

Penrith Business Improvement District Board Meeting

Date: Tuesday 18th May 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
Charlie Shepherd, Rotary Club of Penrith – CS
Simon Whalley, Eden Valley Artistic Network – SW
David Whipp, Starfruit – DW
Visitors: Erin Torbett and Lynsey Wright, Network Managers from HSBC

Minutes

1. Apologies

Dan Harding, Foundry 34 and Angel Lane Chippie (Vice Chair) - DH [remote voting]
Stuart Bell, Accountant with Dodd and Co - SB
Sarah Mossop has resigned her position on the board.

2. Matters Arising

Please refer to the Project Update and Matters Arising Report

3. Financial Update

3.1. 2021-22 Budget to be reviewed

PB presented the P&L in SB's absence. Please refer to the report for more information.

Action: PB to get the P&L update to show £2,000 addition in events budget.

3.2. Historic Debt Collection: next steps to be confirmed

Directors discussed the next steps with historic debt collection from 2018/19/20, noting some businesses are still not trading. In addition, a percentage of the debt to be collected is for businesses who are no longer trading.

Action: Delay collection of historic debt until August 2021 meeting when the subject will be discussed again.

4. Chairman's Report

DB presented his report to the meeting, reflecting on achievements so far:

- Comms out to levy payers
- Encouraging the community to #ShopLocal
- Good payment of levy invoices – good support for BID in Penrith
- Historic debt is being dealt with
- Winter Droving has been funded
- Thanks to PB for ongoing comms to support businesses throughout the pandemic
- The town is blooming again
- Specialist Shops Guide is being well received
- Discover Penrith reach growing

- Borderlands involvement ongoing
- Promotional video is ongoing
- Storefront project with empty units/ art and music festival / photographer

5. Projects Update

5.1. Greening

DW presented a project update on the greening project.

- There is an ongoing replacement plan for the planters in town
- The planters are now all out in town and have been well received by levy payers
- The project is on budget
- Cumbria in Bloom and Britain in Bloom will be joined over the summer

5.2. Photography Days

- 20 businesses (1 in reserve for next time)
- Sessions are ongoing
- Costing are £200 per afternoon giving value for money

5.3. Town Video

- A project brief has been finalised, looking at promoting content for visitors, tourist, considering moving to the area.
- Brief includes: Location (including hidden gems), Businesses (key indies including the industrial offer), History (castles x3, beacon), Going Out (cinema, music, theatre), Adventure (bikes, walks, lakes)
- £5,500 approximate quote, so funding requests have been submitted to Chamber, CCC and EDC
- Question to ask Lowther and Rheged for financial support for the video if they are included?
- Question if the project is value for money?
- Penrith to be the main focus of the video

6. Funding Requests

N/A

7. Ideas and Suggestions

Good feedback on the BID websites

8. AOB

8.1. Cultural Penrith

SW updated the meeting on the project to increase dwell time in town. Saturday afternoon musicians in town at the bandstand and also library / St Andrew's church area. Using local artists. Running through to mid September.

8.2. Watering of Hanging Baskets

Directors asked to let DW know if any of the baskets start to look dry, so we can keep the plants looking as good for as long as possible.

Meeting adjourned at: 6:56 pm
 Minutes submitted by: Philippa Ball, Penrith BID Administrator / Manager
 Approved by: Darren Broad

Signature:



Date of next meetings: Tuesday 20th July at 5.30pm (location tbc)