



**Ulverston BID Meeting Minutes - 11<sup>th</sup> Dec 2018 – Tritech**

**Attending:** Jan Hancock (Town House), Gavin Knott (Appleseeds ), Jacqui McCloy (Tritech), Michelle Scrogam (Pure), Sarah Mammatt (The Nothern Line), (BID Andy Poole (Original Men’s Shop),

**Apologies:-** Judith Pickthall (UCE ), Rob Wyatt (Siemens), Tony Martinez (Cumbria Teaching Agency), Janette Jenkinson (SLDC), Janet Heffernan (SJB School), Suzanne Edgley (The Best Of), ), Mike Bleasdale (Poppies) Suzanne Pender ( Ford Park), Craig Sherringham ( Virginia House) Justin Wales ( PO)

**Items for discussion:-**

Item	Meeting Note	Action
1	<p><b>Members Present</b></p> <p>Sophie Bennett was invited to do a presentation on Choose Web site and discuss the way forward for the contents.</p>	
2	<p><b>Apologies</b></p> <p>As above.</p>	
3	<p><b>Previous minutes approval</b></p> <p>The minutes were approved. The action to make contact with Charles Archibold was incomplete. Michelle to pick up and discuss an offer where funding could be made available to the BID to look at how business can respond to the challenge of climate change.</p>	Michelle
5	<p><b>Chair Correspondence &amp; comments</b></p> <p>a) Letter received from Town Council raising concern that the BID could “dump” the town WiFi infrastructure on the council if the BID failed to achieve an extension to the initial 5 year term. The BID has fully committed the funds necessary to support this project and if an extension is not agreed as an asset to the town, the council would be offered the opportunity to own this infrastructure which we fully recognise has to have Council approval. There is no suggestion to “dump” any asset on the Council from BID activity.</p> <p>b) Michael Bleasdale (Board member) has now changed his business with the sale of Poppies and the expansion of catering hospitality services and</p>	

	<p>as such is no longer a BID levy payer. Mike has offered to volunteer to pay the levy and would like to stay on the Board accordingly. Constitutionally this is acceptable however there was a view expressed that the Board members should fully represent the BID levy payers and this arrangement goes against the principle of the commitment. It could be seen as “buying” a Board member place. The Board overall disagreed with this and accepted Mike to remain on the Board. A review of Board members will take place at the next AGM due March 2019.</p> <p>c) Kirsten Taylor e mail for funds related to an Ulverston song. Kirsten needs to apply as normal. Gavin to respond</p> <p>d) Change of date for View from Hoad to 13<sup>rd</sup> Dec in hand with Justin.</p> <p>e) Barrow BID project officer has made contact and follow up required to see if we can mutually help each other.</p> <p>f) The letter we sent re A590 disruption to the Department of Transport from utilities suppliers &amp; the effect on trade in town and surrounding area has received a general poor and bland standard response.. They will be contacted again to address the original letter. Concern was noted that the future proposal for the “land Improvement scheme” on the edge of Ulverston would disrupt the A590 for months. This can’t happen with the same negative approach with this scheme &amp; hence agreed to press the department for a satisfactory understanding of the recently impact incurred.</p>	<p>Gavin</p> <p>Justin</p> <p>Justin</p> <p>Jan Hancock</p>
5	<p><b>Finance</b></p> <p>Not discussed.</p>	
6	<p><b>Dates for next Meetings.</b></p> <p>Settled on 3rd Wed of the month for 2019.</p>	All
7	<p><b>Updates</b></p> <p><b>Web Site Review.</b></p> <p>Sophie gave an on line show of the current Choose Ulverston web site complete with business directory now fully established. Some images are missing from individual entries – ie not readily accessible. These can be added when available and as time allows. A facebook notice has been published to invite other businesses to make contact if they would like to be included.</p> <p>The response has been very positive to both the web site listing and the booklet issued and Sophie receiving 30 to 40 requests a month at present</p>	

	<p>for new additions, developments and alterations. Board agreed the web site needs to be kept up to date &amp; Sophie to progress where required.</p> <p>The download for the Ulverston Community Partnership leaflet Nr 2 is still outstanding. Sophie to chase with Andrew Nicolaides.</p> <p>The web site is growing in popularity &amp; the feed back suggest businesses are getting contacts via the Choose web site in addition to their own separate direct approaches.</p> <p>Work continues with the social media (Facebook, twitter &amp; Instagram) to compliment the web site.</p> <p>The news letter issued via mail chimp which was previously postponed to save some expenditure will be resurrected. It will include briefings on current month and the immediate activity ahead.</p> <p>The budget going forward to support the Directory updates, web site updates, news letter and social media was reviewed and agreed at broadly £3000 to end of March 2019 covering Sophie &amp; Dan.</p> <p>Some new developments are also possible for example the cycle route maps &amp; videos. Sophie to progress these in a separate budget as development options. Some adverts on Adam Kappas walking u tube videos would be removed if possible.</p> <p><b>Traders Booklet</b></p> <p>Published and well received. Some comments coming in asking “when will the next copy” be published. It may be that this is possible given the original hard graft is complete and updates could be done far cheaper. Sophie also queried the print costs and could get this done, albeit outside the Ulverston peninsular, far cheaper. Generally agreed an excellent job completed.</p> <p><b>Tour Of Britain Placards</b></p> <p>The original agreement was for a temporary approval and display in the town and particularly on listed buildings. The opportunity to keep permanently and use as a town trail was discussed. The BID provided funds for the development of the placards with ownership by Town Council. An application would be required for permanent display and it is known that the Town Council would reject this and it would then pass to SLDC planning for review. Retrospective permission would not be allowed. Strong view expressed form the Board Chair that the conservation of the town without unnecessary advertising creep should be maintained and the retaining of the placards long term would not be supported by the Ulverston Conservation Group.</p> <p>To enhance the option further the Tour of Britain group needs to make the application. Michelle to pursue.</p>	Michelle
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### **Late Night Shopping**

Feedback mixed and certainly it was agreed too early a start in the year (After Dickensian would be the logical start time) and too rushed this year to get everybody on board with the idea and opportunity. Indoor markets were not address with regard to security and some key shops on the high street not buying in to the scheme.

Ideas for next year from the market traders included an evening outside market, (perhaps 2 Thursdays before Christmas) with street entertainment etc.

### **Light Projection.**

Some disappointment particularly given the costs.. We again probably rushed this opportunity without fully understanding content. The Dickensian theme of pictures worked very well for that weekend but has now become a little stale .Certainly not amazing as described. Feedback given to supplier and change due this week to reflect colour, content and comments.

The contract is still to sign and the billing route with Dickensian committee understood, with a bank transfer due from D Fest to BID. BID will then pay the final invoice.

Note:- Hanna Fox ( local) has a well recognised reputation as a “light artist” and should be consulted for 2019.

### **Park Run**

Update from Parkrun Event Support Ambassador Stuart Wallace:-

Ulverston Parkrun had some tourists this week who are well known and been doing parkrun since the year dot. Their friends are all the parkrun HQ team and all kinds of parkrun royalty. They **loved** our parkrun.

### **Festival Videos**

Thumbnails for the videos have been created to go on to Choose & feed back requested.

[https://www.youtube.com/channel/UCMhgMnr5SodU1M1TRVPL\\_cQ](https://www.youtube.com/channel/UCMhgMnr5SodU1M1TRVPL_cQ)

The Dickensian Video has had 600+ views already and all the videos have totalled over 1300 minutes of view time.

Here is social media link to the Dickensian video -

<https://youtu.be/fm5Uxubhh8o>

7	<p><b>Grant Application</b> Ulverston Radio Car Club</p> <p>Request for £600 to help support the event with new carpet track. This event brings lots of people to Ulverston and needs to be better advertised and promoted. Board agreed to fund this application and support the promotion through Choose Ulverston &amp; Social media. Gavin to contact.</p> <p>Retro Rendezvous</p> <p>Submission for £1000 for supporting event. Some clarity sort on the fund application from Dave Wood with an imbalance on what is required and what is available from other sources. Otherwise Board agreed to fund.</p> <p>UCE Santa Grotto</p> <p>Support for the Route Bus housing the Santa Grotto requested for £200. Late application with the event already started. Board agrees but will not accept any further late applications from UCE. Gavin to communicate.</p>	Gavin   Gavin   Gavin
8	<p><b>Justin's Report</b></p> <p>None available</p>	
9	<p><b>Projects for 2019</b></p> <p>Not Discussed</p>	
10	<p><b>Delegates Reports</b></p> <p>GSK produced a 1<sup>st</sup> draft green paper for the task force group.</p> <p>The group is focused on</p> <p>Training packages for those staff wanting to work in the local economy. Apprentice support, Land regeneration and transfer of assets.</p> <p>Meeting also took place in London with GSK Global Exec &amp; members of this group to understand the full reasoning &amp; logic behind this business decision to substantially pull out of Ulverston. The group emphasised the message that this area feels it has been led down a path by GSK with little likelihood of future development or expansion success. Message has been received.</p> <p>GSK are to free up land for the development of a business park and commit to £2.0m for the leisure centre so long as SLDC go ahead with the scheme. These two elements ( land and leisure facility) are linked which was not fully appreciated by SLDC.</p> <p>The paper will be developed to look at the options and opportunities for Business Parks, Science Parks etc.</p>	

11	<b>Next Meetings</b>  Based on proposal of 3 <sup>rd</sup> Wed of each month next three meeting:-  Wed 16 <sup>th</sup> Jan  Wed 20 <sup>th</sup> Feb  Wed 20 <sup>th</sup> Mar   Venue TBA.	
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