



Ulverston BID Meeting Minutes - 20th November 2019 – Coro

Attending: Jan Hancock (Town House), Jacqui McCloy (Tritech), Wendy Barry (Avanti Capitola), Janette Jenkinson (SLDC), Beth Kennedy (Coro Hall) Michelle Scrogam (Pure), Suzanne Edgley (The Best Of), Janet Heffernan (SJB School), Sarah Mammatt (The Northern Line), Judith Pickthall (Town Council), Denis Round (Siemens), Tony Martinez (Cumbria Teaching Agency), Gavin Knott (Appleseeds)

Apologies:- Andy Poole (Original Men’s Room),

Absent:- Richard Butler (UVHS), Justin Wales (PM)

Items for discussion:-

| Item | Meeting Note | Action |
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| 1 | Members Present As Above. | |
| 2 | Apologies & Absent As above | |
| 3 | Previous minutes approval and Feedback The map put forward for the Pub Trail from LVA (item 6b) only covered town centre pubs and needs to be adapted to cover all levy paying pubs and restaurants. The BID will look favourably on costs associated with this update. The previous minutes were approved. | |
| 4 | Sophie Bennett was unable to attend due to illness for a review of the Choose Ulverston Web Site | |
| 5 | Correspondence from the Chair a) Marian Bobbett from the St Mary’s Mount guest house had complained that she was not include in the recent business booklet & as such “did not want to take part in the BID”. Jan has visited and called Marian to apologise for this error and explain that the guest house is in the catchment area of the BID, therefore has an obligation to pay the levy & if a successful revote is carried in 2020 this will continue. The guest house has been added to the Choose Ulverston Web site as part of the Business directory. | Jan Hancock Justin |

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| | <p>b) The new owners of 3 King St (ex. Stead & Simpson) have objected to having to pay the BID levy. The building is in a derelict state and as such is not suitable to derive any income for the foreseeable future. The matter was discussed by Jan & Jacqui as a matter of urgency as SLDC were about to issue demand notices for none payment to other businesses. Due to the derelict state as a gesture of good will it was accepted at this time to waive this levy. The owner has agreed that the space can be utilised for town events where a support base is required on a temporary basis.</p> <p>c) Some feedback from SLDC for the Red Rose Club re a previous request for a waiver on BID levy has been misleading. The BID were unaware of any correspondence on this matter but a recent planned meeting with Jan (chair) at the club to review how the BID could help failed to materialise with the owners. A follow up is required.</p> <p>d) Printfest. Jan issued a response to Printfest confirming the agreement of BID Support. Our request that they also engage with Shops and Schools by means of a trail and/or workshop was repeated from last year. Further contact with our BID representative needs to be followed up. Suggestions by Printfest have been proposed which include a competition for 14+, free admission to exhibitions, reduced fees for workshops, teaching packs for schools and promotions for school exhibitions. The age limit was considered by Printfest as more appropriate given their limited resources and experience and more specifically relevant to their remit. Printfest were reminded not to rely on BID as a repeat funder albeit we would support new initiatives for long term sustainability.</p> <p>e) Mr John Davies has shown an interest in the BID Board. John is retiring soon and currently is part of the Mr Simms retail outlet. Jan has replied with information & application details. Justin would welcome a local pair of hands to help with contacts and trader interface etc. as part of "Getting Involved".</p> <p>f) The issue of the town parking charges and the options of flexible availability was raised by Ann Marie Binstead in correspondence. Jan has responded giving a summary of all the work being done to keep this on the agenda for SLDC to address, particularly with the future opening of the new out of town shopping at the hub. In addition the Town Council are pulling together a proposal to SLDC for a future car park strategy which supports the town better. This will be circulated to the BID early Dec for comments. Despite numerous requests SLDC have yet to publish car park usage and revenue data to allow the BID or Town Council to fully evaluate the impact of any future proposal. SLDC will cost the proposals and traders will also be part of the consultation. Options being considered include, Free after Three, Extension of Stockbridge</p> | <p>Jan Hancock, Dennis</p> <p>Janet Hefferman</p> |
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| | <p>Lane scheme, special areas for a low charge for short stay etc. It was also suggested that any future plan should consider funding the town circular bus as a means of also addressing climate change issues.</p> <p>g) A comment on Facebook was raised with regard to the security of public WiFi which we have provided free to the town centre. Our terms and conditions for use and access are considered clear and are part of the sign up procedure. All public WiFi have the same risk exposure.</p> <p>h) A proposal for the decoration of the Market Hall roller shutters is being worked up by UCE for consideration by the BID.</p> | |
| 6. | <p>Grant Applications.</p> <p>Application considered for support for an existing group of local potters to try to expand the interest of this activity in the local community. Some reservations were noted e.g. was there a demonstrated need or interest.</p> <p>Overall the Board voted to agree to this application for £250. Gavin to respond.</p> | Gavin |
| 7 | <p>Finance</p> <p>Little movement this last month with the following highlights. Thanks again to Jacqui for accounts data.</p> <ul style="list-style-type: none"> a. The surplus forecast at Sept 20 will be £52k, if we complete all in the program and to cost. b. Cash at bank today is £122K c. Jacqui continuing to have problems getting information from SLDC d. The accounts in the accounts include an allowance for the CCTV proposal for the town, which is yet to come to the Board. | |
| 8 | <p>Late night shopping</p> <p>Update from Justin confirmed the initiative was in place with advertising in press, loyal free, social media, Choose Ulverston and town flyers. Traders have been e-mailed with regard to the events, dates etc. and the opportunity for the input to the free bags being distributed at the Dickensian Festival. There was some comment from the traders that the expectations for this were unclear and confusing which a separate note would have addressed. The work in this area should be reviewed again if need be with BID members perhaps being more involved. Specific comments/complaints from traders were addressed by Justin.</p> | Justin |

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| 9 | <p>Using WiFi Data</p> <p>Both Choose and town WiFi have mail chimp data, both separate. There may be an opportunity to utilise this joint info but recognising data protection issues. To be explored.</p> | Suzanne, Sophie, Justin |
| 10 | <p>Revote & Business Plan</p> <p>The feedback from the Board to input to the Revote Business Plan is required by 6th Dec to Justin. Please review previous plan and send any ideas and comments. The final Report from the Printfest was noted as a particularly good, vibrant and interesting presentation & should be reviewed for ideas. Dennis will follow up on the contact lists for big business in the BID area so that we can directly canvas for the revote.</p> <p>The sub committee will look at expanding video options as an promotional tool to incorporate what's been achieved by the BID and as a thank you to all levy payers. This to be played out in various formats to target all BID levy payers using social media platforms, mail chimp lists etc. and by presenting a positive story to encourage all areas. It is also hope to engage with the public to support business and hence the BID going forward.</p> <p>Loyal Free will also be utilised for this communication. The feedback from the Roxy for the LF advert was not available for the meeting.</p> <p>An update to the BID website is ongoing with meeting minutes added, current list of Directors corrected and new training courses add in the new year with a revised schedule.</p> | <p>All</p> <p>Dennis</p> <p>Sub Committee</p> <p>Suzanne, Sarah, Beth Janet & Justin</p> <p>Justin</p> |
| 11 | <p>AOB</p> <p>Carolyn Tennison is now a fully certified Climate Change trainer and can offer this service free to the community.</p> <p>The Pub Trail is to include all levy payers whether part of LVA or not. Wendy will update and the LVA are requested to own this project. The BID representatives are welcome at the next LVA meeting @ Avanti 10am on 4th Dec.</p> | |

Next Meeting

Wed 18th December 2019 6.00pm. Venue TBC