

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
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

2. Matters Arising

Previous 4.1 Action: DB to arrange a meeting between EVAN and EA to discuss working together. This has not taken place.

New Action – PB to contact Adrian at Eden Arts to ask him to make contact with EVAN/SW.

Previous action 2.3 - Maybe*: DB and PB to approach a range of businesses to see if this would be positively received. Mixed feedback received via PB.

Action: PB to email Maybe* presentation and details to levy payers to ask if they are interested.

Action 4.1: Eden Arts grant for Winter Droving. Initial request was for £8,000 and at the last meeting directors requested a reserve of £3k to be held back. Directors discuss the best way to proceed. It was agreed that Eden Arts has delivered a good project each year to date. Directors agreed the Droving is good for the town and should be funded as requested. If the event is not a success, funding could be refused or declined next year.

Action: PB to agree SLA with EA for £8k Winter Droving grant

Town promotional video: The meeting discussed the proposal for a town video. The Penrith Marketing Group have agreed a video for the town, encompassing the various aspects of living, working and visiting the town would be of benefit. Requesting a £2,000 marketing budget allocation to cover the costs of this project, part of which could be allocated from the BID town marketing budget. The meeting discussed the proposal. Directors voted in unanimous agreement.

Action: PB to commission a town video.

3. Financial Update

3.1. 2021-22 Budget to be agreed

The accounts for 2020-21 were approved and signed off.

Budgets for 2021-22 were reviewed. The following points were noted:

- £28k carried forward

- 80% of levy collection estimated for 2021-22 (£75k)
- The budget will need to be reviewed on a regular basis to ensure there is no overspend.
- The meeting discussed how to budget for sponsorship income, based on the current economic climate. Whilst previous sponsorship has been received in the past, it can only be assumed 50% will be received this year.

Budget was approved and will be reviewed on a monthly basis.

3.2. Hardship Fund

The meeting discussed the possibility of the BID running a Hardship Fund for levy payers. It was agreed it would need to be fair for all businesses. The meeting discussed how a fund would be managed and how it could be fair for all businesses across the BID area. The meeting discussed how best to support levy payers. It was suggested the fairest way to proceed would be to offer extended terms for payment of the levy. In addition, it may be possible to offer a payment plan. The meeting discussed how best to proceed without effecting cash flow.

The meeting agreed unanimously to extend the levy deadline to the end of August.

Action: PB to advise levy payers who have queried the bill of the extended deadline

Action: PB to inform EDC of extension of deadline to 30.08.2021

4. Chairman's Report

Town Team: DB asked all directors to undertake the Penrith Survey and join in with the workshops if possible. The more information given for the project, the better.

DB noted the historic levy chasing letters have been misunderstood by some businesses. These were courtesy letters from BID notifying businesses that there is outstanding debt. Any business who thinks they have paid but are showing an outstanding debt should present the details to BID/Business Rates.

It was noted that all levy payers must be treated the same, no matter how much money is outstanding.

5. Projects Update

5.1. Greening

PB gave an update on greening sales to date. 105 baskets have been sold. Plants will be placed around town in early June. Discussions with the insurer over level of cover are ongoing. It may be necessary to gift the trailer to PE so he can be included on the BID insurance.

5.2. Restart

Hospitality restart support is ongoing. The meeting discussed the future business landscape for Penrith.

6. Funding Requests

6.1. Eden Valley Artistic Network

EVAN have requested £2,000 for Cultural Penrith to run from 21st June aiming at promoting the cultural offer in the middle of town to help increase footfall and increase the dwell time in town. All events will be compliant with Covid-19 ongoing restrictions.

Directors discussed the proposal. The majority of artists will live within 5 miles of the town.

[SW left the meeting for directors to vote]. The meeting voted in favour of sponsoring the full amount.

7. Ideas and Suggestions

N/A

8. AOB

N/A

Meeting adjourned at
Minutes submitted by:
Approved by:

7:45pm
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 15th June at 5.30pm on Teams