



Ulverston BID Meeting Minutes - 20th Feb 2019 – Coro Hall

Attending: Jan Hancock (Town House), Gavin Knott (Appleseeds), Sarah Mammatt (The Nothern Line), Judith Pickthall (UCE), Suzanne Edgley (The Best Of), Mike Bleasdale (Poppies), Andy Poole (Original Men’s Shop), Michelle Scrogam (Pure), Justin Wales (PO)

Apologies:- Jacqui McCloy (Tritech), Tony Martinez (Cumbria Teaching Agency), Janette Jenkinson (SLDC), Janet Heffernan (SJB School),), Suzanne Pender (Ford Park), Craig Sherrington (Virginia House), Rob Wyatt (Siemens), Richard Butler (UVHS).

Items for discussion:-

Item	Meeting Note	Action
1	<p>Members Present</p> <p>As Above</p>	
2	<p>Apologies</p> <p>As above</p>	
3	<p>Previous minutes approval and Feedback</p> <p>The previous minutes were approved</p>	
4	<p>Chair Correspondence & comments</p> <p>a) Forum with John Woodcock re loss of Banking in Ulverston. Attended by Jan where a raft of forecasts and observations were discussed including, loosing footfall, Post office options, Building Societies, Internet banking, etc. All good stuff but no actions or conclusions. We agreed to add a questionnaire to our Web site to gain feedback if John W requested.</p> <p>b) Meeting attended with Ulverston Town Council for BID 2019 plans and support for re vote. Overall the TC very supportive of the BID actions and plans.</p> <p>c) Meeting attended with Ulverston Police in Penrith re new initiative for CCTV. The links would be direct to a manned station in Penrith with response to the local support. Demo looked good and quality of pictures much improved from previous installation. Costs are anticipated to be 3 camera @ £18k total for Ulverston plus a</p>	

	<p>maintenance fee of ~ £1500. Ulv police very keen and it addresses the growing concern of some levy payers for additional security. Unclear how 3 cameras could make a big difference & how the local response from Barrow would be adequate? BID may get an application for any funding. (at this stage this is just a heads up)</p> <p>d) Tour of Britain Plaques now removed and stored. There is a suggestion for permanent display within the indoor market being an option. All removed at Town Council expense.</p> <p>e) Wi-Fi Service Level Agreement. Now signed by Jan.</p> <p>f) Pavement Repairs. First phase now complete adding bollards to some areas to avoid on-pavement parking and damage e.g. Market St adjacent the cross. Phase 2 about to start with priority of Market St and Brogden St but some input requested from traders for their priority areas. Judy to draft a request & issue to Justin to get on BID site & Facebook and pass to Michelle for traders Facebook page & also to Ralph for traders' response. We have a deadline of 15th Mar before work starts again.</p> <p>g) Ulverston Leisure Centre requested clarity on payment of Levy for charities. Justin has given a yes response & will follow with meeting.</p> <p>h) BID has receive a request from Manchester University for research info on marketing and promotions. We have agreed, with any final report available also to us.</p>	<p>Judy, Justin, Michelle.</p> <p>Justin</p> <p>Justin</p>
5	<p>Finance</p> <p>Jacqui provided as the usual comprehensive status (Despite being in sick bed). Highlights include :-</p> <p>Scheduled payments in March to Loyal Free and SLDC for levy collection in place @ £4800 & £4161. The balance of levy not received is now an accumulated £20k. We have still not received the list from SLDC of non-payers and as such cannot address the opportunity to alleviate this loss.</p> <p>Completing all the current list of activities and those in the pipeline will leave us with a surplus of ~£11k at end year. (This will be an additional +£18k with two applications refused during this meeting).</p> <p>Further accumulation will continue in our final year based on present list of commitments. Our final year of this tenure will be carefully managed to avoid any undue surplus or cash flow issues.</p> <p>Cash @ Bank currently = £89k.</p> <p>As a formal procedure the approval of the Board for the full commitment to the town Wi-Fi following full assessment of scope and MBC capability and costs @ £39,500 for 5 years was confirmed.</p>	

BMX track. Discussion included requests for organisers to look at:-

Road closure request for the Sunday event.

There was concern raised on safety with this event planned for the hard surfaced area within the town. From the video evidence it was not clear if this has being carried out in this way before & therefore additional insurance risk this may introduce. The BID would not like to be associated with a high risk event where adequate precautions were not firmly addressed.

The committee do recognise the town centre is an ideal place to hold the event to meet the objective of increasing town footfall and community involvement, but the organisers need to be clear this location should be satisfactory from all points of view including access and safety.

We do require the BID branding to be prominently displayed and included in all advertising and promotions.

Liaise with UCE required, who are responsible for the outdoor markets and arrange any logistical issues.

The Board would like to see a copy of the detailed event plan when fully formulated.

Application accepted at £1655.

Canal Rolling Bridge.

The original concept of pathway signage art installation was supported by the Board as part of the wider scheme to welcome and direct visitors and traffic towards the town centre and other trails. However whilst the Board are interested and support the whole effort of clear up and preservation around the bridge we are currently of the view that the proposed cycle pathway was an integral part of the proposal. Whilst this remains off the scheme, the upgrade and preservation of the bridge hasn't delivered the same focus but becomes a new venture which from the submission has already secured support from elsewhere. Application Refused.

UCP Leaflet Distribution

Distribution of the printed leaflet seen as vital for the town. Application accepted @ £1500.

Ulverston In Bloom.

Floral additions to the town considered appropriate for the BID to support. Payment on invoices as work is completed. Application accepted at £6100.

	<p>Roxy Mural</p> <p>Two artists planned to upgrade Stan's picture to include Stan & Ollie. Whilst the current mural is regularly photographed and appears "around the world", the location is not obvious and as such we need to incorporate a plaque or a feature within the painting that identifies the town and museum.</p> <p>In addition the BID would expect to be acknowledged within that commitment. Application accepted at £2750.</p> <p>Gavin to notify all above.</p>	Gavin
8	<p>Next Meeting</p> <p>Wed 20th Mar 2019 Venue Coro Hall (With Loyal Free)</p>	

BUDGET REQUIREMENTS 2019 PROJECTS

Breakdown data from Justin.

BLOOMING

AMOUNT	ITEM DESCRIPTION		
150	CUP & SAUCER BASKET	23.98	3597
150	BASKET FILL	20	3000
2	SCHOOL PROJECTS	500	1000
9	WEEKLY WATERING	160	1440
150	HANGING BASKET BRACKET	4.16	624
1	BRACKET FIX	160	160
1	BASKET FIX	160	160
1	CONTINGENCY	1000	1000
			0
			10981

LATE NIGHT SHOPPING

AMOUNT	ITEM DESCRIPTION		
1	DESIGN & PRINT	1500	1500
1	ADVERTS	500	500
4	ENTERTAINMENT	500	2000
4	WEEKLY COMP GAINING DATA	50	200
1	BUSINESS MAILDROP	600	600
1500	BRANDED BAGS	0.85	1275
			0
			0
			0
			6075

TRAINING

AMOUNT	ITEM DESCRIPTION		
1	Social Media Platforms & Strategy.	250	250
1	Facebook Visibility for Businesses.	250	250
1	Food Safety	495	495
1	First Aid	495	495
4	Room Hire	75	300
			0
3	8 Steps to Boost Business	120	360
			0
			0
			2150