

Penrith Business Improvement District Board Meeting

Date: Tuesday 19 October 2021
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
Charlie Shepherd, Rotary Club of Penrith – CS
Simon Whalley, Eden Valley Artistic Network – SW

Minutes

1. Apologies

Erin Torbett, HSBC - ET
Carol Grey, Penrith Town Council (PTC Representative) – CG
David Whipp, Starfruit – DW
Dan Harding, Foundry 34 and Angel Lane Chippie (Vice Chair) - DH [remote voting]

2. Matters Arising

Please refer to the Project Update and Matters Arising Report.

3. Financial Update

3.1. Review of current finance reports

SB presented the financial reports. Please refer to the report for full details:

- Levy collection in the budget now matches actual levy collected by EDC.
- £8k unallocated on budget, despite overspend on Greening. This comes from a reduction in budget allocated to Christmas.

4. Chairman's Report

- Quiet month in town for some retailers, trade is now building ready for Christmas.
- Expectation that the festive season will be difficult for retailers. Low stocks issues may cause price increases. Stock availability of key Christmas lines affecting retailers. Stock issues are being caused in part by container shortages.
- Christmas sales have started early, being driven by media.
- A66 project meeting was interesting, and individuals are encouraged to get involved with the consultation.
- Public Space Protection Order: ongoing discussions with EDC have resulted in the PSPO being lifted for events going forward in consultation, on a case-by-case basis. The PSPO is aimed at stopping antisocial drinking and social drinking will be treated with a pragmatic and proportionate response.
- Winter Droving, Borderlands, Town Centre Marketing meeting and filming for Christmas will all take place before the next board meeting.

5. Projects Update

5.1. Christmas

- Lighting scheme agreed.
- 2 grant applications pending to support the event.
- Virtual Switch On takes place on 20th November.
- Funding dependent, a shop-based Angel Trail will encourage visitors to town throughout the festive season.

5.2. A.G.M.

November meeting will be an AGM. Directors asked to consider if they would like to put themselves forward for the Exec.

Action: PB to send out invitations to the levy payers

Action: Exec to decide if they want to put themselves forward for re-election.

5.3. Training Courses

Money has been allocated in the budget. There has been only one request for First Aid Training and most businesses are struggling with staff shortages. Directors agreed to review the training plan in the new year.

6. Funding Requests

N/A

7. Ideas and Suggestions

N/A

8. AOB

8.1. Good news stories

Directors agreed to promote Made in Cumbria, Made in Eden, Made in Penrith and shopping local to avoid global transport issues.

Action: Directors asked to tell PB of any good news stories, particularly around Made in Cumbria, Made in Eden, Made in Penrith and shopping local to avoid global transport issues. These can be used in marketing.

8.2. Revote

Directors to think about the 2023 revote and to start to draw together ideas for BID to carry out before the revote and what the focus should be for a third-term prospectus. Directors also to consider if there should be a vote for a third term, or if BID should cease at the end of the second term.

Action: PB to canvas opinion prior to the next meeting.

8.3. EDC Economic Development Prospectus

EDC have asked for feedback on their draft Economic Development Prospectus.

Action: Directors to send any feedback to PB to be consolidated and forwarded to EDC. Deadline is 25th October.

Meeting adjourned at: 18:35 pm

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

Approved by:

Darren Broad

Signature:

A handwritten signature in blue ink, appearing to be 'Darren Broad', written in a cursive style.

Date of next meetings: AGM on Tuesday 16th November 2021