

## Ulverston BID Meeting Minutes - 18<sup>th</sup> Sept 2019 – Siemens

- Attending: Jan Hancock (Town House), Jacqui McCloy (Tritech), Gavin Knott (Appleseeds), Denis Round (Siemens), Judith Pickthall (Town Council), Tony Martinez (Cumbria Teaching Agency), Wendy Barry (Avanti Capitola), Justin Wales (PO)
- Apologies:- Janette Jenkinson (SLDC), Beth Kennedy ( Coro Hall) Michelle Scrogham (Pure ) Suzanne Edgley (The Best Of), Janet Heffernan (SJB School), Sarah Mammatt (The Northern Line), Andy Poole (Original Men's Room),
- Absent:- 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	
	Free after 3pm parking would potentially be taken up if we could get information from SLDC to assess this option. (Minutes stated that we would not put this in place.)	
	The previous minutes were approved.	
4	Correspondence from the Chair	
	1. Loyal Free Newsletter	
	Issued with minutes and welcome addition to understand current developments.	
	2. Community Wellbeing Plan	
	The overall picture presentation is considered baffling and needs explanation.	

3. Request for feedback from Carol Last Ulverston Healthy Town Initiative.	
A series of correspondence from Carol for feedback received and again BID agreed to help with survey from business community.	Justin
4. Cumbria better Connected	
Report issued with these minutes	
5. Town CCTV	
Jayne Kendal issued a summary report from the UTC Finance & General Purposes committee regarding the provision of three security cameras in the town centre, to be monitored by the police in Penrith. The proposal indicate an overall installed cost of £26,924 with a grant possibly available from the Police of up to 50% for the cameras alone (ie.£9500). Maintenance costs are £5765 /yr extra.	
There appears to be a general desire from the traders to have a surveillance system in place to make the town potentially safer and head off disruptive behaviour. Some use of existing cameras was challenged as being invasive and possibly illegal.	
Would this project give the BID a higher profile? The overall project is not guaranteed with limited funding across the whole of Cumbria. With UTC and BID acting together and committing £ this may give a positive result to a decision. A Town Council decision to proceed & a submission has to be completed by end Sept.	
The extent of $\pounds$ offered from BID would be limited and not cover any ongoing maintenance.	
A vote for involvement from Traders and Licenced V.A. will be requested using social media & will be done with Justin & Jayne in coordination.	Justin & Jayne
6. Tourism Forum - John Woodcock invitation	
Sarah volunteered to be involved.	
<ul> <li>7. Proposal for Banners in Town Car Parks         An initiative by Kendal paid for by SLDC has been carried out &amp;             Ulverston will request similar financial help to implement this in town.             17 locations identified in car park areas. Justin to follow up.     </li> </ul>	Justin
<ol> <li>Revote returns questionnaire Only one so far received from the Mill.</li> </ol>	
Comments are still clearly suggesting that the BID is an unknown entity and we may still not be getting the message out properly. A hard copy posted to business directly is being considered and would have a better return if we could be sure the address were reaching the right respondents. SLDC data on this is inconsistent and still not complete. Also we are asked to review the	

	questionnaire on the Web site to see if it is fully relevant and/or missing any actions. All by next week please.	
	actions. All by next week please.	ALL
5	Finance Very little change since last month.	
	<ul> <li>a. The surplus forecast at Sept 20 will be £50k, if we complete all in the program and to cost.</li> </ul>	
	b. Cash at bank today is £124,600.	
	c. Jacqui continuing to have problems getting information from SLDC	
	<ul> <li>d. The final invoices for Ulverston in Bloom looks like a underspend of ~£3k</li> </ul>	
6	Justin's Report & Updates	
	a) Cumbria in Bloom Awards	
	The Town triumphed again with 12 awards with the Gold Awards for the town, Best Town, Best Business Improvement District, the South Lakeland Trophy	
	for Best in District.	
	In addition, we also gained certificates for the Sun Inn and The Farmers,	
	Elmhurst Residential Home, Ford Park Community Group, Friends of	
	Lightburn Park, Sophie's Garden, Buxton Place Project and Gill Banks Action	
	group. The results were forwarded to the relevant newspapers with no response so far. Disappointing. The Chair to C in B may recommend Ulverston to National awards. Justin is putting together a budget for 2020 with additional baskets (50+) with an offer from some business areas to contribute .	
	b) Loyal Free	
	Loyalty scheme still reported as going well and additional presence in town planned for Eco Fair & Dickensian by owners and Justin. Trails on the site have now being upgraded to eight. A till wobbler to be introduced into businesses for an easier way for scanning loyalty usage.	
	c) WiFi	
	The collection of e mails is continuing with a total of 2328 ready for use with a Choose Newsletter – currently with Sophie.	
	d) Late night shopping	
	Justin preparing a flyer for the proposed 4 x Thursday night late openings after Dickension. Santa bus discussion with UCE ongoing. Suggested we	

	look at putting Santa in Market Hall to attract customers into this space &	Justin
	convince traders to stay open.	
	e) Training	
	Three courses all booked in at the Coro	
	MHFA – 18 <sup>th</sup> September not well attended but success with attendees. Tritech & UCE will champion this area going forward.	
	Instagram – 23 <sup>rd</sup> September	
	Google my business – 25 <sup>th</sup> September	
	School training expansion requested beyond our BID area to include feeder schools to Ulverston e.g. Pennington Primary. Justin to get details and costs this would entail.	Justin
7	Grant Applications:-	
	None received.	
8	Delegates Feed Back	
	Cumbria Better Connected report attached.	
9	ANO	
	Not impressed with te BMX track offered and no BID logo shown.	
	Loyal Free offered to Cinema. No response yet.	
	Sophie to be invited to next but one meeting to update Choose & associated work.	
	Web site launched by Neil Fleming – Ulverston.com Will overlap Choose in some areas possibly. To be monitored	

## Next Meeting

Wed 16<sup>th</sup> October 2019 6.00pm. Venue Tritech

Primarily this meeting will be devoted to the Revote.