



Ulverston BID Meeting Minutes - 18th December 2019 – Siemens

Attending: Jan Hancock (Town House), Jacqui McCloy (Tritech), Janette Jenkinson (SLDC), Denis Round (Siemens), Gavin Knott (Appleseeds), Justin Wales (PM).

Apologies:- Beth Kennedy (Coro Hall), Michelle Scrogam (Pure), Suzanne Edgley (The Best Of), Janet Heffernan (SJB School), Judith Pickthall (Town Council)

Absent:- Sarah Mammatt (The Northern Line), Tony Martinez (Cumbria Teaching Agency), Wendy Barry (Avanti Capitola), Andy Poole (Original Men's Room), 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 There was no feedback from the LVA re the updated town trail map. The previous minutes were approved.	
4	Sophie Bennett joined the meeting to provide an update of the activity and status of Choose Ulverston web site:- History :- 2.5 years since launch. May 2017 – December 2019 <ul style="list-style-type: none"> • Approx. 100,000 visitors in 2.5 years. • 850 pages in total on website. • 4,000k - 8,000k a month (Depending on season) Competitor site stats (Requested 3 months ago) <ul style="list-style-type: none"> • Visit Kendal – 8,400k a month highest • Visit Cockermouth – 3,000k a month • Visit Barrow – 1,300k a month Top pages visited :- <ul style="list-style-type: none"> • Things to do in Ulverston • Where to Stay in Ulverston • Annual festivals 	

- Walks
- Shops
- Business directory

Where we get our traffic from?

- Google searches 80%
- Social media and direct traffic 15%

Images and main drivers:-

Looking at just two businesses from a wide field,

- Siemens – 1,764 times viewed in 2019

The Choose web site comes up higher in the search for this business with no obvious Ulverston site on Siemens page. (Dennis will take this back to Siemens IT)

- Boudoir Pink- 450 times viewed in 2019.
With no web site this, Choose provides **the** web traffic to BP.

Social

- We had 10,000 visits to the website from social media in 2019 so far.
- Facebook Fans - 2,800. We reach around 12.5k people from this page a month. The page also feeds the website with traffic.
- Twitter Followers - 966
- Instagram Followers - 1,134

Website and Social media jobs per month.

Our monthly jobs

- Keeping the events section on the website updated
- Adding new businesses and removing old ones
- Replying to emails and messages from Facebook
- Featuring new businesses, events and things to do on site
- Posting 5-7 times a week on Facebook
- Keeping Twitter and Instagram updated (not as much as Facebook)
- Creating graphics for social media
- General website maintenance and security
- Taking photos of new businesses (this is new)
- Creating newsletters (this is new)

Suggested improvements

- Structural menu change – Making the menu full width and better organized. Agreed to do.
- New images – Provided now by Sophie (with new quality camera) in Spring
- More work on Mobile view. Mobile is now 52% of the market. It was 30% when we started.
- General blog posts such as “Why you should move to Ulverston” “The perfect day out in Ulverston” or “5 top places to live in Cumbria and why”

Feedback and comments from above presentation :-

A world map is available to show where our traffic is coming from.

UCP is looking at a welcome leaflet for the town aimed at visitors. An old

	<p>leaflet may still exist & Janette to search.</p> <p>The town Events Brochure could do with a forward address and reference to Sophie for web page.</p> <p>Suzanne added to Facebook with Adam & Michelle for Admin.</p> <p>Newsletters are being sent out to those from Choose site but it could be expanded to the Business list if permission were granted. In addition the Wi-Fi is generating a mail chimp list which can be used as permission is part of the sign on. Justin, Suzanne and Sophie to coordinate.</p> <p>National Geographic for Jan 2020 features a Cumbrian coast article and pictures Ulverston. Worth a look.</p> <p>Any suggestion for improvement to Sophie please pass through Suzanne.</p> <p>A big thanks to Sophie for this update and keeping the Web site current and Alive.</p>	<p>Janette</p> <p>Justin, Suzanne, Sophie</p>
5	<p>Correspondence from the Chair</p> <p>a) CCTV for town. No feedback from Police but it is recommended to be implemented for Ulverston. The overall budget is limited and requests are “oversubscribed” so we may not reach the threshold for the costs involved.</p> <p>b) There is an initial draft proposal by BID and Town Council to look at supporting a car parking initiative for the town. Early discussion have taken place with SLDC. Further details to follow.</p>	
6.	<p>Grant Applications.</p> <p>None received.</p>	
7	<p>Finance</p> <p>Little movement this last month with the following highlights. Some corrections have been made to an error on revote costs and this has reduced our forecast end of term balance. Thanks again to Jacqui for accounts data.</p> <p>a. The surplus forecast at Sept 20 will be £42k, if we complete all in the program and to cost. This does not include any car park initiative costs.</p> <p>b. Cash at bank today is £125K</p> <p>c. The accounts include an allowance for the CCTV proposal for the town, which is yet to come to the Board.</p> <p>d. The non-payers list is being worked on with visits from designated Board members. SLDC list received to date infers a £21k shortfall</p>	

	<p>from day one, but we do not have the full list to identify all this. There may well be some irretrievable costs included in the list. Jacqui to pursue again.</p>	Jacqui
8	<p>Late night shopping</p> <p>Update from Justin suggested a better response on Thursday 12th with traders responding accordingly. Been extremely unlucky with the weather for this initiative. Last one due 19th Dec.</p>	
9	<p>Revote & Business Plan</p> <p>The documents to go to SLSC Cabinet for the BID renewal approval are in draft form and scheduled for 6th Feb 2020 meeting. The business plan has to be submitted asap (this week) to back up this submission. The plan will be comprehensive on what has been achieved and the objectives originally set and delivered etc. within the budget. The main elements of the 4 A's (Attractive, Accessible, Alive and Altogether) was discussed and these will be fleshed out in the new plan to make sure we are looking at the whole town BID section which we believe can be improved from the initial term plan.</p> <p>Some discussion on the Alive objectives being incorporated into Attractive with a new category of A? covering this non town centre element featuring training, tech support, media coverage, professional service and business directory etc. .</p> <p>What this is called is open to suggestions (a quick trawl included:- Advancement, Assist, Ambitious, Adventurous, Appreciative, Appealing, Addressing, Aspiring, Alongside, Adaptable, Attached, Accomplished, Accommodating, Articulating. We need to pick a name but in principle agreed to the format. Justin to work up.</p>	Justin
11	<p>AOB</p> <p>Dates for future meetings. Agreed at 3rd Wed of each month.</p> <p>15th Jan, 19th Feb, 18th Mar, 15th Apr, 20th May, 17th June, 15th Jul, 19th Aug. (possible final wind-up if revote rejected).</p> <p>A list of tasks Jacqui does for the finances will be circulated. Please review and consider who may be tempted to take this task on for the 2020 revote onwards. Jan to circulate.</p> <p>A meeting location rota is also required for the above meetings.</p>	Jan Hancock

Next Meeting 15th Jan 2020 6.00pm Siemens.