrith Spring Clean'. This could include 'Best Practice' examples from other directors.

3. Financial Update

3.1. Stuart Bell discussed the latest financial reports:

- Estimated expenditure needs to be moved towards committed spend, with new quotes.
- There is an £11k budget to spend from the 2020-2021, which may be able to be carried over.
- Full review of greening project to be carried out in June/July.
- £5k allocated to the Penrith Windows project as an allocated spend.

The board thanked SB for his clear and concise report.

4. Chairman's Report

DB noted that two levy payers have died during the pandemic. DB asked for directors to take a moments silence to remember Heather from Peacocks and Paul from Chapter 12. [The meeting observed a moment's silence.]

5. Projects Update

DH noted the Christmas working party has met and discussed the Christmas lights and plans for when the current lighting contract ends in 2022.

6. Funding Requests

6.1. 106 Bus Service

A funding request has been received from the 106 Bus Partnership. They will have a £12k shortfall. The meeting discussed what benefits the bus service brings to levy payers.

- This is a community transport scheme. They have to seek donations to keep the service going.
- 135 people per week are bought to town, based on their survey results
- Parish and town councils have funded this in the past
- The 106 also connects to Kendal and there was a question if there is a greater benefit to Kendal

The meeting voted against this grant.

Action: PB to provide feed back to the bus service. The answer is a no for now, unless there is a clearer case presented ask for specific argument for the benefits of the 106 bus to the businesses in town.

7. Ideas and Suggestions

No new ideas or suggestions were raised.

8. AOB

N/A

Meeting adjourned at 19:06pm

Minutes submitted by:

Philippa Ball, Penrith BID Administrator / Manager

Approved by:

Darren Broad

Signature:



Date of next meetings: Tuesday 16th March at 5.30pm on Teams