

Penrith Business Improvement District Board Meeting

Date: Tuesday 20th April 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

Sarah Mossop, Sassy Nix - SM

Please note Celia Atkinson, M&S, has resigned as a BID director.

2. Matters Arising

Previous action 2.2 - Website SEO development: Work is ongoing.

Previous action 2.3 - Maybe*: Feedback has been received to answer directors questions from the last meeting. Directors discussed how appealing the offer would be to levy paying businesses.
Action: DB and PB to approach a range of businesses to see if this would be positively received.

Previous action 4 - Borderlands: Directors were asked to provide feedback on the project. DB has compiled the following ideas from a BID point of view:

- Digital infrastructure: 5G cable network to attract new businesses and jobs
- Redhills area technology park: Green business and tech business development
- Green corridor from station down into the town: renovation of Castle Park, including fitness trail
- Electric vehicle charging points:
- Buy property and rent at reasonable rates to any business
- Town Brand/ town identity
- Creation of mini green areas in the middle of town (e.g. Great Dockray)
- Physical power points & infrastructure in town to facilitate the running of events
- Clear cycling and pedestrian routes to encourage reduced use of cars in the town
- White elephant buildings in town (eg old Co-op building) take them down and repurpose the space

The meeting discussed the impact of commercial landlords and empty buildings. There is an issue that landlords do not want to let property at reduced rates because it will increase their costs.

- Arts and Cultural offer for the town. Supporting the creative offer in the town by supporting existing businesses and creating a sense of cultural place.

Action: PB to check Quickbooks setting to allow direct payments for the greening invoices.

Previous Action 2.1: The Indy Shops Guide has gone to print and will be in shops soon.

3. Financial Update

3.1. Review of accounts from 2020-21

- £11,671.48 proposed underspend to be carried forward to 2021, after all expected expenditure plus with estimated expenditure, so a total of c.£29k to be carried forward.
- Net income of £0, after committed and estimated expenditure
- Meeting to agreed estimated expenditure £17,170.21:
 - £549.65: Covid-19 Support – carry forward
 - £9,193.95: To be carried forward as greening contingency
 - £5,000: Window dressing to be carried forward
 - £1,000: SEO website development
 - £29k therefore to be carried forward
- Balance sheet for accounts £31,719 in bank and £1,418 money owed
- £3,700 committed expenditure included in the P&L

3.2. 2021-22 Budget

- £104k at 80% expected income for 2021-22. To be agreed to the next meeting

Action: SB to prepare end of year accounts

4. Chairman's Report

DB has nothing further to report

5. Projects Update

5.1. Refresh Penrith project: Windows Project

SW updated the meeting on the Penrith Windows project. New proposals include:

- The window vinyl's have been ruled out as being environmentally detrimental and having a short shelf life if the property is re-let
- Video – to be arranged via the Marketing working party
- Photographer – 4 or 5 photographs per business taken by a professional photographer
- Commission musician to write songs about Penrith / produce a CD

The meeting discussed the above proposals and it was agreed there could be a targeted approach to fit different business needs in town.

Action: SW to play example music to the directors at the next meeting.

There is still an issue with empty shops in the town. Empty shops have a negative impact on the town and makes the town look untidy. Burrowgate now looks more welcoming since the Eden Arts vinyl's have been installed.

- ShoeZone, old Pharmacy, Old Thomas Cook building
- Burtons has now been leased
- There are a number of shops down King Street and Middlegate which need improving
- Vinyls could include shop views, maps and info points
- CG noted Cityscape are a business which specialise in improving town layouts, including information boards etc.

Meeting discussed using professional photographer to businesses to promote their shops. Images would be available to the shop and to be used on Discover Penrith. This could be combined with 'Google My Business' support for small businesses.

Action: Directors voted and agreed unanimously to commission a professional photographer for £1k to take town centre images and shops

5.2. Marketing Group

CG updated the meeting on the town marketing group. A Habitat Trail has been set up throughout the town and has been exceptionally well received.

Discussion is ongoing with EVAN to pull together musical activities throughout the summer. These could easily be cancelled if restrictions are increased, but will bring a good vibe to the town.

5.3. Greening

There will be a town entry in Cumbria in Bloom and in Britain in Bloom. The meeting discussed if there should be a separate entry for BID. It was agreed that there does not need to be a separate entry for BID this year.

6. Funding Requests

6.1. Eden Arts: Winter Droving

Detailed proposal from Eden Arts has been received, requesting £8,000. The meeting discussed this proposal:

- Last year BID gave a grant of £5,000
- This year it would have a positive impact for the town
- Awarding the full £8k would allow them to do the full scope of the project
- There may be a recovery mechanism is there is a more stripped down version. EG if there is a parade etc, £5k is a fair grant. However, if there is greatly reduced event then £5k would be more realistic and BID would want to draw back £3k
- £12k has been received from the Cultural Recovery Fund
- It was noted EVAN have not been invited to be involved with Droving
- Businesses have agreed that they want Droving to go ahead as a positive impact on the town
- SW noted EVAN have not been invited to work with Eden Arts

Action: DB to arrange a meeting between EVAN and EA to discuss working together

Action: PB to arrange SLA with EA to pay £5k once contract is signed and an additional £3k once the full event has carried on.

There has been positive feedback for the previous grants issued to Parishes of Penrith and Angel Lane flowers.

7. Ideas and Suggestions

The artwork in Angel Square has been refreshed and locals have asked for prints of the artwork. PB is working with masonowen to approach the artist.

The information boards around town are looking dated and need to be reviewed. Some are also inaccurate (eg Maps on the back of these boards are wrong as they show a green area adjacent to Portland place when in fact there is a row of houses/B & B's, also New Squares by M&Co is damaged).

Action: PB/BID to write to EDC to lobby the info boards to be reviewed and replaced where required.

Action: DB to chase caretaker to find out what is happening to the New Squares info board

8. AOB

PB will be on holiday at the end of June, early July.

Meeting adjourned at
Minutes submitted by:
Approved by:

19:25
Philippa Ball, Penrith BID Administrator / Manager
Darren Broad

Signature:

A handwritten signature in blue ink, consisting of several overlapping loops and lines, positioned below the 'Signature:' label.

Date of next meetings: Tuesday 18th May at 5.30pm on Teams