



Ulverston BID Meeting 20th Jan 2021 ~ Via Video Conference

Attending:

Jan Hancock	Town House
Gavin Knott	Appleseeds
Jacqui McCloy	Tritech
Michelle Scrogam	Pure
Janette Jenkinson	SLDC
Judith Pickthall	Town Council
Tony Martinez	Cumbria Teaching Agency
Beth Kennedy	UCE
Janet Heffernan	SJB Scholl
Sarah Mammett	The Northern Line
Justin Wales	Project Manager
Dennis Round	Siemens

Apologies:- Wendy Barry Avanti Capitola
Suzanne Edgley The Best of

Items for discussion:-

Item	Meeting Note	Action
1	<p>Previous minutes approval</p> <p>The minutes of Nov 2020 were approved.</p>	
2	<p>Correspondence & Feedback.</p> <p>Town Band rental increase. Letter has been sent and SLDC have agreed to support & review the proposed increase. No details given, They have sent the current billing which is in line with previous submissions. So far so good.</p> <p>Unitary Authority - The Bay. All three local councils have agreed to submit an application for a new single authority covering The Bay. Early days.</p> <p>The Levy query for The Bible Shop is being dealt with by SLDC.</p> <p>X112 Bus Route. Jan Heffernan responded to the recent application. Now awaiting a possible resubmission. Invitation to present to Board not taken up just yet.</p> <p>Support for Vulnerable Children. Letter received with thanks for support.</p>	

	<p>Overall achieved more than requested & all primary schools deployed with kit. UVHS in process.</p> <p>Furness Line. We have requested to join the quarterly meetings commencing 25th Mar. Jan to go</p> <p>BID Levy. The chase up letter for payments has to be issued legally by SLDC. Jan has managed to tone down the demand and threat approach. Current response is very encouraging with £26k received to date for end of March Levy.</p> <p>Border Land Fund. We have been invited to the meeting 28th Jan (Jan & Justin to attend). A fund of up to £3m has been offered to support a project plan for this area, This could be a significant benefit to the town. The process is under the control of CCC.</p> <p>Video. A new video presentation of the area is being assembled by John with a request for permission to use previous shots paid for by BID. Jan to agree.</p> <p>Xmas Shop Opening Feedback. Better feedback using the Sundays rather than late nights. Despite the weather Town Band persisted & a big thanks for their efforts. .</p>	<p>Jan Hancock.</p> <p>Jan & Justin</p> <p>Jan Hancock</p>
3	<p>AGM</p> <p>Fixed for 17th March on Zoom with link to be issued by Justin. An application form will also be added to BID Web page. The meeting will be advertised on all social media outlets and by e mail direct to traders from the data base. Big business to be contacted directly.</p> <p>Quotes from Board members to be sent to Justin for “Why it is worthwhile being a Board member”</p> <p>Jacqui has been in contact with Hornby to try and get a replacement treasurer. No response to date. Follow up after Jan 31st to do. New recruits for the Board include Anita Garnett. Chair to send application form. Also interest shown by Karl Connor @ St Mary’s Hospice. Jan to follow up.</p> <p>An opportunity for a representative from a 6th former has discussed and would be encouraged. Jan Heffernan to follow up. Some lines of communication and mentoring would be put in place.</p> <p>The articles of agreement for the Board are to be reviewed with regard to the attendance requirements at Board Meetings going forward. 7 out of 10 or 3 in a row to be judged to be minimum. Chair to draft.</p>	<p>Justin</p> <p>ALL</p> <p>Jan Hancock</p> <p>Jan Heffernan</p> <p>Jan Hancock</p>
4	<p>Financial Report</p> <p>Headlines – Currently bank statement is £87k with VAT of £2k outstanding. Approx. half the current period levy has been received which is encouraging, Our spend plan commitments going forward is covered from current income and bank reserves. The £6k Euro grant for</p>	

	<p>Covid is yet to be received. Our projection for end March surplus is approx. \$33k.</p> <p>We still have no list of who not paid from SLDC.</p> <p>The surplus from the Cumbria in Bloom in the accounts (not spent) will be rolled forward to next period as a new reserved commitment.</p> <p>The Buxton Place car park initiative is fully committed together with The town free Wi-Fi commitment of £13.8k.</p> <p>The commitment to Choose Ulverston lasts to end March 2021 and it is for the new Board to agree and support the next stage.</p>	Jacqui
5	<p>Reports.</p> <p>Presentations covering the following from Justin to be e mailed to all for comment.</p> <p>Car Park Stats</p> <p>WiFi Stats</p> <p>Choose Ulverston Stats</p> <p>Loyal Free/ Marketplace.</p>	Justin. All
6	<p>Project Gong Forward</p> <p>Presentation to be sent to all from Justin.</p> <p>Initial comments as follows</p> <p>Office/ VIP Replacement. Proposal for a budget of £21.5k We need a place for Justin to locate when here In Ulverston which could incorporate VIP and useful town festival function. Lease of 9 Market St proposed (Old book shop) Comments:- Seen as too expensive and vanity project. BID not responsible for the VIP centre. How do we staff? BID levy payers would see this as more admin. Overall not seen as value for money. Rejected.</p> <p>3D Visual. Currently Squirrel is show casing this initiative and using the 3d visual show of the interior of their store on web page. The offer on the table is to pay over 50% of the cost of implementation to traders involved with their fee being £125 for first year, subsequent years at £60. Offer to extend to 50 traders. Overall cost to BID £7k for the first year. Seen as very generous. Questioned where the demand is coming from? We have no survey on this. Would this be extended beyond 50? What benefits to traders given the chance of viewing from customers web sites. Could be added to Choose perhaps but would then have to be extended to all traders. Concluded that to consider any further we would need better details from the</p>	Justin

	<p>local supplier of this service and traders.</p> <p>BID in Bloom. Generally BID will support the Bloom project and the addition of the Furness Line on the 175yr celebrations. Detail budget to be reviewed and agreed.</p> <p>BID Business Awards Proposal for a budget of £6160 to be assigned for an awards ceremony for business achievements in Ulverston. Incomplete discussion but Tony & Justin to relook with the BID being a possible Sponsor of a ceremony.</p> <p>Accredited Training 2021/22. Overall budget proposed for £3.5k delivering 84 places for local business statutory training. Comments:- Need to know who is the provider, is there a demand and what is seen as reasonable to cover given each business has a legal responsibility to enact their own training to suit their needs. Conclusion,,- to be reviewed by new Board.</p> <p>Lasting Legacy. We need to continue to look at future projects over the BID mandate period. All to contribute.</p>	All
	<p>Next meeting 17th Feb 2021 @ 6.00pm</p>	