

**Penrith Business Improvement District Board Meeting
Board Meeting Minutes**

Date: Wednesday 19th September 2018
Time: 5.30pm
Location: Eden Mencap, Ullswater House, Duke Street, Penrith, Cumbria CA11 7LY

The regular board meeting of the Penrith BID Board was called to order at 5:30pm on 19th September 2018 in Penrith by Darren Broad (Chair).

Attendees

Darren Broad (Chair)	DB	Tim Lorton	TL
Stephen Clarke (Vice Chair)	SC	Simon Whalley (Vice Chair)	SW
Dan Harding	DH	David Whipp	DW
Stephen Lindley	SL	Philippa Ball (recording)	PB

1. Apologies

Jackie Taylor (JT) – Sabbatical
 Heidi Marsh (HM)

2. Discussion with Dawn Hurton, Beneath the Beacon

Following the Beneath the Beacon installation and trail this summer the meeting welcomed Dawn Hurton to discuss the project:

- The website will remain active, with the 26 stories and archived documents linking to museum artefacts.
- The boxes of characters tell their story through connecting with people. The characters involved have a strong story and relate to the local area.
- The mechanised automata need to be in clear boxes to ensure that they are not damaged.
- Local musicians are inspired by the project and are keen for it to continue.
- Dawn is keen for the project to continue, however finding suitable venues to house the automata and puppets is a challenge.
- “Talking Statues” has been explored as a project enhancement, this would be a way of linking the puppets to an audio recording to get the character to tell their story and creating a sound scape. Dawn has investigated working with different service providers to help this project come to life. A town trail would cost approximately £20k. Please visit <http://www.talkingstatues.co.uk/> for further information.
- ‘Our Place’ at Newcastle University is a mobile learning platform and has a free app. This would give a visitor clues to find the next automata and once they have found it they would have access to the sound file and video files relating to the character. This could be built into a wider town trail. Please visit <https://ourplace.app/> for further information.

The meeting discussed possible ways of taking the project forward:

- Dawn is looking for small window spaces to display the puppets in and around the town
- There is a need for larger spaces for the automata to be displayed (in their boxes)

- There is a need to identify businesses which would be willing to host puppets
- The project needs to define its primary purpose if it is to be taken forward – is it a visitor experience or a benefit for the businesses in town? This will impact how the project progresses
- There is a need for a longer term project as it takes time for momentum to build and this would bring greater benefits for the businesses
- There is a need to incentivise the trail for local businesses, for example a café trail which includes puppets. There would be the ability to promote the business through the type of puppet.

The meeting agreed a three-month review period to explore options. A longer term project (12 months) would be reviewed.

⇒ **Action:** PB to add Beneath the Beacon next steps to January 2019 Board meeting agenda

[Dawn Hurton left the meeting at 5:55pm]

The directors discussed various options for the trail going forwards. It has been proved that there is an interest in the project and there is agreement that the project could be taken forward. There is a possibility for a Penrith Heritage Trail to be enhanced by the puppets. There are possible links to make this into a social enterprise model.

3. Discussion with Steve Connelly regarding ShopWatch

The meeting welcomes Steve Connelley, returning Chair from the ShopWatch scheme.

Steve Connelley gave the background to the Shop Watch scheme:

- When the scheme was relaunched there were 18 radios across the town. There are an average of 5 radios being logged into on a daily basis at the present.
- The new DISC scheme being implemented across the UK. This can be used on any smartphone or tablet. There is communication between shops and possibly with PCSOs.
- Carlisle have been running the system since January 2018. Feedback has been positive. The ShopWatch radio scheme is still in place in Carlisle in addition to the DISC scheme.

A trial of the new DISC scheme was proposed, in conjunction with Carlisle. The details are as follows:

- £90 per month (£45 if Penrith were to buddy with Carlisle)
- 70 members (logged by email addresses)
- For 6 months there would be a cost of £270 to cover as a trial through to March 2019
- 64 Penrith businesses want to be on the system. The email addresses are in place, so the system could be up and running within 5 days.
- Over the course of the 6 months there would be a £3.60 per month cost per retailer, with 11 spaces still available. This allows PCSOs to have an email address and access to the system as well. There is a talk about getting the system downloaded to the PCSOs mobile system.
- All messages are instant if there is a 4G or mobile system active.
- Photos can be taken of offenders which can be used as evidence.
- Crime reports can be logged online and uploaded to the police. These are permissible in a court of law as evidence.
- There is still a need to call 101 to call the police; however, the police will be able to log in instantly that day and other users will also be able to see the images in real time.
- The system can be used to log shoplifting, antisocial behaviour, crime on the high street
- The geographic scope runs from B&M, to Sainsbury's, up to Town Head Garage, through to Spar and up to Booths and Morrison's.

Full costs after the 6-month trial would be as follows:

- £500 set up fee (one off charge). There is a potential for Penrith Town Council to fund this
- £90 per month thereafter for 150 members, this could be split between day and night businesses with one group for the day businesses and one for the night-time economy
- £1,080 for the year (£7.20 per year per member once 150 members are signed up)

Specifics of the DISC system are as follows:

- 1 email address per premises. It is up to the shop how many people have access to the system via a 4-digit code for staff to log onto the system. Whilst only one email address is used per business, multiple people in the shop can use the system via the pin code. For example, one business has 6 key holders, so the business owner will log onto the DISC system with their email address and sets up the app and log into the system. They then give the unique pin to the 6 key holders, who will access the DISC system on their devices.
- A data protection declaration would need to be shared with all the members.
- At times when there is limited PCSO coverage in the town, the PCSOs let members know that there is a limited presence.
- The radios are paid for by the individual businesses. Some of the larger nationals will keep their radios, the radios will run in parallel to the DISC scheme as this is an instant call to the police.
- The decline in use of the radio scheme was down to closed shops and other issues.
- The trial scheme would run to March 2019 and be reviewed at that time.
- Insurance covers the businesses against liability of being prosecuted for calling the police. Insurance covers both scheme.
- There are 145 towns across the UK with the scheme up and running.
- Data held within the app is secure and cannot be downloaded from the app.
- The app generates a weekly memo and emails to all the email addresses once a week.
- There is a need for an administrator to run the system if the trial is successful and Penrith agrees its own profile, away from Carlisle.

Please refer to www.littoralis.com for further information.

The board agreed to make a decision concerning the 6 month trial and DB will report back to Stephen Connelley.

⇒ **Action:** DB to report back to Stephen Connelley regarding the 6-month trial of DISC ShopWatch.

4. Matters arising from the minutes of the last meeting held on 15th August 2018

No matters arising from the previous meeting, which had been approved by directors via email.

5. Review of Update from BID Administrator/ Manager

5.1. Advertising in Visit Eden magazine was discussed.

⇒ **Action:** DH to negotiate a deal for a full page advert for Penrith in Visit Eden.

5.2. Training

The meeting discussed uptake on the training courses and late cancellations. Despite advertising in the newsletter, on the website, via social media and in face to face meeting, uptake on the training courses has been low.

⇒ **Action:** SW to review the training courses currently provided by BID and design a plan for courses going forward.

5.3. Social Media

DB questioned the need for a social media policy for the BID, particularly as it is now a limited company. Directors must be aware that they are not authorised to post on behalf of BID. No one should claim to be speaking on behalf of the BID in any posts made on social media.

- ⇒ **Action:** PB to add Social Media policy to next agenda.
- ⇒ **Action:** Directors to bring supporting documentation which could be used as a basis for the BID social media policy.

6. Finance update

PB presented the updated finances on behalf of HM. Please refer to the P&L report for further information.

DB reviewed the new contract, which has been issued from EDC and the terms defined in that contract, particularly those pertaining to the process for pursuing unpaid BID levy monies.

- ⇒ **Action:** DB will review the new contract and agree before signing.

6.1. Funding for Christmas

Penrith Chamber are unable to produce the Christmas in Penrith brochure this year, which is distributed via the Herald. The meeting discussed if BID has the resources to undertake this work. It was agreed the current website project to update www.discoverpenrith.co.uk must take priority, particularly given the work being undertaken to update the business listings and business promotions and offers. The meeting voted to cancel the brochure, but to work to promote Christmas in Penrith via the website.

Sarah Graham and Jacqui Taylor are leading on Christmas, with support from Rotary. Tim Lorton agreed to provide support from the board.

It was agreed there is a need for the budget to be tightly controlled, and factors such as the disposal of Christmas trees in January need to be included in the costings.

The Rotary Club of Penrith are planning on working with BID to organise a grotto in an empty shop. Businesses can be encouraged to take part by wearing Christmas jumpers.

- ⇒ **Action:** TL to work with Sarah Graham and Jacqui Taylor to complete the Christmas project
- ⇒ **Action:** PB to email an updated Christmas budget to the board, to include end of project costs (e.g. Christmas tree disposal)

7. Any Other Business

7.1. Request for additional Christmas Tree brackets for Great Dockray

The board discussed the request for 6 additional Christmas tree brackets for Great Dockray.

The board discussed the request for 6 additional Christmas tree brackets for Great Dockray. At present, there are no additional funds available for this project. However, there may be a potential surplus with greening and the funding could come from the greening budget. It was agreed no final decision can be made until the greening budget has been finalised (planned for October board meeting). In the meantime, directors requested confirmation of where the brackets will be installed and if the businesses involved would be willing to sponsor 50% of the costs.

7.2. Communication with other BIDs

Penrith BID get a number of request for information from other BIDs. It was agreed PB should formulate a generic response template confirming Penrith BID do not have the resources to respond to each request, but we would be happy to meet face to face, or bill for administration time.

⇒ **Action:** PB to prepare a template response to be used for BID information requests.

7.3. Greening

DW presented an update on greening:

- Barrier baskets have been taken down and hanging baskets are being removed in phases
- Final figures will be presented at the October board meeting
- There is a need to find adequate recycling for 2019 project
- There is a need to work smarter on sales and sponsors for 2019
- PB has produced a questionnaire and 2019 early booking flyer which has been emailed and delivered to participating businesses
- There have been discussions with EVAN for sculpture to be added to the planters
- There have been some queries about other areas which could be developed, e.g. Coronation Garden.
- Rotary are keen to get involved with BID work. They have an area in St Andrew's churchyard. There is an appropriate 50-year celebration in 2 ½ years' time, which BID could work towards.
- Sensory planting around benches needs to be explored for 2019

7.4. Kendal Calling / Penrith Show meeting

DW, HM and PB met with Kendal Calling and Penrith Show as well as other stakeholders at EDC. The meeting was highly successful and it was agreed to work together to ensure the success of the events as well as the promotion of Penrith.

⇒ **Action:** PB to ensure Kendal Calling are aware that EVAN would be interested in a Town Centre stage.

7.5. Other meetings

⇒ **Action:** TL to attend the Neighbourhood Planning Meeting on 10th October 2018 at 5:00pm

DB and SL will attend the Event Strategy meeting being held on 20th September 2018. The meeting discussed BID funding for events going forward. It was agreed that festivals bring visitors to the town. The meeting discussed how much BID should be involved in an event, beyond funding the event. The meeting discussed long term events held on a monthly basis, rather than annual events, and how these could benefit businesses.

8. Agenda for Next Meeting

The next meeting will take place at 5.30pm on Wednesday 17th October 2018.

The meeting was adjourned at 8.15pm by Darren Board.

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

Approved by: Darren Broad

Signature:

