



**Ulverston BID Meeting Minutes - 12<sup>th</sup> June 2018 – Tritech**

**Attending:** Jan Hancock (Town House), Gavin Knott (Appleseeds), Tony Martinez (Cumbria Teaching Agency), Craig Fox ( Fetl), Mike Bleasdale ( Poppies) Jacqui McCloy (Tritech), Janette Jenkinson (SLDC), Janet Heffernan (SJB School), Michelle Scrogam (Pure), Andy Pole ( Original Men’s Shop), Sarah Mammatt (The Nothern Line), Justin Wales (BID PO)

**Apologies:-** Rob Wyatt (Siemens), Richard Butler ( VHS)

**Absent:-** Judith Pickthall ( UCE ),

**Items for discussion:-**

Item	Meeting Note	Action
1	<b>Members Present</b> As above	
2	Apologies As above	
3	<b>Previous minutes approval</b> The minutes were approved as a true record.	

4	<b>Chair Correspondence &amp; comments</b> a) Welcome to Sarah & Andy as new members b) Market Hall bag for life initiative. This initiative did not happen despite being a good idea. Taste Cumbria weekend was the <b>target time</b> scale. To be resubmitted for further consideration c) Trade Directory Now updated with additions from Board. Recognise	
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	<p>this is moving target and will be forever changing, but at a point now almost ready for Board approval. Sophie is adding a map for reference. Calling of individuals on the directory for approval was considered unnecessary for GDPR . Sophie has sourced and purchased a new add on programme for the addition of <b>this directory</b> to <b>the</b> web site making it more responsive and flexible. Now working on population of this. This was approved by the Board .</p> <p>The print circulation will be <b>delivered</b> through Ulverston Now. A disclaimer needs to be added to the print copy before we go to press. ( Info correct at time of press etc.) and a link to the digital web site. Draft print copy to be approved by Board.</p> <p>Some additional funds were approved <b>for this extra work by Sophie</b> Jan to inform Sophie.</p> <p>d) <b>Tour of Britain</b>  Confirmed that it will come through Ulverston mid day 7th Sept 2018 &amp; go through the town and up Soutergate. We have had no direct contact with BID at this time and no request for funds to support the event. Town Council has given £5k.  Comments and ideas from the Board:-  Town will be pretty much shut down by the entourage and traders will be unimpressed. Need to create an add-on event.  There is a opportunity to do promotions before and after the event but not specifically through the Tour organisers e.g. Add our own vintage bike tour each side of the Tour.  Decorating the town would be a great way to advertise with our flags on every building, bikes added to shop windows and on building etc.  Justin to look into the logistics of can this be done. All ideas should go through the group co-ordinating the event for the town – Jayne Kendal. Justin to go to meeting 20 June 2018 of ToB.</p> <p>e) <b>Governamnt Report on High Street</b>  The high street report raised the usual issues – car parking, out of town etc. We do need to send our comments. Jan to do</p>	<p>Jan Hancock</p> <p>Justin</p> <p>Jan Hancock</p>
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f) County Council Board Representation Request

A lively discussion on the pros and cons of this proposal.

As background:-

Local Area Committee had made an original request for the CCC rep on our Board which Jan H had generally accepted. The Board disagreed with this as the BID already had a perception of being a replacement for Council. This response was then communicated to CCC. Recent correspondence from CCC has asked us to think again.

Judith P & Jannette were accepted on our Board (non-voting) at set up to represent the Town Council and advise where necessary.

Comments from the meeting:-

What would CCC bring to the table?

The TC have agreed a partnership with CCC for a number of issues for the town eg paving, bollards. It may be it would help if BID could influence their commitments as at present CCC are dragging their feet. The BID may influence the TC through the Board reps but would this really extend to CCC. We do recognise the need to keep good relationships and to work in partnership.

It was queried what CCC could do to help the businesses in town who may judge this to be an attempt to access business funds. An ability to pick our own planned actions was clearly what the BID is about.

People's perception of BID being an arm of local government still high. Whilst the proposed candidate Mark Wilson is seen as great supporter of the town it is his job to make CCC aware of issues and this conduit is always open to all.

Discussion with the similar request on Kendal would be advised before we agree.

We agreed that CCC is open to view the minutes on our web site and raise any issues. We have offered that our representative, Justin, could sit on their Board. We would expect CCC & BID to keep all doors open for discussion and that we would request that this decision for no rep on the BID Board would not prejudice any future co-operation and decisions. Jan to write accordingly.

Jan Hancock

5	<p>Finance</p> <p>The year-end statutory accounts were now complete and permission for signature and authorisation given in the meeting for Jacqui on behalf of the Board. Big thanks for Jacqui's efforts.</p> <p>The highlights are :-</p> <p>For the six month to March 18 we are expecting £63k income and with outgoing forecast of only £21k we are adding to last years surplus. Additional projects are still required.</p> <p>Our Forecast for year 4 to March 19 is more balanced.</p> <p>We have had the recent in principle agreement to Ford Park for funding of their schemes announced ahead of time ~ Particularly as further clarification and details were requested. Ford Park to be told.</p>	Jan Hancock
6	<p>Justin's Report</p> <p>a) GDPR All in order</p> <p>b) Loyal Free The launch is published in media and on CN news feed. We have a stall on Fine Fest to publish the launch &amp; get the public to sign up. The take up by business has started but by no means at a suitable level to give it a lift. Justin to do another trip around stores &amp; businesses to whip up support. The article for Loyal Free has been included in the Ulverston Now &amp; West Gaz as free copy. We have declined the 12 month advertising campaign @£400/m from Ulverston Now.</p> <p>Board members volunteered to promote with retailers with additional leaflet drops to get more on the site. The possible inclusion of the directory within the Loyal Free App to help promotions to be reviewed &amp; negotiated with the LF.</p> <p>We have a Public liability Insurance now in place for BID to cover the opportunity for more on street presentations and market stall involvement.</p> <p>c) Bluepole &amp; BID Web site</p>	Michelle, Mike, Sarah  Justin

	<p>The current site is too limiting in operation &amp; will be terminated with Bluepole. Justin to source new site @ max budget of £1000.</p> <p>d) Choose Web Site Some additional functionality and operating options identified by Justin will be explored with Sophie. The way we are controlling input may change with more help particularly for social media feeds. The site will not become a free for all and editing rights and management will be maintained centrally.</p> <p>Town WiFi SLDC are not going to back the plan for a suitable WiFi that will give free access and allow data to be captured and shared with BID. This despite previous commitments &amp; their support for a similar scheme in Kendal. The council are going out to tender to third party for a scheme whereby the successful contractor would collect data for their own use but not share. The use of assets including lampposts will be offered to BID free of charge from SLDC for the WiFi points. The legality of this offer is subject to check by Justin as ownership may well be in dispute.</p> <p>Justin submitted a proposal to place 25 access points in town @ a cost of £20k plus £2.4k per year. Whilst it would help the Loyal Free usage there was lack of confidence that this would increase the town footfall or is of any value to the town centre. A significant number of venues already have free WiFi available. The scheme was agreed to go on hold at this time. The SLDC original offer of £10k to be chased by Justin but likely not now available.</p>	<p>Justin</p> <p>Gavin, Michelle, Sarah, Justin</p> <p>Justin</p> <p>Justin</p>
7	<p>Lasting Legacy Discussion has started with the owners of the brewing site in Ulverston , Robinson's. They confirmed their commitment to the town. Justin to progress discussions to see if we can help this legacy to satisfactory conclusion.</p>	<p>Justin</p>
8	<p>Any Other Business Craig is schedule to go to the next Furness Waste Consortium (FWC) meeting on 28<sup>th</sup> June in Kendal. A meeting of Cumbria better connected attended with a slating of Northern Rail the main topic of</p>	

	<p>discussion.</p> <p>There is a proposal for a Stemfest in Ulverston (<b>Science</b>, Technical, Engineering and Maths). This is scheduled for 10<sup>th</sup> Sept in the Coro. Rent for the space may be subject to a request for funds to BID. This is not a jobs fair but more a show aimed at schools.</p> <p>Date of Next Meeting</p> <p>10<sup>th</sup> July 2018 @ Trittech</p>	
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