

## Penrith Business Improvement District Board Meeting

**Date:** Tuesday 21<sup>st</sup> September 2021

**Time:** 5:30 pm

**Location:** Microsoft Teams video call

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

Darren Broad, Argos (Chair) – DB

Charlie Shepherd, Rotary Club of Penrith – CS

Dan Harding, Foundry 34 and Angel Lane Chippie (Vice Chair) - DH [remote voting]

Stuart Bell, Accountant with Dodd and Co – SB

Erin Torbett, HSBC - ET

Simon Whalley, Eden Valley Artistic Network – SW

Carol Grey, Penrith Town Council (PTC Representative) – CG

### Minutes

#### 1. Apologies

David Whipp, Starfruit – DW

SB joined the meeting at 6.30pm

#### 2. Greening

[Paul and Alison from The Pot Place joined the meeting.]

The following points were noted regarding the summer greening project:

- The Pot Place started working on the project in 2015.
- Periods of hot dry weather have a negative impact on the planters.
- Locations of the temporary planters and baskets and their maintenance are both topics of concern for The Pot Place.
- The maintenance team water on a schedule - the planters are visited twice a week as a minimum per week.
- Pole tops difficult to water and the beehives have a smaller top tier which dries out too quickly
- There are some issues with the equipment used for watering. Specifically, the large trailer means the water tank can not put in pulled up close to some of the planters. Having to use a longer pipe means there is less pressure, so the baskets take longer to water. In addition the pump is too small.

Recommendations for improvements include:

- Condense the planting so it is focussed down Middlegate and the centre of town
- Need to consider watering and maintenance when locating hanging baskets
- Need to change the equipment used to modernise. Other areas have vehicles with a tank on the back to get closer to the areas needing watered. Also a petrol driven pump.

[Paul and Alison left the meeting]

The board discussed how to proceed with greening for 2022. It was agreed to:

- Do not order any pole top baskets
- Reduce the number of the beehives by half
- Increase cost of baskets charged to levy payers
- Investigate the purchase of a water pump which is fit for purpose

### 3. Matters Arising

Please refer to the matters arising and actions documentation.

### 4. Financial Update

SB presented the finances. Please refer to the P&L for full details:

- Spending is broadly in line with budget
- Levy collected to date is better than expected, meaning there is a small surplus
- Regarding outstanding levy, EDC will be requested to send out reminder letters.
- Greening is over budget because of an unexpected invoice which had not been budgeted. DW still has the money from COVID plant sales and this could be offset against the outstanding Richardson's invoice
- The expenditure on Christmas lights has been reduced for 2021.

Historic debt collection was discussed in detail. Directors all agreed to take next steps to recover levy debt.

**Action:** PB to instruct EDC to send out reminder letter for 2021 levy invoices

**Action:** PB to instruct EDC to debt collect all historic debt from 2018, 2019, 2020

**Action:** PB to pay the Richardson's invoice

### 5. Chairman's Report

DB noted High Street attention is moving towards Christmas. It is expected that customers will buy early this year to avoid price hikes.

The town video has been a success and promotes the town. DB thanked EDC and Penrith Chamber for co-funding and to Stephen Macauley for joining the working party working on the video project.

### 6. Projects Update

A new insurance quotation has been received for BID insurance. Directors approved the new policy.

**Action:** PB to pay Insurance to be paid as per Jelf quotation.

### 7. Funding Requests

#### 7.1. Penrith Town Band

Request received for £240 grant to fund 40 ties for the Town Band. The meeting approved the grant in full, the SLA to include promotional photography for the sponsorship and the band playing during December for Christmas. Funding to come from marketing budget.

**Action:** PB to send SLA and grant to Town Band.

### 8. Ideas and Suggestions

The music project undertaken by Tom Cora Stanley for town bands on Saturday afternoons has been well received. The meeting thanked him for his hard work in organising the bands.

### 9. AOB

N/A

DB gave his thanks to those attending.

Meeting adjourned at: 7:30 pm  
Minutes submitted by: Philippa Ball, Penrith BID Administrator / Manager  
Approved by: Darren Broad

Signature:

A handwritten signature in blue ink, consisting of several overlapping loops and a final downward stroke.

Date of next meetings: Tuesday 19<sup>th</sup> October at 5.30pm