

Penrith Business Improvement District Board Meeting

Board Meeting Minutes

Date: Wednesday 19th December 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 19th December 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
Carol Grey (PTC Representative)	CG	David Whipp	DW
Dan Harding	DH	Philippa Ball (recording)	PB

1. Apologies

- Jacqui Taylor (Sabbatical)
- Heidi Marshall

TL joined the meeting at 6:00pm

The last meeting was the six month review, hence there are no matters arising.

2. Penrith Goes Orange

Chamber will be running Penrith Goes Orange in 2019. The meeting discussed how BID should support this event going forward. It was agreed there is a need to understand what Chamber have planned for the day, and BID can then agree to fund an element of the day if necessary, and promote Chamber initiatives for the day via Discover Penrith

⇒ **Action:** PB to speak to Chamber of Trade and Commerce president to agree event plan outline. This could include an 'Orange Window' competition.

⇒ **Action:** PB then to meet with Dalmain and Chamber to agree marketing plan for the day.

3. Christmas

3.1. Christmas In Penrith

The meeting discussed events on 1st December:

- It was agreed there is an appetite in town for a Christmas event.
- Positive comments have been received from visitors to the town, particularly regarding the lights.
- The meeting suggested there is a need for a formal switch on. This could be based around the clock tower and using the clock as a focus.
- Visitors from Fyfe came to visit the town because of the lights.
- There is a need for 1 board member to run the event, with support from a working party.

- PB will send a questionnaire out to levy payers to ask for their input for 2019. Feedback so far has been that levy payers do not want stalls in the town as it takes away trade from them. This will need to be followed up with a more extensive survey.
- The meeting discussed the possibility of Rotary running Christmas and BID supporting the Rotarians.
- The meeting discussed the Chamber Christmas brochure and if that should be continued. This year the offers were run by social media and were well received. The meeting agreed marketing activity should not be restricted to online channels.
- Whilst BID is usually only a 'funder' of events, it was agreed that Greening and Christmas require more input from BID and these are BID initiatives.
- Christmas In Penrith 2019 should be an environmentally aware event.

- ⇒ **Action:** PB to speak to Chamber of Trade and Commerce president to discuss their plans for Christmas 2019.
- ⇒ **Action:** DH to manage Christmas 2019, with support in the working party from DB and SC.
- ⇒ **Action:** Christmas working party to meet and agree outline for events in 2019. Once this has been done the working party will then need with Rotary to discuss their involvement.

3.2. Christmas Window Competition

Feedback from the window competition has all been positive and there has been a good increase in social media activity as a result.

In 2019 it may be possible to have a 'reveal day' with a trail around the town.

4. AOB

4.1. Collection Boxes

A suggestion was made of having collection boxes in certain shops to raise funds for BID. Shop owners get positive feedback, particularly about greening and the Christmas lights and people would be willing to contribute loose change to support these initiatives.

- ⇒ **Action:** PB to speak to Heidi about finance issue of collecting money for BID funds.

4.2. Penrith Building Society relaunch

Penrith Building society are launching their new brand tomorrow and BID directors are invited. TL and SC will attend on behalf of BID.

4.3. Councils working together

DW noted that Cumbria County Council, Eden District Council and Penrith Town Council are often working on similar projects for the town. He arranged a meeting where officers from CCC, EDC and PTC got together to discuss collaborative working to improve Penrith. One example was the ownership and maintenance of street furniture in the town, which is in need of renovation, but the lights, bins and benches come under different councils' responsibility.

The aim is to get the councils working together and the next stage is to meet again with involvement of members, BID and Chamber of Trade to share ideas and encourage working together.

4.4. Little Dockray Grit Bin

The meeting discussed obtaining a grit bin for Little Dockray following a request from the businesses. CCC and EDC have been approached but they will not provide the bin as it is not a main highway. If BID provided a bin, they would not fill it as it would not be on their route.

⇒ **Action:** PB to report back to Little Dockray businesses.

The next meeting will take place at 5.30pm on Wednesday 16th January 2019.

Please note the January meeting will take place at Ullswater House. February meeting will take place at Foundry 34 (Ullswater House is unavailable for 1 month only)

The meeting was adjourned at m by Darren Broad.

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

Approved by: Darren Broad

Signature:

