



Ulverston BID Meeting Minutes - 21st August 2019 – Coro Hall

Attending: Janette Jenkinson (SLDC), Jacqui McCloy (Tritech), Beth Kennedy (Coro Hall), Michelle Scrogham (Pure), Justin Wales (PO) Suzanne Edgley (The Best Of), Denis Round (Siemens)

Apologies:- Janet Heffernan (SJB School), Jan Hancock (Town House), Judith Pickthall (Town Council), Sarah Mammatt (The Northern Line), Tony Martinez (Cumbria Teaching Agency), Wendy Barry (Avanti Capitola), Andy Poole (Original Men's Room),

Absent:- Richard Butler (UVHS). Gavin Knott (Appleseeds),

Items for discussion:-

Item	Meeting Note	Action
1	Members Present As Above.	
2	Apologies & Absent As above	
3	Welcome Dennis Round Board made introductions to Dennis who then introduced himself with a summary of his background and interest in joining the BID board.	
4	Previous minutes approval and Feedback The previous minutes were approved.	
	Amendment to agenda was suggested and adopted to allow for speaking guests to present first.	
5	Presentation from Jackie Mulligan of "Shop Appy" Jackie gave an engaging presentation of the website Shopappy which enables independent shops to easily display their goods in one online market place and the customer the browse independent shops in one place, order and collect from an agreed pick up point outside of the shops ordinary opening hours. Jackie received and answered questions from the board including: Cost (£95 a year to business and £9.5k to BID), length of term (3 years but if close to ballot can commit subject to successful revote), who	Justin to communicate with Jacqui to learn more Justin to speak with other BIDs using

	deals with the transactions (Shopappy), how long until money appears in business bank (1 week). There were further conversations about the detail of how the website works practically for both business owner and customer. After Jackie left the board discussed and agreed it was a good idea in principle but would need to know more and Justin will contact BIDs already using. Agreed would have to be a new term project if taken on.	Shopappy
6	<p>Presentation from Carol Last – Ulverston Healthy Town</p> <p>Carol explained background of Healthy Town Initiative, 2 years ago localised issue led to creation of a small group focused on wellbeing looking at what makes communities healthy and happy. Now with representatives of more than 100 community groups they have themed meetings and have made a community plan. One element of this plan is looking at the opportunities for people with low to moderate learning disabilities there are in Ulverston for employment, training and volunteering. The group would like the BID to support by helping to administer a survey to go out to all businesses to find out what they currently do and what they could do. It was questioned why the BID and not SLDC – the response was that this is Ulverston specific and that the BID has access to businesses. Discussed that the BID can't share details of businesses but could administer the survey and feed the information back to healthy town group. All agreed that it would be good for the BID to be involved in this, that it fits with remit and that Ulverston could be a 'beacon of best practice' in this context. Agreed that Justin could give some time to this. Justin also volunteered his own time. Research to be done on corporate social responsibility and the project's interaction with the Equalities Act.</p>	Justin to move forward with Carol Last
7	<p>Correspondence from the Chair</p> <p>1. 1st Anniversary of ParkRun</p> <p>They sent us some evidence of attendance after the first year.</p> <p>2. New Ulverston website "Ulverston Alive"</p> <p>Just notification that this is happening – no further info</p> <p>3. Request from Ford Park to act as a go between to help Swarthmoor Football club access a grant from Sellafield.</p> <p>They requested for BID to be the go between but this is not something BID can be involved in.</p> <p>4. Lancaster University re: Student Projects</p>	

	<p>Justin looking into</p> <p>5. Feedback from Great British High Street Awards</p> <p>Ulverston didn't win but it was realised that those towns who did were much bigger and/or more deprived so undergone significant regeneration.</p> <p>6. Carlisle Parking initiative</p> <p>Free car parking after 3pm to be launched, council enthusiastic and hopeful about it but concern that it hasn't been successful in Barrow. We're not going to do this. We have no statistics from 2018 from SLDC despite having tried at length so going back to the drawing board. Justin and Michelle setting up group to look at this but still working with SLDC.</p>	
5	<p>Finance</p> <p>Very little change since last month.</p> <p>a. If we do everything we say we will, this year we will spend £19k more than we receive in levy. The surplus brought forward from last year is £74k so surplus at Mar20 will be £53k. For the final 6mths to the end of the mandate in Sept20, forecast spend is £11k more than we receive so closing surplus at the end of the mandate is projected at £44k.</p> <p>b. The cost of the revote is budgeted and has been paid for by SLDC - £15k</p> <p>f. Cash at bank today is £124,600.</p> <p>g. Jacqui continuing to have problems getting information from SLDC.</p>	Jacqui
6	<p>Justin's Report & Updates</p> <p>a) Re-vote engaging Big Businesses</p> <p>Marketing strategy to be devised by November and will be very busy with this until then but will keep the board updated.</p> <p>a) Loyal Free video and Shopappy feedback</p> <p>Justin asked Loyalfree if they knew of Shopappy which they did and they submitted some written feedback. They outlined that the two entities were very different but that they can work together. Justin plans to speak to them, identify in which towns both are in use and speak to those BIDS. The Loaylfree video is going into the Roxy – will test this to measure impact and see if it is worth putting a video for revote in too.</p> <p>b) Online marketing strategy</p> <p>Sophie is receiving lots of enquiries through the website and is more involved than perhaps we realised. Justin has said that she needs to communicate this back to the board so aware. She is going to be putting</p>	

	- via the BID. Highways group invited Michelle onto group to look at future of Ulverston's transport. 1 st meeting is Friday 20 th September, Janette is already going, possibly Jan. Suzanne is going to go.	
9	ANO	

Next Meeting

Wed 18th September 2019 6.00pm. Venue Siemens