



Ulverston BID Meeting Minutes - 16th October 2019 – Trittech

Attending: Jan Hancock (Town House), Jacqui McCloy (Trittech), Wendy Barry (Avanti Capitola), Janette Jenkinson (SLDC), Beth Kennedy (Coro Hall) Michelle Scrogam (Pure) Suzanne Edgley (The Best Of), Janet Heffernan (SJB School), Sarah Mammatt (The Northern Line), Justin Wales (PO)

Apologies:- Andy Poole (Original Men’s Room), Judith Pickthall (Town Council), Denis Round (Siemens), Tony Martinez (Cumbria Teaching Agency), Gavin Knott (Appleseeds)

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 Justin confirmed that both the BID and Ulverston in Bloom are being put forward for Britain in Bloom. Town CCTV – a response is needed from Cumbria Police before this can be moved forward any further. The previous minutes were approved.	
4	Correspondence from the Chair 1. Printfest Grant Application It was agreed that BID would support the application, but a way of incorporating the town centre into the festival needs to be established. This could be either a trail or school workshops. This is to be communicated to the organisers. Justin to forward the BID logo to them.	Jan/Justin

5	<p>Finance</p> <ul style="list-style-type: none"> a. The surplus forecast at Sept 20 will be £52k, if we complete all in the program and to cost. b. Cash at bank today is £139K c. Jacqui continuing to have problems getting information from SLDC 	
6	<p>Justin's Report & Updates</p> <p>a) Late night shopping</p> <p>All marketing materials have now been organised – flyers, banners, bags. Businesses will have the opportunity to put offers/flyers in the bag to help promote. Justin will begin to distribute the materials at the beginning of November.</p> <p>Michelle asked if there was any option for stalls – Justin confirmed that this would be possible.</p> <p>There will be live music, carols, santa bus, mulled wine & mince pies each week of the campaign.</p> <p>Currently the campaign is under budget – Justin to confirm final costs.</p> <p>b) Ulverston map/leaflet.</p> <p>Wendy brought in an example of a map detailing the town centre businesses and pubs and restaurants could be designed and used for the town. Justin will take this to UCP and feedback in due course.</p> <p>c) Re-Vote:</p> <p>Justin talked through the timeline of the re-vote and identified the key dates that have now been agreed with SLDC.</p> <p>The key piece of work to be undertaken is the business plan, as this will essentially become the bible for the BID re-vote. This needs to be in place by January 2020.</p> <p>It was agreed that the BID Board will review the previous business plan, consider the 4 current objectives – Attractive, Accessible, Alive & Altogether and decide if these are correct and relevant going forward.. If they are agreed, then we need to evidence how BID has achieved these objectives over the past 5 years.</p> <p>Everyone is tasked with coming sending to Justin their thoughts and ideas on what they would like to see included, and any suggestions on revisions</p>	<p>Justin</p> <p>ALL</p>

	<p>to the content.</p> <p>It was agreed that a sub-committee would be required to devise and manage the advertising strategy and campaign around the re-vote. This team will include – Suzanne, Sarah, Beth & Janet. Justin will co-ordinate meeting times.</p> <p>It was agreed that we need to help people understand what the BID has achieved over the past 5 years, and to find ways to engage businesses in a positive way with information.</p> <p>The questionnaire that has been sent out to levy payers has had only a very small response so far. We talked about the possibility of making a paper-based version available, and also changing some of the language on the outgoing emails to encourage further participation. E.g 'we need your feedback'</p> <p>ERS will manage the re-vote administration, and Justin advised that there are additional services they can provide if required. He asked that everyone consider these and let him know if any are needed.</p>	<p>Justin</p> <p>Justin</p> <p>ALL</p>
	<p>Delegates Feedback</p> <p>Suzanne attended a Highways Agency meeting where ways of stopping right turns off the A590 were brainstormed. This was to help traffic to travel freely through the town. It was very much an ideas rather than action meeting.</p> <p>GSK – meeting was postponed</p>	
9	<p>AOB</p> <p>Sophie to be invited to next meeting to update Choose website</p>	Suzanne

Next Meeting

Wed 20th November 2019 6.00pm. Venue TBC