

## Penrith Business Improvement District Board Meeting

**Date:** Tuesday 16<sup>th</sup> March 2020

**Time:** 5:30 pm

**Location:** Microsoft Teams video call

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

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

Stuart Bell, Accountant with Dodd and Co - SB

Celia Atkinson, M&S - CA

Sarah Mossop, Sassy Nix - SM

#### 2. Matters Arising

**2.1.** SM and SW to explore a project for window graphics on empty shop windows.

SW updated the meeting on progress with the empty shop window project. Rather than vinyl on the physical window, the idea of putting images and items inside the shops is being considered. The project is being mapped across the town to identify windows and spaces throughout the town. Vinyl graphics are not reusable – being able to create window displays which can be moved and adapted is more cost effective and better for the environment.

#### **Previous meeting point 2.0:** Independent Indy Shops Guide

PB updated the meeting on progress with the Penrith Indy Shops Guide:

- BID and EDC have joined together and agreed to fund the guide outright. Listings will be free for businesses. Eden Graphics will contact businesses who listed in the guide last year and offer them first refusal for 2021-21.
- Distribution and usage will be traceable: A QR code will go on the front of the printed guide and this will enable BID to analyse clicks to the link. We will also receive current and past year distribution data from Northern Print Distribution, showing location and number of guides distributed to locations across Scottish Borders, M6 northern service stations, West Cumbria, North Lancashire.
- Shops who were in the guide last year will be offered a free place for this year. If there are then free spaces at the end PB and the guide will decide how to offer those spaces to other businesses.
- Digital copies of all graphics and copy will be made available to BID and EDC to use in online marketing campaigns.

**2.2.** Sign off budget limit for website project

Whilst the final quote for the website visibility project has not yet been received, PB requested £1k budget to be allocated to this work, based on proposed costings. Directors agreed unanimously to this spend.

**Action:** PB to contact Discover Penrith web developers and proceed with the project, within the agreed £1k limit.

**Previous meeting point 2.0: Parking Perx:** DH and PB attended a Parking Perx offer. Whilst the scheme is not feasible at the moment, it is a good offer which may be useful to review in future.

Parking Perx enables customers to get free parking for shopping locally. Customers make purchases with a Parking Perx payment card, which is linked to their bank credit or debit card. They then receive 'Perx' if their value of their shop is over a limit set by the individual retailer. The card is accepted at all card terminals, so merchants do not need any new infrastructure. However, EDC are implementing 'Pay By Phone' technology across all car parks from April, and Parking Perx does not currently integrate with Pay By Phone. This project may be looked at again in 6 to 12 months time.

### 2.3. Marketing spend for Penrith Working Party

The Penrith Working Party has asked for matched funding from members to contribute towards joint initiatives to better promote the town. A shared marketing plan would be used to direct the funding into the right areas. EDC and CCC have agreed to contribute.

£2k matched funding requested to match contribution from other stakeholders, to be allocated from 2021-22 budget. Directors agreed unanimously to contribute to the marketing fund from next year's budget.

**Previous meeting point 2.0:** Maybe\* Social Media Training and Town Loyalty

PB forwarded the Maybe presentation to all directors. The platform offers social media training, support, place identity and a loyalty scheme. Directors discussed if this should be just for Penrith, or if BID should approach EDC to have the platform and support as an Eden-wide offering. Directors discussed the pros and cons of the offering, noting that there was not a longer term development plan or offering for the platform after year 1. Directors agreed there were pros and cons with widening the offer for the whole of Eden.

**Action:** PB to approach EDC to ascertain what RHSS Covid funding is left for Penrith and Eden.

**Action:** PB to ask Maybe\* about costings for the platform in year 2 and beyond. Directors want to look at sustainability for keeping the platform running into the second year. What buy in would be needed to keep the offering running in the second year and beyond. Is there a minimum number of businesses who would need to sign up, if it was not a BID sponsored project?

**Action:** PB to forward on the Maybe\* presentation to all directors for them to watch in their own time.

## 3. Financial Update

3.1. PB presented Stuart Bell's latest Financial review:

- £11,594 unallocated spend. However, £5k to be allocated to window display project, not showing on P&L. In addition, £200 allocated to the grant for Angel Lane/Great Dockray. From next year's budget, agreed funding is £1,000 to the website visibility project, £2,000 for the Marketing Working Party shared spending fund.
- £70 estimated expenditure to be removed from Christmas budget.
- Projects discussed this evening can come out of this year and there would still be funds left or £3,594 to be carried over to next year

## 4. Chairman's Report (Borderlands)

DB and CG presented an update on the Borderlands Inclusive Growth Deal Place Programme:

- 5 counties are involved, with £394.5m worth of investment into the programme

- Investment to stimulate towns across Borderlands, of which Penrith is one
- Wigton, Dalton, Longtown, Egremont, Penrith and Ulverston are the chosen towns, with up to £3m funding per town
- Place Plans have been commissioned for individual towns; stakeholders will help direct the consultants
- The terms of reference for the Town Team includes a Town Investment Plan with a range of eligible activity, including purchase of land and building, business enhancement support, use of spaces above shops, environmental and physical improvements to the public realm, affordable housing, support for arts, culture and community funding.
- Focus groups for Penrith residents and young persons will be held and will feed into the Town Team.
- Timescales: Place Plan to be ready for the Summer. Projects will have a timescale for completion (to be agreed for each project).

**Action:** Directors to consider what projects would be important for BID to propose for Borderland funding.

**Action:** CG/DB to facilitate a Borderlands workshop at a date TBC.

[DH left the online meeting but was available for remote voting if required]

## 5. Projects Update

### 5.1. Greening: Funding project / discount offering

The meeting discussed how best to proceed with the greening project, given the potential for a financial shortfall. PTC will take on the planters around the clock as their asset, thereby freeing up some of the refurbishment fund. Directors agreed that the £9k refurb fund should be used to fill any shortfall in the greening budget. Points notes include:

- Cumbria in Bloom and Britain in Bloom competitions will not be going ahead, however there will be community projects.
- There may be some issue with supply of flowers this year given the pandemic. The planting for the hanging baskets may be reduced, however this will not affect businesses. The meeting discussed the importance of hanging baskets in bringing colour across the town.
- Some levy payers have already indicated that they would be willing to pay full price for baskets.
- BID could subsidise the sale of hanging baskets

Directors voted whether baskets should be sold for £25 plus a BID subsidy or £49.95: Voting for £25 basket was 3 for and 2 against (SM voted remotely). The meeting felt the discussion needed to be continued. PB will email levy payer to determine interest for the baskets this year. Directors will then vote again on how to proceed.

**Action:** PB to email levy payers to ask how many businesses would be interested and able to purchase a basket at full price.

## 6. Funding Requests

### 6.1. Louise Armstrong: Angel Lane and Great Dockray planting

- £300 requested for summer planting in Angel Lane and Great Dockray.
- DB proposed £200 from BID and £100 contribution from Argos

Funding agreed: £200 approved from BID and £100 from Argos meeting agreed unanimously (SM voted remotely)

**6.2.** Churches Together (expected, not yet received): to be discussed once received

**6.3.** Eden Arts / Winter Droving (expected, not yet received): to be discussed once received

## 7. Ideas and Suggestions

DB read recent feedback to BID: ""Thank you so very much for your telephone call, your energy, optimism, knowledge, enthusiasm, helpful and caring personality was inspiring. I will use the information you have sent me to start my journey to the road of recovery and an optimistic future. I do greatly appreciate your help, I do feel I am being pathetically useless at the moment, however, you have given me a renewed energy so I need to get on with it. I will let you know how I get on."

***Well done to all the team for the great work being done supporting our businesses.***

**8. AOB**

N/A

Meeting adjourned at 19:38pm

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

Approved by: Darren Broad

Signature:

Date of next meetings: Tuesday 20<sup>th</sup> April at 5.30pm on Teams