



Business Improvement District

Business Plan 2020-2025





CONTENTS

Chair of Ulverston BID - Janet Hancock Page 4

Major Projects Page 6

Staying Safe in the Town Centre Page 13

What is BID Page 14

Reasons to Continue Page 16

Consultation Page 18

Board of Directors Page 20

Market Place Page 21

2020 - 25 Priorities Page 22

BID Funding Page 26

How the BID is Managed Page 28

Revote and Timetable Page 29

Cost of Levy Page 30





Janet Hancock,
Chair of Ulverston BID

The Ulverston BID is a business led initiative whereby businesses pay a levy to the BID in order to enable us to deliver our core values of making Ulverston Attractive, Accessible, Alive and Altogether. Thereby creating a town, which is not only a great place to live, but a town which attracts investment, inspires confidence and secures a bright sustainable future for all.

Attractive

In our efforts to make Ulverston an **Attractive** place to live, work and visit we have worked collaboratively with Ulverston in Bloom to make the town centre and outlying parts of the town zing with colour. This year 183 new hanging baskets and additional planters have been installed throughout the town centre and outlying areas, building on the success of last year when our efforts won Ulverston BID a place in the prestigious Britain in Bloom Final. Unfortunately this has been cancelled for 2020 but we retain our finalists place and hope to be able to compete in 2021.

Having a beautiful, well cared for town is not only a glory for the locals to enjoy, it encourages tourists and sends a message to prospective investors in the town by promoting it as an attractive environment in which to set up businesses, bringing employment and diversity to the town.



HAVING A BEAUTIFUL, WELL CARED FOR TOWN

is not only a glory for the locals to enjoy it encourages tourists and sends a message to prospective investors in the town by promoting it as an attractive environment in which to set up businesses bringing employment and diversity to the town.

Accessible

Accessible doesn't only mean making it easy to get into or around the town, it also means making services and information easily available to everyone, everywhere..

The recent launch of Free Town WiFi does just that. Every visitor to the town who takes advantage of the WiFi is connected to Choose Ulverston website. **Choose Ulverston is the town's official information website and one of the BID's major investments giving access to all aspects of life in Ulverston providing information about not only the shops, businesses and events but also the environs of the town. Featured walks and trails encourage visitors and locals to enjoy this wonderful town and its incredible surrounding countryside.** WiFi subscribers will automatically be notified of up and coming Ulverston events and festivals through social media, promoting repeat visits and making Ulverston a destination town for visitors from around the world.

Our commitment to the production of the Town Traders booklet last year was also aimed at making the town more accessible. 12,400 copies of the Booklet were delivered to every household in the Ulverston postal district making sure everyone in the area has access to the names and contacts of businesses and services available to them locally.



ULVERSTON IS A THRIVING FESTIVAL TOWN

and as such certainly comes Alive with colour, music, laughter and fun from May to December. BID receives numerous applications for grants towards festivals and in the past year has supported Retro Rendezvous, Another Fine Fest and Printfest helping with promotion and giving advice to help them develop their events.

In another effort to give public more access to local businesses, BID has introduced the Loyal Free app where individual traders can promote their businesses and encourages repeat visits. The app also invites visitors to discover the town through promotional trails with a variety of themes such as dog friendly pubs. Marketplace is a recent add-on which enables people to access Ulverston shops online.

BID continues to support the Visitor Information Point and UCE in their efforts to make information easily available to locals and visitors alike and we have also contributed to Ulverston Community Partnership to ensure the Ulverston Festival leaflets are made available in Service Stations on the M6.

Alive

Ulverston is a thriving Festival Town and as such certainly comes **Alive** with colour, music, laughter and fun from May to December. BID receives numerous applications for grants towards festivals and in the past years has supported Retro Rendezvous, Another Fine Fest and Printfest, helping with promotion and giving advice to help them develop their events.

Altogether

This category is difficult to describe in a few short words, but is, in fact, our reason for existing!

The aim of Ulverston BID is to engage the whole community in a mission to work with the statutory authorities, businesses large and small, and the public sector to become the best we can be.

Ulverston is already a great place to live, work and visit but we all need to work together to make it even better. BID does NOT and never will take over council responsibilities. We work alongside them in partnership to enhance the environment we all live within. The Town Council budget is already stretched and without the collaboration with BID they may possibly have to choose between reductions in essential services or less vital budget items, such as the provision of Christmas Lights or illumination of the Sir John Barrow monument on Hoad. This is not a reasonable thing to ask of the rate payers, so, while the Christmas lights and floodlights on Hoad monument are not entirely necessary to our physical wellbeing or helping to maintain a safe, healthy environment in which to live or even having an impact on the way our businesses thrive, just think what a dreary, drab place Ulverston would be without these enhancements.

I would like to thank the members of the BID board who are ALL volunteers for giving their time freely to work together for the betterment of the town, and I would also like to give further thanks to the levy payers who took the decision 5 years ago to invest collectively in local improvements. Without their contributions BID would not have had the funds to bring about any of these enrichments.

We look forward to continuing our work within Ulverston and building on the successes of the last five years.

MAJOR PROJECTS

Choose Ulverston:

The Town tourist and information website for the community and the wider audience. This site has gone from strength to strength attracting 100,000 visits.



Loyal Free App

Launched to a great audience not only to the businesses but the community. The BID has been busy promoting and raising awareness of the app in the community at events and markets.



The **Monument lighting** was made possible by BID



Free Town Centre WiFi:

WiFi is live! This will mean everybody can access the web free of charge together with the Loyal Free app. The bonus means that we will have marketing information that we can use to promote the town and the businesses. We have already publicised newsletters to an audience of 3,500 and this data is growing.

**Free Town
Wi-fi has
reached
3,000 users**



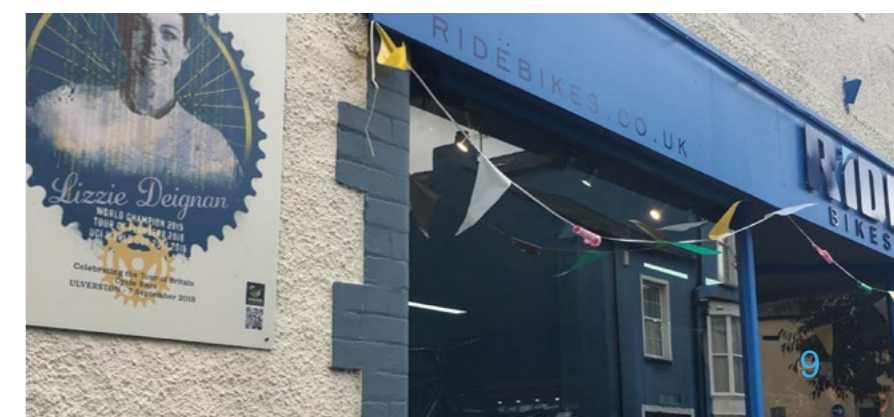
The Tour organisers said that **Ulverston staged the best reception** that they had received in the **Lake District!**

Tour of Britain

How impressive it was to see the town pulling together to make a fantastic event. What a result! The BID was happy to fund the activities to make the town come alive and even added a large screen for town viewing! Great day, great partnerships with all!

Images of 12 famous UK cyclists appeared on buildings (temporarily) around the town. They have since been relocated and now have pride of place in the Market Hall. Designed by the Northern Line, we think they look great, in addition to lots of business and community projects. There was a large screen in the centre so that we could showcase the whole of the Tour.

The BID is pleased to have been able to fund the activities and get involved in this event which showcased the town as it passed through at 11.30am





Ulverston in Bloom:

The Ulverston BID entered the Town into the Cumbria in Bloom Competition 2019 in two categories; Business Improvement District and the Small Town. This year saw a change in working partnerships with the BID and community group Ulverston in Bloom, who organised the entries for the It's Your Neighbourhood category. On the day of the judging we all felt that it was a great day, showcasing the town to the Cumbria in Bloom Judging Team. The Ulverston BID and the town entry also reached the final for Britain in Bloom 2020 (delayed to 2021).

"The BID has worked very hard directly and with local groups to improve the area for the benefit of everyone. The judges were particularly impressed with the town's murals and the Market Hall artwork. The BID has worked with local shop owners to access grants to improve the shop fronts and this was noticeable on our walk. The quality of the hanging baskets will ensure that they can be reused for many years and therefore benefit the businesses in the town. The judges were impressed with how tidy and clean the town looked. There was very little evidence of litter (there were plenty of litter bins around the town) and the centre looked vibrant with all the floral displays. It is clear that the BID has worked collaboratively within the local community and supports the work done by volunteer groups to improve local areas, such as Gill Banks, Lightburn Park and Ford Park"

Cumbria In Bloom Judges, 2019



The BID has supported over **12 Festivals** or **Events** each year in the town.

Funding:

The BID also funded several community events and activities throughout the year making Ulverston come alive! By backing the UlverSTEM event BID made it possible for the Coronation Hall to give FREE access to over 2000 visiting families and young children to the biggest educational event in South Lakeland. We also helped towards the cost of the new uniforms for Ulverston Town Band and supported the BeWell festival organised by Rotary.



Late Night Shopping was made possible by BID

50p one hour and £1 two hour parking in the town.

Christmas Lighting was made possible by BID

Ulverston **BID**

Your individual contribution makes all this possible

VOTE YES 

Staying safe in the Town Centre throughout COVID-19

The Government announced that more businesses and High Street shops could begin to reopen from 15th June.

Ulverston BID in partnership with Ulverston Town Council, SLDC and County Council have introduced measures to reassure visitors that they can safely return to the town centre.

Although 15th June was the start of these changes the Government guidance suggests that many measures could be in place for up to a year, so it is important we become familiar with the new arrangements.

Visual changes include signage reminding people of key information and the need to maintain social distancing at all times.

Much of the signage has been organised and paid for by Ulverston BID and the Town Council with help from the ERDF. You will also have seen new hand sanitising stations for public use at various points around Ulverston. These have been installed by SLDC.

Guidance has been given to businesses to support them to operate safely, including ways to manage safe queuing outside stores. The public message encourages people to use contactless payment wherever possible to minimise the risk of virus transmission.

Councillor Robin Ashcroft, SLDC's portfolio holder for Economy, Leisure and Culture expressed his thanks saying;

"Getting our High Streets back open again has been a key priority. However it needed to be done in a careful and controlled way to keep everyone safe and I'd like to thank everyone involved in creating and implementing this plan in such a short space of time." He went on to say: "All arrangements in Ulverston were discussed with the Town Council and Ulverston BID who have done some excellent work to support the reopening."

On 15th June Ulverston shops opened their doors after 85 days of lockdown. Twenty days later pubs, restaurants and cafes were allowed to follow suit and hairdressers made a welcome return. To celebrate the reopening of our town centre, Ulverston BID in partnership with Ulverston Town Council, collaborated with the Ulverston Now team to produce a very special one-off edition of Ulverston Now magazine with a 6,000 circulation. This was so we could introduce the changes in the town and tell you all the great work carried out in the Covid-19 situation.



WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District (BID) is a precisely defined geographical area of a town, city, or commercial district where business ratepayers are invited to vote to invest collectively in local

improvements that are additional to those currently provided by local government.

Business ratepayers are asked to vote on an additional levy that, if supported, will be collected in a ring-fenced account and then used to finance the delivery of projects, services and activities

WHY DOES ULVERSTON NEED A BID?

BIDs are business-led initiatives taking advantage of government legislation that gives local businesses the power to raise their own funds to spend on their priorities in order to improve their trading environment. Ulverston BID is an investment scheme where local businesses collectively agree on the priorities and how to invest their money to benefit themselves, their staff, their customers and, therefore, the town.

The findings of the survey of businesses in Ulverston revealed two important points:

1. Large numbers of businesses in the town share a common concern about several issues which could be addressed through collective action.

2. There is considerable potential for growth within the local economy which could be released by acting together.

BIDs are business-led initiatives taking advantage of government legislation that gives local businesses the power to raise their own funds to spend on their priorities in order to improve their trading environment.

On the first point, investment is needed to help the town to adapt to inevitable changes and deal with an increasingly competitive environment. These changes include the rapid growth in online retailing, the increasingly well organised competition from neighbouring towns and cities, and the continuing impact of large supermarkets and out of town retail parks.

To be more effective, the investment requires a more proactive and cohesive approach, where the whole business community feels involved, where collaboration brings with it the benefits of shared experience, and the pooling of resources brings the required economies of scale to have much more impact at lower per capita cost.

Frankly, the alternative is to continue with a reactive and piecemeal approach, dependent on the goodwill of a handful of individual businesses taking ad hoc action as time and resources allow, and where planned investments are too often dependent on the availability of increasingly scarce public resources.

On the second point, this BID renewal is timely, by seeking to maximise the benefits from exciting existing and ongoing plans to expand the opportunities for well-paid, skilled employment in the town.

It is essential for Ulverston to be seen as a desirable place to live and work and must raise its profile and its image to help the town's employers meet the challenge of recruiting skilled labour to the town.

This presents an exciting and extraordinary opportunity for the town and one which could benefit from the continuation of the Ulverston BID as an important catalyst to stimulate wider economic activity and growth in the town.

planned investments are too often dependent on the availability of increasingly scarce public resources.



SHOULD THE ULVERSTON BID CONTINUE?

Reasons to support the Ulverston Bid 2020-2025

- Led by a board of Directors from the town's businesses for the benefit of all businesses and communities in Ulverston.
- Investing in the town's economic future.
- A secured and managed fund to address the priorities that you have for Ulverston.
- Economies of scale and potential cost savings for all businesses.
- Delivering initiatives to benefit businesses and the communities in Ulverston.
- A significant business voice with real influence to all involved in the development, growth and vitality of Ulverston.

The BID will retain the four main objectives that have successfully operated in the last five-year term, keeping them recognisable to all stakeholders.

1. To improve, market & promote Ulverston as a place where people want to live, work and visit (to be 'Attractive');
2. To make it easier and more affordable to use and access information on shops, services and entertainment in Ulverston (to be 'Accessible');
3. To revitalise the town by supporting and expanding the programme of markets, festivals, events, arts & cultural activities bringing the town 'Alive'.
4. To build, through the BID, an effective partnership between the town's businesses, organisations and local authorities for the benefit of Ulverston as a place to live, work and visit (to do this Altogether).

These 4 objectives of the Ulverston BID and the planned programme for improvement are a direct response to the priorities identified by the businesses and organisations in Ulverston. They focus on the challenges and opportunities that matter most to them and reflect their overwhelming desire to see actions, not words, to transform the town. Consideration has to be taken with regards to the geographical reach of the Ulverston BID as a whole town BID, so it has many varied businesses that reside within it.

The Ulverston BID programme will continue to deliver a set of projects and activities under four priority headings and reflect a collective desire to see the town take action to fulfil its potential. These four headings, together with our preferred approach, use adjectives that we believe should become the defining characteristics of Ulverston. These are:

● **Attractive**

To support and promote all types of activity in the town: showcasing Ulverston as a fantastic place for businesses to invest in and recruit successfully, for families and individuals to be part of a thriving community, and for visitors to explore and enjoy.

● **Accessible**

To make it easier and more affordable to access Ulverston and promote ease-of-use information on services, shops, entertainment and events, and to help our community get the most out of what Ulverston has to offer.

● **Alive**

To invigorate the town by supporting the programme of markets, festivals, events, and wellbeing, sporting, arts and cultural activities.

● **Altogether**

To facilitate an effective partnership between the town's businesses, community groups, organisations, schools and local authorities for the benefit of the whole of Ulverston

The Ulverston BID programme will continue to deliver a set of projects and activities under four priority headings and reflect a collective desire to see the town take action to fulfil its potential.



Consideration has to be taken with regards to the geographical reach of the Ulverston BID as a whole town BID, **so it has many varied businesses that reside within it.**

WHAT PEOPLE HAD TO SAY!

Throughout the term of the BID the directors have always requested feedback from the stakeholders. However in the last year, in the preparation of the revote 2020 more emphasis has been placed on this using the following tools and techniques with a set of balanced questions towards the objectives:

- **Online and paper questionnaires**
- **Link back from all media releases to encourage feedback.**
- **Business to Business events**
- **Door to Door consultations**
- **Email and Newsletters**
- **Social Media Releases**
- **Event and Festival Promotions**

THE RESULTS!

The following balanced questions were asked to Stakeholders to identify their priorities.

What priority would you give to each of the following actions to improve business in Ulverston?

- Marketing & promoting to residents of the local area.
- Marketing & promoting to visitors/tourists.
- Improving access and convenience through car parking and public transport promotions and offers.
- Enhancing the quality of existing events, festivals and markets.
- Improving the appearance of the town.
- Filling empty shops with new businesses or services.
- Providing opportunities for businesses to receive professional advice and training.
- Running schemes to promote businesses and create offers to consumers.

All those who responded to the questionnaire put high priority on all of the categories apart from Enhancing the quality of existing events, festivals and markets as they felt the festivals were now well established and had benefitted from the BID's help

not only in funding but from the provision of expert business planning advice enabling them to become self-sufficient and able to run successfully in the future.

A wide range of activities in Ulverston town centre are currently made possible through your contributions to the Business Improvement District (BID). Which of the following activities are you satisfied with?

- Marketing & promoting businesses through 'Choose Ulverston' website.
- Marketing & promoting businesses and activities through social media.
- Advertising and promoting the town through printed leaflets and publications.
- Promoting the town at festivals and events throughout the year.
- Providing sponsorship and support to community initiatives.
- Encouraging local shopping through 'Loyal Free'.
- Promoting a digital high street with Free town centre WiFi.

- Brightening the appearance of the town centre through Christmas lights & events.
- Improving the appearance of the town centre through planters and baskets.
- Encouraging professional development and skills through local training courses.

The majority of stakeholders were satisfied with the initiatives BID had undertaken but at the time of the survey were unsure of the benefits of the Town WiFi as they could not see a direct effect on their businesses. This is a long-term initiative which had only been in place for a few months when they made their response consequently the marketing opportunities it has since delivered was not at that time apparent.

For most businesses, the cost of the current Business Improvement District (BID) is equivalent to less than 50p per day. Do you think the BID is providing good value for money?

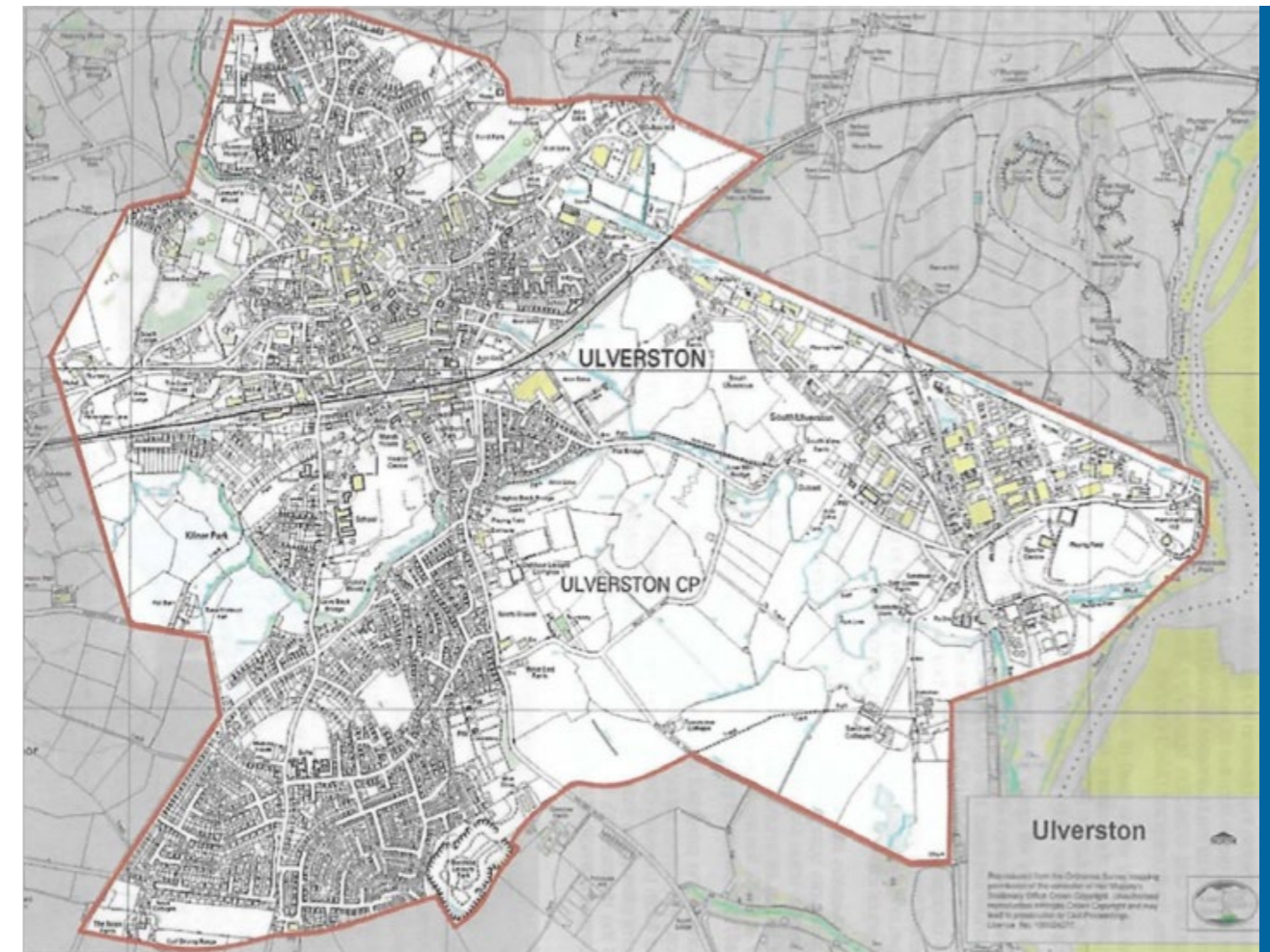
This majority result was more towards 'Yes' and 'Undecided' rather than 'No'.

We also asked about the budget what other priorities the stakeholders may have. This result hinged mainly on footfall and appearance of the town. There were also concerns regarding facilities for young people in the town.

Businesses outside of the town centre want more inclusion and promotion. This has already been highlighted for the next term and more inclusive projects will be prioritised. The activities of the BID in the last five years have positively addressed the stakeholders' priorities and in order to become a sustainable benefit it is essential that we have continuation and the opportunity to enhance the projects, some of which are still in their infancy, to bring about a lasting legacy to the town.

Regarding Festivals and Events, whilst encouraging new events with pump-priming grants, BID ultimately advocates that organisers aim to be self-sustaining and directs resources towards this working practice.

The Board of Directors have made the decision to keep the 'defined area', objectives and levy rate the same so that the continuation of projects can progress, and the additional concerns of the stakeholders can be addressed.



Ulverston BID Board of Directors 2020 and Responsibilities

Jan Hancock (Town House) - Chair of the Board - Voting
 Jacqui McCloy (Tritech) - Treasurer- Voting
 Gavin Knott (Appleseed's) - Secretary - Voting
 Wendy Barry (Avanti Capitola) - Voting
 Janette Jenkinson (SLDC) - Non- Voting
 Beth Kennedy (Coro Hall) - Voting
 Michelle Scrogam (Pure) - Voting
 Suzanne Edgley (The Best Of Barrow and Furness) - Voting
 Janet Heffernan (SJB School) - Voting
 Sarah Mammatt (The Northern Line) - Voting
 Judith Pickthall (Town Council) Non-Voting
 Denis Round (Siemens) - Voting
 Tony Martinez (Cumbria Teaching Agency) - Voting
 Richard Butler (UVHS) - Voting
 Justin Wales (Project Manager)

In the new term of BID there will be a new board of directors appointed at a public meeting. Due to Covid-19 we may have to hold the meeting online. If you wish to attend or stand as a director please email admin@ulverstonbid.org.uk or use the contact page on www.ulverstonbid.org.uk.

NEW ONLINE MARKETPLACE PROVIDES LIFELINE FOR INDEPENDENT BUSINESSES IN ULVERSTON

The award-winning app LoyalFree has been working alongside the Ulverston Business Improvement District (BID) and Choose Ulverston to help support independent businesses during the COVID-19 pandemic.

Alongside launching new digital trails to help consumers identify local businesses that are still operating and providing local delivery services, the LoyalFree app has also fast-tracked the launch of a Marketplace. Already promoting over 100 businesses in the town, this bolt-on service will provide further support to local businesses.

The LoyalFree app was launched in Ulverston by Ulverston BID in 2018 to help high-street businesses increase sales and reward customers. App users can also enjoy local tours and interactive trails, enter exciting competitions and explore local events.

Ulverston BID say the app has attracted more than 2,000 users across the town, and there have been over 34,000 interactions with local businesses since the beginning of the project, with over 8000 redemptions of deals.

Now Ulverston businesses who are part of Ulverston BID, cannot only continue to service their customers locally, they can also sell gift vouchers and experiences, providing much needed cash-flow during these difficult times.

The LoyalFree Marketplace allows independent businesses to sell products online, without any charge or commission except a small payment-processing fee. Businesses can choose to arrange delivery, e-mail digital vouchers or arrange for items to be collected, either directly from their store or another pre-agreed location.

This provides offline businesses with a lifeline during the COVID-19 lockdown period. Businesses can utilise the platform to increase critical cash-flow without incurring the expense of creating their own e-commerce site or paying commission through existing ones.

Justin Wales, (BID) Project Officer said "The Marketplace is a fantastic new initiative to enable businesses to display their products to a wider digital audience not only through the current Covid-19 situation but going forward as restrictions are relaxed.

The Marketplace will encourage people to view at their leisure the offerings that the unique businesses of Ulverston are providing. It also gives consumers the flexibility to have their products delivered or choose to collect them from a store."

The 'recovery' stage of the COVID-19 lockdown is a crucial point for many businesses. Ensuring both survival and longevity is key. We hope that

the Marketplace will allow businesses not only to continue to operate but also aid recovery once the lockdown measures are lifted.

Sophie Hainsworth, Co-founder of LoyalFree said "It is more important than ever to adapt our services to the needs of businesses around the UK. With a high proportion of independents, Ulverston provides a perfect town to make use of an online marketplace. It's great to see businesses such as Pure and Squirrel already listing many products on the site."



The Marketplace will encourage people to view at their leisure the offerings that the unique businesses of Ulverston are providing.

It also gives consumers the flexibility to have their products delivered or choose to collect them from a store."



2020 – 2025 PRIORITIES

'Attractive' Ulverston

This will enable local improvements to continue to brighten up the appearance of the town and, together with a pro-active marketing & promotion campaign, will ensure that the town's offer translates into an improved Choose Ulverston 'brand identity', creating a modern-day approach to a traditional Lake District town. It will contribute to a more positive perception of the town, resulting in improved visitor numbers, increased footfall & sales, and a growth in demand for both commercial and residential properties. It will also encourage prospective investors in the town to bring their businesses to Ulverston. We want more people to come to Ulverston to live, work, shop and enjoy themselves. And we want them to come back again and again!

Through the BID this can be delivered in three parts:

1. Improvements to the appearance of the town, specifically including funds to tidy or brighten up empty shops and the town's 'Grot Spots', to develop and enhance the work with In Bloom addressing seasonal changes including the Christmas illuminations, and to support other business community-led initiatives to add colour to the town.
2. Use of technologies to enhance the high-quality marketing & promotion campaign from Choose Ulverston, incorporating the Loyal Free app and Town

WiFi. This will employ a variety of media to encourage more people to come to town, from the local area and further afield.

3. Working with major employers and other town groups to create promotional material to spread the word about the excellent quality of life in Ulverston alongside exciting employment opportunities and commitments to Well Being and Personal Professional Development.

These three projects and activities are summarised as:

Project One: Taking Pride in Ulverston

A well-managed fund to enable the BID to provide seed funding and BID managing projects to encourage effective initiatives to brighten up the appearance of Ulverston, in the town centre, at the town's entrances, tourist destination areas, parks and trading estates. This will enable the BID to have much needed community participation bringing all together.

Project Two: Marketing & Promoting Ulverston

Lead the development of a new coordinated approach to the marketing of Ulverston, promoting both daytime and evening economies.



Working with key local partners, the BID can help to generate interest from individuals and new businesses to re-locate to Ulverston



We want more people to come to Ulverston to live, work, shop and enjoy themselves. And we want them to come back again and again!

- a. Establishing Choose Ulverston as a brand image has ensured a consistent and recognisable message for promoting the town.
- b. A pro-active approach to marketing the town has raised Ulverston's profile as a principal visitor destination and unique leisure destination and service centre for the sub-region of South Cumbria and the Lake District.
- c. Promoting Ulverston to both UK and International tourists visiting the lake District, as a must-see shopping, leisure and entertainment destination.

Project Three: Promoting Ulverston for Employment & Business

Working with key local partners, the BID can help to generate interest from individuals and new businesses to re-locate to Ulverston, utilising a variety of media to

"advertise" the town as a great place to live, work and play. This will principally focus on facilitating a new collaboration of the town's major employers, to highlight Ulverston's attractiveness as a place to live & to work.

Many businesses expressed concern that Ulverston was undersold and its strengths under-stated. These three projects will raise the profile of Ulverston, brightening up the town, promoting business and employment in the town, and making a positive contribution to trade within the town through improved perceptions of, and greater pride in, Ulverston.

'Alive' Ulverston

The BID is constantly working to reinvigorate Ulverston as a 'destination' town, through sponsorship of creative initiatives designed make the town the best it can be.

As a potential 'private' sponsor which could also attract 'public' match-funding, the BID could ensure that more of the festivals and events are designed and delivered in ways that bring tangible benefits to the businesses and organisations in the town by enabling skills and support for self-sustainability the BID can ensure that new initiatives are being developed and nurtured for the longevity of Ulverston.

Working with as many stakeholders as possible we are seeing greater levels of participation, enabling a more co-ordinated approach to activities and joint promotions.

This is always closely linked to the marketing & promotion project accomplished by Choose Ulverston and delivered through two activities:

Project One: New Town Wide Initiatives

Working with as many stakeholders in the town as possible, we will be able to support or lead, on new

initiatives each year for the period of five years. These must demonstrate new ways to deliver a wider variety of services to the businesses and community of Ulverston, and a greater understanding of the environmental and economic impacts that they may have, giving shared responsibility and sustainability.

Project Two: Events and Festivals

Continuing to work with local stakeholders to support new and existing town festivals and/or events each year for a period of five years where these contribute to marketing and promotion of the town's businesses and services, ensuring that the town identity is always endorsed.

These two projects can help to raise the profile and reinvent the positive image of Ulverston as a forward thinking 'Destination Town' This is considered by many businesses to be Ulverston's USP and it is a vital part of the BID's mission to increase footfall and generate new spending and business activity in Ulverston.

'Accessible' Ulverston

The BID has been making it easier and more affordable to access services and facilities in Ulverston by addressing two priorities identified by businesses in the town. The first is to make it easier and more attractive for people to visit and shop in the town by introducing an initiative to minimise the cost of visiting Ulverston, and the second is an initiative to help Ulverston to "move with the times" and take advantage of technology.

This will be delivered through two new projects:

Project One: Car Parking and Local Transport Incentives

In partnership with South Lakeland District Council and Ulverston Town Council, the Ulverston BID could contribute to a series of discounted 1 to 2-hour car parking promotions to make Ulverston more affordable and accessible to visitors, shoppers and for service users in general.

In considering this project the BID and collaborative partners will review and evaluate previously effective incentive schemes such as the "Super Saturdays" and the Stockbridge Lane trial in Ulverston and learn from successful car parking initiatives tested elsewhere, such as "Free After Three" used in Chester and since

Working with as many stakeholders in the town as possible, we will be able to support or lead, on new initiatives each year for the period of five years.



Working with as many stakeholders as possible we are seeing greater levels of participation enabling a more co-ordinated approach to activities and joint promotions.

copied by several towns after it was highlighted as good practice in a report to government (Portas, 2011).

We will also consult the town centre traders to garner their thoughts and ideas as to the best practicable and affordable solution.

"We have worked with SLDC to identify a key carpark in the town centre where Ulverston BID is underwriting discounted parking for a 2 year trial period. After that, the scheme will be evaluated to see if the yield and revenues have increased, then it can be ascertained if it can be rolled out to other locations.

In addition, the BID will be looking to support the failing public transport provisions in the area targeting specific routes to enable natural footflow across the town's facilities for all. This could also enable tourist activities from inner and outer locations of the town, giving the communities and visitors a bigger picture and opportunities to utilise the town of Ulverston as a whole.

Project Two: Technology Developments

Through the development of a dedicated Loyal Free Ulverston App, Free Town WiFi, and Choose Ulverston there will be new opportunities to share information with customers, making it easier for customers and visitors to the town to plan their visit and easily access information about what goods and services are available at any given time. More developments will be emphasised on the trails and activities happening in 'REAL TIME' in the town as well as

the adaptation of the WiFi to enable footfall data making Ulverston a 'SMART' town.

Technology is already changing consumer and community behaviour - how people communicate and how they buy their goods and services. According to National Statistics (2020), of a 67M population, 55.5M (82.9%) are using mobile devices. It is a trend with far reaching consequences for the future of Ulverston and this BID aims to ensure the infrastructure is in place to take advantage of these mobile & digital technologies throughout Ulverston.

These two projects can contribute to more positive perceptions of Ulverston with the costs of car parking no longer seen by some as a deterrent and the new technologies providing, enabling and encouraging people to increasingly use the town centre as a leisure and recreational space, at long last able to interact with many more town centre businesses & service providers.

'Altogether' Ulverston

Through the BID, we have been building effective partnerships between the town's businesses, community organisations and local authorities for the benefit of Ulverston as a place to live, work and visit (to do this Altogether).

This work and channels of communication need to continue as we are all stronger together! Ulverston over the last few years has enjoyed relationship growth and collaboration from a very varied set of stakeholders in Ulverston.

Bigger and more ambitious initiatives are being discussed and now with the BID the town has a high level of skill and experience across those involved to ensure that the town succeeds with such initiatives.

We will continue to work and improve in this way to involve all in the town.

Some of our Partners include:

- Ulverston Town Council
- South Lakeland District Council
- Cumbria County Council
- Ulverston Businesses
- Ulverston In Bloom
- Ulverston Traders Association
- Ulverston Community Enterprises
- Ulverston Community Partnership
- Ulverston Healthy Town
- Festivals Organisers
- Event Organisers
- Community Volunteer Groups
- Ford Park
- Schools
- Other Groups

None of the pre-ballot BID development work or ballot costs themselves will be recovered through the BID Levy, but South Lakeland District Council will make charges for administering the collection of the BID Levy on behalf of the Ulverston BID. Refer to the financial table for the itemised estimate of costs of collection.

The Ulverston BID will not be limited to income derived from the BID Levy and can expect to raise further funds from:

- Voluntary contributions;
- Grants;
- Sponsorship & advertising revenue.

The proposed BID operating company will continue to seek funding contributions towards specific items or activities identified within the programme of projects to be implemented through this Business Plan. Businesses within the town and surrounding district will be encouraged to support the implementation of the Ulverston BID and its considerable potential to deliver wider benefits both to the

town and the Furness peninsula. Voluntary contributions can help to ensure that the benefits of activities such as marketing extend to areas beyond the defined BID area.

The Ulverston BID creates a significant fund that has the potential to draw in further investment including grant assistance from other grant distributing bodies. Some of the projects can also expect to attract sponsorship, again for specific items or activities that bring corporate benefits e.g. the sponsorship of the town's festivals or online applications.

The total income for the delivery of this 5-year programme, based on income both from the BID Levy and from other contributions, will be over half a million pounds; at least £572,500.

Current figures for 2019/20 are for 509 properties, with a total RV of £8,709,100. Based on 1.25% that would collect £108,863.75. There will be an increase with the developments in the town, so the forecast is set at £110,000 for the purpose of the five year forecast.

'Altogether'

To facilitate an effective partnership between the town's businesses, community groups, organisations, schools and local authorities for the benefit of the whole of Ulverston



HOW IS THE BID TO BE FUNDED?

The BID Levy

The income required to deliver a 5-year programme of investment within the Ulverston BID area will be mostly, but not entirely, drawn from the BID Levy. This will be collected on behalf of all the businesses involved by the local billing authority and collection agency for the Non-Domestic Rates, South Lakeland District Council.

The BID Levy will be fixed at one and a quarter percent (1.25%) of the current Rateable Value (using latest available Valuation Office Agency survey data) for each property. There will be no annual inflation increase.

The BID Levy will apply to all properties (hereditaments) within the defined BID area including all those in receipt

of charitable relief but excluding those with a Rateable Value of less than £3,000. For instance, charity shops will be charged the same because they are expected to benefit from marketing and improvements to the whole town and it is expected that the majority will want to play an equal role in the local business community.

The Ulverston BID area includes 509 hereditaments with a Rateable Value of £3,000 and over. Their combined Rateable Value (RV) is a calculation based on the existing RV survey information. The combined Rateable Value is £8,709,100. This should raise £108,863.75 gross per annum. We are forecasting that this should translate to £550,000 with new developments in the town over the 5 years term of the Ulverston BID.

ULVERSTON BID EXPENDITURE						
2020/2025	2020/21	2021/22	2022/23	2023/24	2024/25	TOTAL
ATTRACTIVE	47601	47601	47601	47601	47601	238005
ALIVE	17336	17336	17336	17336	19963	89307
ACCESSIBLE	7000	25000	25000	25000	25000	107000
RUNNING COST	28500	28500	28500	28500	28500	142500
CONTINGENCY 5%	5725	5725	5725	5725	5725	28625
TOTAL	106162	124162	124162	124162	126789	605437
BID LEVY INCOME	110000	110000	110000	110000	110000	550000
OTHER GRANTS AND SUPPORT	10000	10000	10000	10000	10000	50000
TOTAL INCOME	120000	120000	120000	120000	120000	600000
NET SURPLUS / DEFICIT	13838	-4162	-4162	-4162	-6789	-5437
BALANCE FORWARD	5437	19275	15113	10951	6789	
BALANCE CARRIED DOWN	19275	15113	10951	6789	0	

HOW WILL THE BID BE MANAGED?

BID Proposer

The process to develop a BID Proposal for Ulverston is initiated by the Board of Directors of the Ulverston BID on behalf of the Stakeholders of the BID. Funding and support secured from Ulverston Town Council and South Lakeland District and Cumbria County Councils enabled the instruction of the BID Project Manager to assist the local partners with consultations and with the development of a Business Improvement District proposal 2020/25 for Ulverston.

BID Management

Subject to a successful revote, an Ulverston BID will be managed by the existing Ulverston BID Company, a not-for-profit company limited by guarantee, with its own ring-fenced accounts, and with membership open to nomination and election from all businesses, organisations and individuals contributing through the BID levy. This will ensure that the control, delivery and responsibility for the BID sit firmly with the business community. It is envisaged that the BID company will be a constituted body consisting of 6-12 Directors who in turn will elect a Chairperson.

Monitoring performance and evaluation

The BID will monitor progress in partnership with South Lakeland District Council and Ulverston Town Council using baseline information collected during the autumn of 2019 as part of a 'benchmarking' exercise to assist in monitoring the progress and impact of initiatives in the town. The use of a suitable set of Key Performance Indicators (KPIs) will provide the necessary clarity needed to monitor and measure the effectiveness of the projects delivered through the BID. This will provide vital quantitative information which can be used both to tailor the annual delivery of the five year programme implemented through the

BID, and to provide suitable evidence of performance to enable all the businesses and organisations contributing to the programme to see for themselves the effects of their investments in the BID - refer to the BID Business Plan 2020-2025.

BID Ballot

Following a confidential postal vote, the outcome of the ballot to decide whether or not to renew the BID mandate, will be announced on October 23rd 2020.

If the majority of businesses and organisations support it, then a BID will be renewed for another five-year term in Ulverston.

To achieve a 'yes' vote the ballot must satisfy two tests:

1. A majority in number of those voting;
2. A majority in Rateable Value of those voting.

Please note that under the provisions of the Coronavirus Act 2020 - Section 79, our existing term has been automatically extended to 31 March 2021 and we are required by law to charge BID members a levy to cover this extended period at the agreed levy rate, as set out in our Operating Agreement with South Lakeland District Council (SLDC). We continue to be responsible for the implementation of our current Business Plan and are accountable to all BID members through our constitution.

Following our canvassing process in July and August 2020, our renewal ballot will take place between Thursday 24 September and Thursday 22 October 2020, with the result due to be announced by 5.00 p.m. on Friday 23 October 2020. If there is a 'yes' vote, the new BID term would commence on 1 April 2021 and end on 2 September 2025. If there is a 'no' vote, Ulverston BID would be wound up on 31 March 2021



Each eligible business ratepayer will have a vote, provided they are listed on the National Non-Domestic Rates List for the defined BID area on the day of the ballot.

WHO CAN VOTE?

Each eligible business ratepayer will have a vote, provided they are listed on the National Non-Domestic Rates List for the defined BID area on the day of the ballot. Exemptions, relief or discounts will not apply.

Those responsible for unoccupied and part-occupied rateable properties will be liable for the full BID levy. The BID levy will not be affected by the small business rate relief scheme and businesses that already pay service charges to landlords will not receive any discount.

Where a property is vacant undergoing refurbishment or being demolished, the registered business ratepayer will be entitled to vote and also obliged to pay the BID levy with no void period.

Each person entitled to vote will have one vote in respect of each property within the Ulverston BID area where business rates are payable. A proxy vote is available and details will be sent out with ballot papers.

Day	Action	Date
98	CES to receive Mailing List. Wording for all documents	Thu 16 July, 2020
86	Despatch to Canvass	Tue 28 July, 2020
56	Close of Canvass	Thu 27 August, 2020
42	Statutory (Latest) Date: Notification of Ballot	Thu 10 September, 2020
30	Suggested despatch of ballot papers	Tue 22 September, 2020
28	Statutory (Latest) Date: Despatch of ballot papers	Thu 24 September, 2020
10	Latest Date to Appoint Proxy	Mon 12 October, 2020
5	Latest Date to cancel proxy	Sat 17 October, 2020
4	Issue of Replacements	Fri 16 October, 2020
0	Close of Ballot	Thu 22 October, 2020
-1	Issue of Result by 5pm	Fri 23 October, 2020

The use of a suitable set of Key Performance Indicators (KPIs) will provide the necessary clarity needed to monitor and **measure the effectiveness of the projects delivered through the BID.**



HOW MUCH WILL THE LEVY COST?

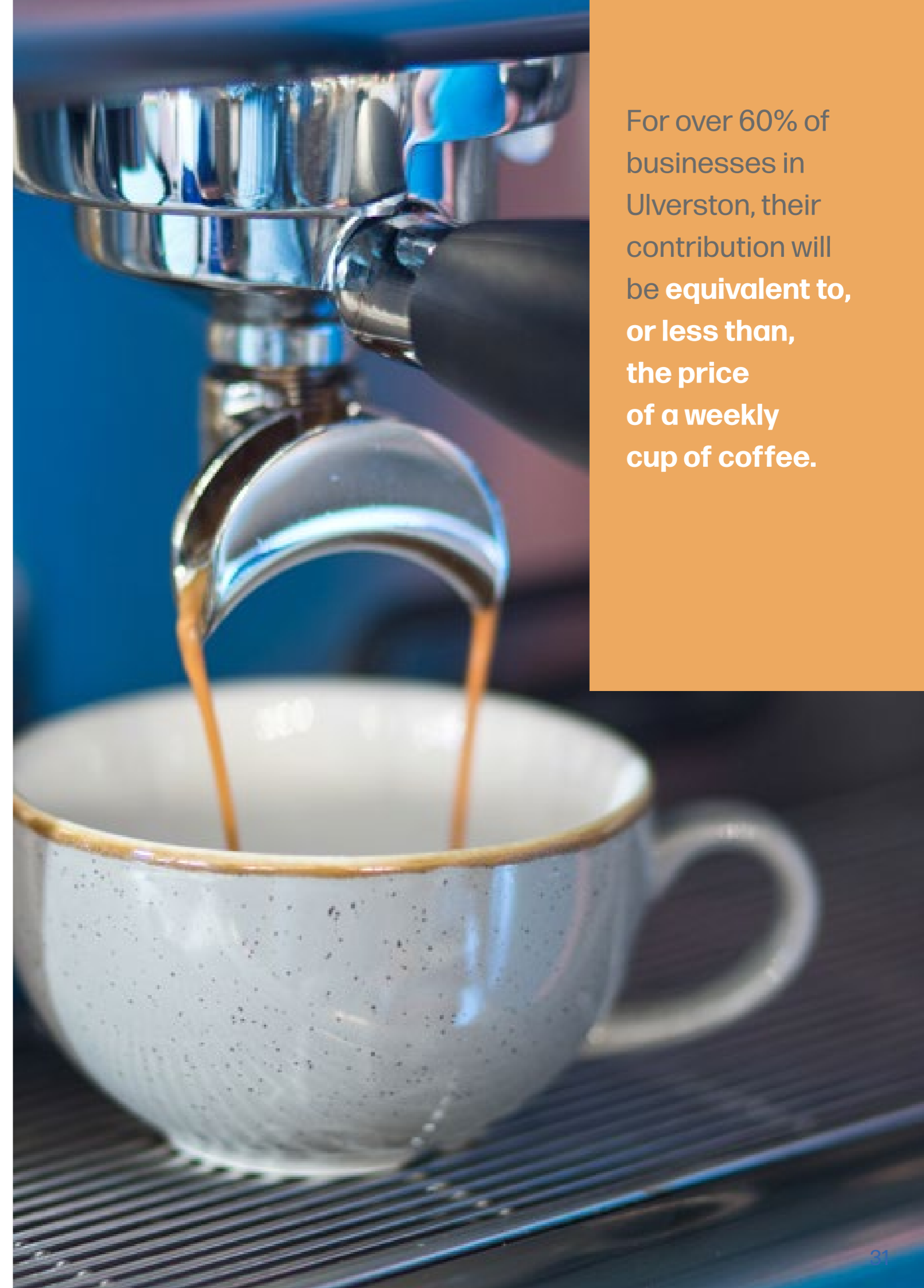
The costs to each business should be both proportionate and affordable. The introduction of a levy calculated as one and a quarter percent (1.25%) of the property's Rateable Value ensures the contribution of each business is proportionate to their size and their capacity to pay. For the overwhelming majority of businesses (80%) this means that their financial contribution to Ulverston's Business Improvement District will only incur a daily cost equivalent to, or even less than, the purchase of a small snack bar. For over

60% of businesses in Ulverston, their contribution will be equivalent to, or less than, the price of a weekly cup of coffee.

It is an illustration of simple economics. One of the significant benefits that the BID's formal arrangement has over other less formal town partnership arrangements is the requirement for all to contribute, so the financial burden is shared between all businesses with contributions proportional to their size.

Rateable Value	Annual cost @ 1.25%	Weekly cost equivalent	Daily cost equivalent
<£3,000	Nil	Nil	Nil
£3,000	£37.50	72p	10p
£5,000	£62.50	£1.20	17p
£8,000	£100	£1.92	27p
£10,000	£125	£2.40	34p
£15,000	£187.50	£3.61	51p
£25,000	£312.50	£6.01	86p
£30,000	£375	£7.21	£1.03
£50,000	£625	£12.02	£1.71
£75,000	£937.50	£18.03	£2.57
£100,000	£1,250	£24.04	£3.42
£250,000	£3,125	£60.01	£8.58
£1,000,000	£12,500	£240.38	£34.34

For over 60% of businesses in Ulverston, their contribution will be **equivalent to, or less than, the price of a weekly cup of coffee.**



One of the significant benefits that the BID's formal arrangement has over other less formal town partnership arrangements is **the requirement for all to contribute, so the financial burden is shared and is much more affordable as a result.**

For More Information please contact:

Justin Wales, Project Manager, Ulverston BID

Email: admin@ulverstonbid.org.uk

Tel: **01229 666069** or **07715 465655**

Ulverston **BID**

Your individual
contribution makes
all this possible

VOTE
YES 