



**Ulverston BID Annual General Meeting May 2019 ~ Coro Hall**

**Attending:** Jan Hancock (Town House), Gavin Knott (Appleseeds ), Jacqui McCloy (Tritech), Michelle Scrogam (Pure), Sarah Mammatt (The Nothern Line), Andy Pole, (Original Men’s Shop), Tony Martinez (Cumbria Teaching Agency), Janette Jenkinson (SLDC), Janet Heffernan (SJB School), Suzanne Edgley (The Best Of), Beth Kennedy (UCE), Justin Wales ( PO)

**Apologies:-** Judith Pickthall (Town Council)

**Items for discussion:-**

Item	Meeting Note	Action
1	<p><b>Introduction &amp; Welcome</b></p> <p>The Chair welcomed all to the fourth Annual General Meeting of Ulverston BID.</p> <p>The main object of this meeting is to report back to the levy payers on how we have used the money they have contributed towards BID to enable us to improve the town and what it offers and in turn to answer any questions on what we have achieved.</p>	
	<p><b>Previous minutes approval</b></p> <p>The minutes of 2018 were proposed for acceptance by Sarah &amp; seconded by Michelle.</p>	
2	<p><b>Election of New Board Members</b></p> <p>All current Board members have said they are willing to serve for a further year.</p> <p>Since the last AGM we have had 5 resignations from the board:</p> <p>Roger Chattaway      Chattaway Inns. Hospitality.      Resigned 1<sup>st</sup> Aug 2018</p> <p>Craig Fox                      FETL.                      Med Business      Resigned 6<sup>th</sup> Aug2018</p> <p>Suzanne Pender      Ford Park      Charity                      Resigned 4<sup>th</sup> March 2019</p>	

Craig Sherrington    Virginia House Hospitality    Resigned 23<sup>rd</sup> April 2019

Michael Bleasdale    Poppies    Hospitality    Resigned 14<sup>th</sup> May 2019

The Articles of BID Association States:-

In order to ensure the board membership is refreshed on a regular basis the Ulverston BID Articles of Association require that one third of the directors are retired in rotation as decided by the directors; however these persons will be eligible for re-appointment without requirement for nomination and if no other nominations are filed before the due deadline or if the nominations do not exceed the number of vacant director posts then the sitting member will remain on the board without the need for a ballot.

The present board consists of 12 members so 4 directors constitutes one third of the membership. As we have already had a rotation of at least four members due to resignations there is no need for any other members to be re-elected under the requirements stated above.

We have had one application from Beth Kennedy to fill the vacancy as a representative of a Charity – Beth is a director of UCE which manages the Coronation Hall – The Coronation Hall has recently taken Charity status and it is under that umbrella that Beth puts herself forward as a candidate as a Charity representative. Beth is a great believer in partnership working and brings a wealth of knowledge and experience of working in the voluntary sector and community development work and will be an excellent addition to the BID board.

We have a further nomination from Wendy Barry of Avanti Capitola who has applied to join the board as a representative in the Hospitality sector. – Wendy will be well known as she has been a licensee running several public houses in and around Ulverston for 23 years. She is eager to speak up for the Night Time economy of Ulverston and is in a great place as Chair of the LVA to influence other LVA members to be more pro-active when Festivals & Events are taking place in town. As many of our grants are made to Festivals this backing could be very helpful to the organizers to help them run their events even more successfully.

	<p>As no other nominations have been received and there are suitable vacancies to be filled there was no need for a formal ballot. On a show of hands Beth &amp; Wendy were accepted onto the board of Ulverston BID.</p> <p>We have two people who attend meetings at the invitation of the Board, they are not appointed by any Local Authority but do liaise between BID and their respective councils. The board welcomes and takes advantage of their knowledge of procedures but neither of them has voting rights.</p> <p>The two representatives are:</p> <ul style="list-style-type: none"> <li>• <b>Judith Pickthall</b> from Ulverston Town Council.</li> <li>• <b>Janette Jenkinson</b> from SLDC.</li> </ul>	
3	<p><b>Financial Report</b></p> <p>The attached spread sheet provides the figures for the Ulverston BID Co Ltd up to March 2019 and forecast out to September 2020, which is the end of the current BID mandate period.</p> <p>Our year end changed from September to March in year 3 to align with SLDC collections period.</p> <p>This year we have spent all of the surplus from earlier periods, plus £29,892 of this year's levy, leaving a surplus of £74,102 to carry forward for committed projects next year.</p> <p>Our spending this year has diversified to include the LoyalFree app, free WiFi in the town and cycling event Tour of Britain.</p> <p>We joined with the Dickensian committee to fund the light show projected on the wall in New Market Street during the run up to Christmas.</p> <p>Our contribution to Ulverston in Bloom will expand to include our entry for Cumbria in Bloom during 2019.</p> <p>We funded the highly successful ULVERSTEM event where local businesses engage with local schools</p> <p>We continue to support flagship festivals as well as smaller and niche event.</p>	
5	<p><b>Chair Correspondence &amp; comments</b></p> <p>The main object of this meeting is to report back to the levy payers on how we have used the money they have contributed towards BID to enable us to</p>	

achieve our core values to make Ulverston Attractive, Accessible, Alive and Altogether.

So how have we achieved this in the past year?

In our efforts to make Ulverston an Attractive place to live, work and visit we are working collaboratively with Ulverston in Bloom to make the town centre and outlying parts of the town zing with colour – this year 100 new hanging baskets will be installed throughout the town centre, historic sites such as the Pound at Mill Dam will be tidied and brought back to life, Schools and communities will be encouraged to enliven the places where they live by planting in recycled containers such as old tyres and wellington boots. And finally, building on the success of last year, Ulverston BID will be entering Ulverston in the Britain in Bloom Competition hoping to bring us yet more kudos and national acclaim.

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 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 will, be connected to Choose Ulverston the official information website paid for by BID and be notified of up and coming Ulverston events and festivals through social media promoting repeat visits and making Ulverston a destination town to visitors from around the world.

Our second biggest initiative this year was also aimed at making the town more accessible by compiling, publishing and distributing 12,400 copies the Traders Booklet. This was 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.

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.

In a more direct way we also sponsored transport to get people from outlying areas into Ulverston for the BeWell festival organised by Ulverston Rotary. And by backing the UlverSTEM event BID also made it possible for the Coronation Hall to give FREE access to over 2500 visiting families and young children to biggest educational event in South Lakeland.

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

	<p>supported Retro Rendezvous, Another Fine Fest and Printfest helping with promotion and giving advice to help them develop their events.</p> <p>Also this year we responded to a request from the organisers of the Ulverston Dickensian Festival who wanted to celebrate their 20<sup>th</sup> anniversary with a Light Show. BID part funded the project which saw historic images of the town projected on the sides of buildings for several weeks in the run up to Christmas.</p> <p>Altogether is a more difficult category to define but it is in fact our reason for existing.</p> <p>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.</p> <p>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 help to maintain a safe, healthy environment in which to live or even impact on the way our businesses thrive, just think what a drear, drab place Ulverston would be without these enhancements.</p> <p>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 4 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.</p> <p>Have your say - if you have any ideas or suggestions where we can help to achieve improvements within the town as a whole then let us know : email: <a href="mailto:admin@ulverstonbid.org.uk">admin@ulverstonbid.org.uk</a> or telephone 01229 666069</p>	
5	<p><b>Project Officer Report ( Justin Wales)</b></p> <p>Presentation included the BID objectives and purpose together with achievements to date. These include:-</p> <p>Loyal Free app now available for current business to attract custom by offering easily retrievable deals. The app is linked to the Free WiFi (now up and running) for the town centre which is in it's early stages and is designed to help the general public to have easy access to what the town can offer from hospitality to local walks and sites linked through the</p>	

	<p>Choose Ulverston web site.</p> <p>The BID has now started a programme of Business training to assist with boosting trade, emergency first aid, mental health awareness, Facebook capability etc.</p> <p>Ulverston in Bloom support has been enhanced this year working more with local community schemes.</p> <p>The tour of Britain plaques are being relocated to the Marker Hall to provide a permanent fixed display. The BID continues to support the VIP in the hall with a recorded 160+ visits per month when manned by the excellent Ulverston volunteers.</p> <p>The hard print business directory was issued (12400 copies) and is also available through the Choose Ulverston Web site. All up to date changes will take place on the web site.</p> <p>The late night shopping experience was enhanced with the addition of a picture projection in Market St. The late night shopping opportunities will be expanded for the 2019 period.</p>	
6	<p><b>Presentation by Beth Kennedy – Director of UCE</b></p> <p>UCE came in existence as a result of the threat of possible closure of the Coro by SLDC and followed the initial and continuing work of Friend of the Coro to maintain the long term stability of the Hall for Ulverston. UCE is also more than the Coro and was established with a mission to “reclaim assets of Ulverston for the common good”. We were granted a 5 year lease from SLDC and this included the running of the Indoor and Outdoor Markets. We need to demonstrate the capability of the group to manage these assets. We are now at the end of year 3 and forecast to be cost neutral by end year 5 not reliant upon SLDC grants. Negotiations are now underway to grant a long-term lease to enable UCE to expand the opportunities for the Hall from other outside sources.</p> <p>Over the period BID have supported UCE in a number of ways and some feedback is relevant:-</p> <p>VIP.</p> <p>Entirely volunteer lead, footfall is dependent upon availability in the Market and attraction of the Hall for visitor. The experience of users confirms this information point is well received with “real” town information being available both verbally, by printed pamphlets and via the web site connections.</p> <p>Marketing &amp; Promotions</p> <p>This support has delivered half the funding for one of the key roles at the Coro/ Markets. It has elevated the Hall to higher performance volumes, spread the word to a wider audience, and advanced our social media</p>	

	<p>presence, introduced additions to the outside Market with local Makers involvement and added to Festival links. This role has been vital to advance UCE performance.</p> <p>UlverSTEM</p> <p>What a huge success, attended by 2500+ people, a focus for local business and opportunities, open to all ages and with Victoria High 6<sup>th</sup> form volunteers adding so much to the welcoming experience. This year will be expanded to include the Roxy as a show area.</p> <p>All the above added to the viability for the whole town with ambassadors emerging for the area and contributing to the positive vision for Ulverston. Great success and big thanks to the BID.</p> <p>Q&amp;A</p> <p>Could the Coro include an offer on Loyal Free for use of the hall. Will look at this.</p> <p>Volunteers need help on IT at VIP. BID could incorporate a training session</p> <p>Janette expressed her compliments to the real and positive partnership working and detailed aspects of all the work undertaken by BID &amp; UCE following the dark days of possible closure by SLDC.</p>	<p>Beth</p> <p>Justin</p>
7	<p><b>AOB</b></p> <p>Janet Hefferman expressed the concern at the lack of attendees at this meeting from the Business community, particularly as a number of negative comments had been circulated.</p> <ul style="list-style-type: none"> <li>• Did the message get out,</li> <li>• Could there have been more info ,</li> <li>• We need a new format to communicate</li> <li>• Comments are required</li> </ul> <p>There will be no future BID if we do not sell our achievements. We seem to have delivered hard copied of invitations but had little response. The Board will look at this leading towards the re-vote schedule and future business plan.</p>	<p>All</p>