

**Penrith Business Improvement District
Board Meeting Minutes**

Date: 18th July 2018
Time: 5.30pm
Location: Eden Mencap, Ullswater House, Duke Street, Penrith, Cumbria, CA11 7LY

The regular board meeting of the Penrith Business Improvement District was called to order at 5:30pm on 18th July 2018 in Penrith by Darren Broad (Vice Chair).

Attendees

Darren Broad (Vice Chair)	BD	Jackie Taylor	JT
Stephen Clarke	SC	Simon Whalley	SW
Dan Harding	DH	David Whip	DW
Stephen Lindley	SL	Philippa Ball (recording)	PB
Heidi Marsh	HM		

1. Apologies

Anne Mason
 Stephen Clarke (*no apology sent*)

2. Approval of Minutes

The minutes of the previous meeting were unanimously approved as distributed.

3. Parking

The meeting was joined by Austin Shield (Parking Manager) and Shawn Green (Parking Team Leader) from Cumbria County Council. The meeting discussed a range of topics, please refer to appendix 1 for full details.

⇒ **Action:** Shawn Green to provide a report showing the number of permits issued for Penrith and the number of actual parking spaces available in the same area.

⇒ **Action:** PB to contact Emily Murphy EDC to open a dialogue about their pay and display car parks
 Austin Shield (Parking Manager) and Shawn Green left the meeting at 6:30pm.

4. Agreement of working practises with BID Administrator/ Manager (PB)

a) Level of information to be recorded

The meeting agreed working practises for the BID Administrator / Manager. Summary notes and actions of meetings will be added to the BID website. More details discussion notes will be added as appendices to the notes.

⇒ **Action:** PB to updated website with all board meeting notes from 2018.

b) Contract (including KPIs and response times)

- ⇒ **Action:** HM to issue contract to PB

c) Emails / communication updates

- ⇒ **Action:** PB to provide directors with a summary report noting key actions and outcomes
- ⇒ **Action:** PB to ensure DB is copied in on BID critical emails.

d) Storage of data (Dropbox / external hard drive)

- ⇒ **Action:** PB to continue to use external hard drive for storage of data, with information to be backed up to Dropbox account for all directors to be able to use for reference.

e) Priorities for Project Action List

The meeting agreed priorities for the coming month. Discover Penrith business listings need to be updated by mid-August, in preparation for the site re-launch in September. Directors will assist with the collection of data needed from businesses.

- ⇒ **Action:** PB to provide directors with current business listing to facilitate the collection of data. Data needed will include photograph of business, business name, address, phone, email, social media, summary of offering, current offers/promotions
- ⇒ **Action:** PB to provide template for data collection
- ⇒ **Action:** PB email Chamber to ask Levy payers to provide information. Also, add request to Facebook, and website

5. Correspondence & Communication from Levy Payers (PB)

The meeting agreed there is a need for a quarterly paper newsletter to levy payers. These will be issued in September 2018, January 2019 and then on a quarterly basis.

400 copies will be printed in-house at Eden Mencap and will be hand delivered by Eden Mencap.

- ⇒ **Action:** PB to draft a newsletter for directors to approve at next board meeting
 - ⇒ **Action:** JT to provide printing and distribution services for the BID newsletter
- Training dates are available for Levy payers in September. The meeting agreed training can be opened up to Penrith Industrial BID levy payers, with an invoice for cost invoiced to Industrial BID.
- ⇒ **Action:** PB to send details of training dates to Chamber for their weekly email.

6. Greening update (DW)

DW provided an update on the greening project. Cumbria in Bloom judging has taken place for the town as a whole and for the BID area. There were 4 judges across the whole area, with 2 focusing on BID. The BID portfolio reflects a 12-month project, rather than just a summer approach.

During judging there were volunteers at each area who talked to the judges. This was a valuable benefit. Highlights were the railway station and poly tunnel. The diversity of the Penrith entry was a great selling point, as was the community involvement.

⇒ **Action:** PB to get documentation from PTC used for the judging, for BID Dropbox filing

⇒ **Action:** DW to email BID document to PB for addition to Dropbox filing

Future recommendation for EDC flower beds needing improvement. This has been reported to EDC.

Britain in Bloom judging is on 7th August. Results will be published in September and the winners' presentation follows in October.

a) Hosepipe Ban Plan

The meeting discussed the hosepipe ban, which comes into force on 5th August. The commercial and community ramifications of the ban were discussed in detail. It was agreed that BID will continue to water based around United Utilities advice to businesses: "You can only use hosepipes or sprinklers where it is directly related to your commercial activities, e.g. watering plants in a market garden." (<https://www.unitedutilities.com/emergencies/hosepipe-ban-on-the-way2/>)

⇒ **Action:** PB to prepare a statement for the hose pipe ban asking for their cooperation from business owners with watering using a watering can. This will be emailed to all hanging basket customers.

Due to the warm weather, an increased volume of water is being used each week and this will have a significant impact on the budget:

- 8,000l last week (previously 2500l per week)
- Cost of water is £1.74 per cubic meter plus VAT

⇒ **Action:** DW to ensure standpipe currently in office is used and hired standpipe returned to United Utilities.

⇒ **Action:** DW to provide updated greening budget at August meeting.

Sponsorship and hanging baskets are still available and all present were asked to continue working on selling planter sponsorship to businesses.

The Pot Place are selling extra hanging baskets not yet sold to town centre businesses.

7. Finance update (HM)

HM presented an updated financial report:

- £69k in bank
- EDC online system is not yet in place
- VAT return due by end of the month (approx. £12k on VAT)
- VAT is being added on to the levy invoice to EDC for the service provided in administering BID board on our behalf
- Meeting agreed all payments approved and to be paid

- £7,500 income on hanging baskets
- Monthly Profit and Loss report will be added to the meeting minutes as an appendix to show updated accounts to levy payers

- ⇒ **Action:** HM to set up PB, SW and DB as signatories with Barclays
- ⇒ **Action:** PB to chase for updated reports from EDC
- ⇒ **Action:** Tick box on training sign up to say 'I have paid my levy'

8. Record of time spent working for BID (JT)

The meeting agreed it would be beneficial for directors to keep a record of the hours they spend volunteering for BID. This information will be published to the levy payers and added to the newsletter.

The total hours of BID board volunteering may also be a useful statistic when applying for grant funding for BID.

Action: All directors to keep a log of hours worked on BID projects, to be sent to PB each month.

Training:

JT noted training certificates from the last course are now available and could be used for publicity.

- ⇒ **Action:** JT to send contact details for training certificates to PB.
- ⇒ **Action:** PB to arrange publicity photograph with course participants.

Christmas:

JT has had a meeting to agree plans for Christmas 2018. The following points have been agreed:

- fresh trees will be used outside but only baubles and tinsel, no lights
- Trees will be decorated at Eden Mencap
- Jenkinsons will install the trees
- Working to budget of approx. £15k.
- There is a need to confirm where all existing lights are, this work is in hand
- Eden Treescapes are going to check all the trees to ensure the lights are working. Some may need replacement (following storm damage)
- An 'Activity Saturday' is to be planned for after the droving festival.
- Penrith Scouts want to get involved with winter plans

Event insurance details to be confirmed.

- ⇒ **Action:** PB to ask if BID can use Penrith Town Council insurance for events cover, otherwise £10m insurance cover will be needed for greening, Christmas as well as director's liability cover.

9. SLA for Winter Droving (PB)

The meeting discussed the Service Level Agreement for Winter Droving.

⇒ **Action:** Board to agree agreement levels from draft document emailed by PB

10. Board member resignations and recruitment (JT)

Anne Mason has tendered her resignation from the BID.

JT requested a 6-month sabbatical, which the board approved. JT will remain on the board, email and WhatsApp, but will not attend board meetings for 6 months.

⇒ **Action:** HM to check BID constitution for clarification on the minimum number of BID board members.

Tim Lorton is happy to stay on the board but not attend meetings for next few months.

⇒ **Action:** DB to speak to Stephen Clarke about attendance at board meetings.

Directors will approach business owners to recruit new board members. The meeting discussed joining with Chamber to share board members and pool resources.

There is a voluntary payment scheme for opting in to the levy. Details need to be confirmed and added to the website.

⇒ **Action:** PB to add details of 'opt in' levy details to the website.

11. Any Other Business

a) License to hold events in Penrith (SW)

Bid holds license for events in Penrith. BID want to renew this. £100 from EDC.

⇒ **Action:** PB to renew event license with EDC.

b) A66 Closure Plans (DB)

DB attended the highways meeting and reported back to the BID:

- Highways stated they focus on transport issues and not local issues.
- However, they do consultations. Since February there have been consultation with police, district councils, town councils and now with parish wards
- Only 72% responded during consultation
- A5 leaflets to be distributed 1 month before work detailing diversions

Diversions will be as follows:

- A66 closed at Bolton turning
- Large wagons diverted from Brough
- Cut off at Long Marton

- Marshals and cameras will be in place; it will be an offence to ignore diversions
- At Penrith end M6 to Kemplay is not being closed at all. Roadworks from Temple Sowerby up to Bolton turning but they will have to shut at Kemplay to stop people going to Temple Sowerby
- Centreparks access will be closed.
- Closures will be from 10pm Friday until 3am Monday for 7 weeks from September
- From Appleby to Kirkby Thore grass verges are being halved.
- Kemplay still open from A6. Traffic through Bolton to come out on A6.
- Other roads might be closed to avoid issues with narrow roads.

Town Centre Wifi

The meeting agreed to cancel the town centre Wifi contract, following discussions at the last meeting.

⇒ **Action:** PB to send cancellation letter and enquire about removing hardware.

12. Agenda for Next Meeting

The next meeting will take place at 5.30pm on Wednesday 15th August 2018.

Meeting was adjourned at 8.30pm by Darren Broad.

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

Approved by: Darren Broad

Signature:



2nd August 2018

Appendix 1: Parking Issues

The meeting was joined by Austin Shields (Parking Manager) and Sean Green (Parking Team Leader) from Cumbria County Council.

a) Austin Shields explained the remit for their department:

- On street parking across the county.
- County wide parking permits across the county.
- Parking Enforcement team in Eden and Carlisle is 8 strong working a 7-day rota.
- Traditionally parking enforcement does not make a surplus, any surplus goes to improving roads and signage.
- Ensuring free-flow of traffic requires a turnover of parking spaces. This is achieved by time-limited on street parking. Officers ensure turnover of spaces.
- Parking Services Annual Report 2017/18 has just been published on CCC website.
- Parking time discs are paid for out of department budget. Local businesses are encouraged to provide discs. Businesses can have the parking discs free of charge and CCC list where discs can be obtained on their website. The department are interested in feedback from businesses on this scheme.

The meeting discussed a range of topics with Austin Shields and Sean Green:

b) Enforcement Officers

- The meeting discussed working practices for enforcement officers. In residential areas officers are encouraged to work in pairs, however officers should be on opposite sides of the road as this enables them to cover streets more quickly. This encourages better working practice and is also safer for officers. The meeting noted that it can be intimidating if there are two officers issuing tickets. In an aim to make officers more visible they now wear hi-visibility jackets.
- Officers do get abuse, including assaults. For this reason, there may be a need to pair up, they work in pairs on evenings and in remote areas. New staff are being trained at present, whilst they are being trained up they work in pairs.
- Approximately 37,000 Penalty Charge Notices were issued last year by the Council across Cumbria. There is due diligence to ensure this tickets are being issued correctly.

c) Penalty Charge Notices

- A range of reports are available. A county wide report covering finances for whole county is available. Breakdowns are available on a monthly basis for different areas. There has been a sharp decline in Penalty Charge Notices [PCNs] in Eden over the last 5 years, meaning a significant decrease in annual revenue; historically 500 PCNs used to be issued, now half that number are issued on a monthly basis. There are no targets for financial generation. Performance targets are not given to the team; they simply enforce the law.
- Free parking permits are paid for out of the department budget, as well as the disc clocks.

d) Penrith Town Centre Issues

- The meeting noted there is a severe lack of turnover parking. Only Middlegate is disc only. The rest are filled with permit holders who park all day. For example, Great Dockray vehicles don't move during the day because they are used for residence parking. In comparison with other

town and city centres Penrith stagnates with parking turnover; only Middlegate turns over efficiently.

- The current permit system was inherited from EDC; there are a number of issues with this system. As renewals of permits go through there will be a tightening of this. At present there are a number of vehicles parking in the incorrect areas. This will be tightened up as new disc renewals are issued. Renewal of Zone A is ongoing at present (town centre) and should be completed within the next two months. A similar process has been carried out in Carlisle and this has had a positive impact. All stationary will now have a hologram, making it harder to copy. In addition, the new permits database is linked to the Civil Enforcement Officer's handheld computers, meaning when they are cancelled the officers can check the permits, rather than having to wait until the next annual renewal.
- Penrith also suffers problems with district planners; old office buildings are being converted in to residential premises, particularly flats, meaning there are a number of cars for each building without suitable parking. In line with planning laws, city centre developments do not require parking because it is believed residence will use public transport, however this is often not the case in Cumbria.

⇒ **Action: The meeting requested a report showing the number of permits issued for Penrith and the number of actual parking spaces available in the same area.**

- The meeting noted that the disc parking system in the centre of the town is the best solution for local businesses; this offers free parking for a short period of time. Residential areas are mainly empty during the day because people are out working, so permit only streets would not be the best solution; disc parking makes the best use of the space. Bluebell Lane has 2 year waiting list for businesses for parking permits. This is an issue for employees in the town.
- 79% of parking is available for less than 4 hours and this is vastly higher than national average. However, vacancy spaces are 33% for Penrith in pay and display car parks (36% national average for a large town).
- There are a range of options available to improve parking. The meeting discussed possibility for 1 hour free parking on pay and display, as well as being able to pay by other means other than coins. Pay on exit is a preferred system, but requires space for a barrier system to enable visitors to obtain a ticket on entry. A local authority would not be able to use a camera system for pay on exit due to data protection issues. A third of transactions are now contactless for CCC's 2 car parks in Carlisle.
- The cost of new ticket machines is approx. £4.5k
- Bluebell Car Park will be having newer technology to include contactless. Newer machines can be set up with a range of beneficial machines. EDC uses machines which are not as versatile and are also prone to breaking down.

e) **Conclusions**

- On street parking is already been address; BID will work with EDC to try and improve the pay and display parking.
- Changes to the formal process of permit entitlement must be done by CCC. It is estimated that county-wide the 25,000 on-street permits issued at present may be reduced to 15,000 permits as a result of the changes being implemented now (hologram)

- Carers passes were discussed in detail. There is a lot of abuse of this system at present. The meeting discussed different options of issuing carers permits.
- The meeting discussed motor home parking overnight for one night only in one of the Town Centre car parks. This would be an income generation.
- There is an increased problem with delivery drivers being able to take their delivery vehicles home in an evening. This causes problems for on-street parking in residential areas.
- The meeting discussed the difference in enforcement between Carlisle and Penrith. In Penrith it would be good for enforcement officers to help, rather than immediately enforce.
- There is a national 10-minute grace period in pay and display and free parking areas.

There is an appeal system for all Penalty Charge Notices.