

## Penrith Business Improvement District Board Meeting Board Meeting Minutes | Six Month Review

**Date:** Wednesday 21<sup>st</sup> November 2018  
**Time:** 5.30pm  
**Location:** Eden Mencap, Ullswater House, Duke Street, Penrith, Cumbria CA11 7LY

The regular board meeting of Penrith BID was called to order at 5:30pm on Wednesday 21<sup>st</sup> November 2018 in Penrith by Darren Broad (Chair).

### Attendees

Darren Broad (Chair)	DB	Heidi Marsh	HM
Dan Harding	DH	Simon Whalley	SW
Tim Lorton	TL	David Whipp	DW
		Philippa Ball (recording)	PB

### 1. Apologies

- Stephen Clarke (Vice Chair)
- Jacqui Taylor (Sabbatical)
- Carol Grey (PTC Representative)

### 2. Six-month review

The meeting agreed to conduct a 6-month review to understand progress made to date, agree a strategy moving forward and how BID should be positioned within the town.

#### a. What We've Done Well

#### Greening

**Promotion of Christmas** – The Christmas Window Competition encouraging business participation

#### Communication

- Stakeholder engagement – personal contact with shopholders
- Social networking – 274% increase on Facebook
- Newsletter
- Appointment of Administrator / Manager

#### Website

[www.discoverpenrith.co.uk](http://www.discoverpenrith.co.uk) redesign, launch and engagement with businesses and community groups

**Links with councils** (EDC and PTC)

#### Funding of events

- Food and Farming

- Penrith Arts Festival
- Winter Droving
- Beneath the Beacon

**b. What could we have done better / What should we do more of:**

**Bringing together different groups within the town**

- Influencing
- Partnerships

We've not **promoted BID** enough to the wider business audience, both in Cumbria and to the wider business community across the country

**Training** – there is a need to promote a schedule of training events.

There is a need for a **Penrith BID mission statement**, this should focus on the fact that BID want to make Penrith a vibrant place to shop and a forward-thinking place to work.

**Other Notes**

- It was agreed that the five main areas of focus should remain unchanged.
- Directors questioned what grants are available from EDC. How do we qualify to get money from the community fund etc.
- HM gave an update on the Chamber of Trade
- It was agreed BID is there to promote the town and bring shoppers in to the town. It is then up to the businesses to get them through the door of their shop
- Directors questioned if they should receive training on influencing?
- £900 cost for removing wifi equipment to be reviewed in next budget

**Website**

Three key audiences – Visitors, Workers, Locals

For businesses who want a page on the website but who are outside the levy area and just want a web listing, there is a fixed fee for 2019 - £60 plus VAT per annum. List now and get listing until end of March 2020. (standard charge will £60 for 12 months plus VAT – promo for now £60 plus VAT to April 2020 – special discount here, as businesses are getting 4 months free.

Non-levy payers have to provide images and copy. This service can be provided at a fee.

Membership to be renewed in April. Pro rata through the year.

2 miles area for promotions out of town (As far as Rheged) £60 for website listing

**Meeting adjourned at 20:19**

**Draft themes for the Penrith BID Strategy for 2019**

Promote Penrith	Access to Penrith	Enterprising Penrith	Pride in Penrith £22k	Effective Partnership
Taking £8k from 'Promote' to move into 'Pride' for Christmas			Overspending so moving this up to £30k	
<b>Website</b> - Continued focus £300 hosting fee £25 domain name every 2 years £65 SSL cert.	<b>Parking</b> for workers in the town. Park and ride?	<b>Training</b> - do an audit of what the businesses want.	<b>Greening</b> PTC have been invited to enter Britain in Bloom for 2019 Focus to be in the town centre Planning meeting in February – to include items such as tax 'Floral Aid' £15K budget for 2019	<b>Influencing</b> <ul style="list-style-type: none"> <li>• CCC</li> <li>• EDC</li> <li>• PTC</li> <li>• Chamber</li> </ul>
<b>Discounts and incentives</b> – now being done through the website		Links with <b>Cumbria Chamber</b> to provide discounted training with BID members	<b>Christmas</b>	
<b>Events:</b> Feedback- publish on website Ask for feedback via email Put feedback onto website Penrith Goes Orange 16 <sup>th</sup> March 2019 Discover Penrith to be added to Marmalade website BID to fund 3 buses on Sat and 1 on Sunday BID to liaise with Chamber Meeting to take place early Jan		<b>Empty units</b> – BID strategy for empty units as focus for January meeting. <i>BID Enterprise Zone (pop up indoor market)</i>		