



Ulverston BID Meeting Minutes - 17th July 2019 – Coro Hall

Attending: Gavin Knott (Appleseeds), Jan Hancock (Town House), Judith Pickthall (Town Council), Sarah Mammatt (The Northern Line), Janette Jenkinson (SLDC), Jacqui McCloy (Tritech), Andy Poole (Original Men’s Shop), Beth Kennedy (Coro Hall), Wendy Barry (Avanti Capitola), Michelle Scrogham (Pure), Justin Wales (PO)

Apologies:- Suzanne Edgley (The Best Of), Janet Heffernan (SJB School), Tony Martinez (Cumbria Teaching Agency),

Absent:- Rob Wyatt (Siemens), Richard Butler (UVHS).

Items for discussion:-

Item	Meeting Note	Action
1	Members Present As Above.	
2	Apologies & Absent As above	
3	Previous minutes approval and Feedback The previous minutes were approved.	
4	Correspondence from the Chair a) Rob Wyatt Resignation. Formally submitted and accepted by the Board. Siemens have proposed a new member for the Board as a representative for big business. The Board considered this direct request (not the normal nomination process) and accepted Dennis Round to the Board. Dennis has been in Ulverston since 1968 and over many years has given volunteering services to the community and is currently a Stem Ambassador on behalf of Siemens. b) Possible new project from Jayne Kendal. This involved the use of funds from the BID to arrange additional local cleaning and tidying work in and around Ulverston (Bradford being a recent example). Not accepted by the Board as our remit or responsibility. c) Bid events to “What’s on in South Lakeland”. Justin to respond.	Justin

	<p>d) View from Hoad submission. Completed by Jan particularly on the Bloom project work.</p> <p>e) National Association of British Markets and Authorities (NABMA) meeting at House of Commons. NABMA attended a meeting with the Minister for the High Streets and Northern Powerhouse, Jake Berry MP. The event showcased the work of BID Foundations and the Institute of Place Management. Key address acknowledged that the government would ensure BIDs are integrated as key actors in future economic policy and programmes. Mutual interests and discussions will continue.</p> <p>f) Extending the Southern Boundary of the Lake District National Park. Meeting attended by a number of the Board. Early days. The extension does not cover Ulverston but incorporates Hoad. Consultation and feedback will be forthcoming.</p> <p>g) Notice of Appointment of reps from UTC. Jan has noted to UTC that the nomination of Judith Pickthall was very welcome but noted it was for the BID to appoint not UTC. Outside organisations cannot assume presence on the BID board by imposing an appointment.</p> <p>h) Unsuccessful BID applications. All complete from last period covering Lightburn Park and Littlecroft Baby Sensory.</p>	
5	<p>Finance Very little change since last month.</p> <p>a. If we do everything we say we will, this year we will spend £20k more than we receive in levy. The surplus brought forward from last year is £74k so surplus at Mar20 will be £54k. For the final 6mths to the end of the mandate in Sept20, forecast spend is £11k more than we receive so closing surplus at the end of the mandate is projected at £44k.</p> <p>b. We have nothing identified in this forecast for the cost of the re-vote.</p> <p>c. UCE paid for the 125Kw supply for the Coro and for the VIP rent.</p> <p>d. Still waiting for the applicant to claim £2750 for the Roxy Mural.</p> <p>e. Hire of the BMX track for the bike festival, deposit of £1003 paid in May, and balance of £652 still to be claimed.</p> <p>f. Cash at bank today is £140k. VAT payable for Jun19 is £14k, payable at the end of July.</p> <p>g. Jacqui contacted SLDC again, and again not received a reply or acknowledgment of my request for information on overdue accounts. Some new personnel are being appointed within the SLDC reorganisations. This may assist.</p>	Jacqui

6	<p>Justin's Report & Updates</p> <p>a) Cumbria in Bloom ~</p> <p>Hanging baskets are up, limited to 100 and looking good. Many positive comments from traders and public.</p> <p>The judges walked the town on 1st July and generally seemed impressed. Awards will be 5th Sept in Carlisle.</p> <p>b) Revote Business Plan:-</p> <p>Dates aligned with SLDC following meeting for the sequence of events. There will be no change to the terms of the BID for levy payers going forward. SLDC committed to £15k for the revote costs.</p> <p>SLDC are insisting we engage with CCC who are a big levy payer to the BID. Briefly discussed alongside the previous request for a board member to be appointed to the BID. With the potential for major change in the way local government service are delivered in the future and the fact that CCC needs to approve the BID business plan we need to be aware of enhancing or damaging future relationships. For detailed discussion in Aug Board meeting. There is a meeting prior to that on 19th Aug with CCC. Jan to attend.</p> <p>SLDC provided some guidance and an example for the detailed pattern of spends on revote envisaged from other sources.</p> <p>The ballot papers will be sent from SLDC but the business plan will be our responsibility to issue and circulate.</p> <p>c) Great British High Street Award</p> <p>Submitted by Justin mainly centred on the digital high street.</p> <p>d) Town Wi-Fi- Generally increasing numbers for log-ins & with 1386 email users. Busiest period is 12 to 4.00pm.</p> <p>e) Loyal Free ~. New figures provided by Justin. Some discussion on accuracy and interpretation of what results this may infer. Justin to bring details for Aug meeting. A total of 5400 redemption have been registered with the majority on the long term loyalty stamp offers. Of this 2/3 of the numbers are associated with 3 hospitality outlets. New LF manager will be visiting on 1st Aug to review progress and advise on better use of the scheme.</p> <p>f) On line Marketing. No action to report with meeting still to schedule.</p> <p>g) Car Parking. ~ There is a new contact at SLDC to review the car parking strategy for the town. We would like to have some influence on this to cater for our flexible needs. Target for this discussion would be before Oct as this will be the SLDC budget review for the year ahead and any concession will need to be absorbed. No info on usage has been</p>	<p>All</p> <p>Jan Hancock</p> <p>Justin</p> <p>Justin</p>
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	received to date despite many requests.	
7	Grant Applications:- None Received.	
8	<p>Delegates Feed Back</p> <p>a) Cumbria Better Connected. (Michelle). Many points made at the meeting about the dismal performance and constant disruption caused by the road works and rail non-performance. There is a request for BID to provide a rep to the Board of this organisation. Michelle to respond.</p> <p>b) GSK Task Force. (Gavin) Meeting attended 28th June & Notes issued. See sep. file .Some feedback from Michelle suggests the staff training being offered is not happening despite reports otherwise. Michelle to give some data so this can be raised for next meeting schedule 18th Oct</p> <p>c) Revive & Thrive Conference. (Beth) Very relevant and interesting conference with many issues about town centres future and links to digital economy and on line buying habits. There is a detailed report due on the presentations and this will be shared with the Board in due course.</p> <p>Beth noted a new App that links retail business activity enabling outside normal hours sales opportunities. The Founder gave an interesting presentation at the conference and will be invited to the BID for discussion. From the conference the importance of BID was recognised and clearly a growing importance to the future development of town centre strategy and thinking. Kendal are about to launch a new App which tracks data and movement from use of Visa cards to show retail patterns and locations etc. This may of interest to Ulverston and can be added to our Loyal Free scheme at a cost.</p>	<p>Michelle</p> <p>Michelle, Gavin</p> <p>Beth</p>

9	<p>ANO</p> <p>The leaflet for the tour of Britain plaques has been issued & available at VIP.</p> <p>Town Council are launching a ribbons and lanyards for awareness & recognition of customers who may require some additional assistance.</p> <p>Coaches are still coming to town on a Wed, offloading at the Rose & Crown, despite it being “half day” closing which is proving to be a stubborn old tradition. Requests for toilets & market access are the first words. Some coordination needs to be put in place that encourages coaches, has a service which is welcoming, has more open opportunities (inclg the indoor market) and in the long run get coach companies to be more aware of the towns festivals & events and better aligned. More signposts are required. UCP will be asked to look at options.</p>	Jan Hancock
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Next Meeting

Wed 21st Aug 2019 6.00pm. Venue ~~ Coro Hall