

Ulverston BID Meeting Minutes - 19th January 2022 – Coro.

Attending: Michelle Scrogam (Pure), Jan Hancock (Town House), Anita Garnett (Ulverston Brewing Co.) Tony Martinez (Cumbria Teaching Agency), Victoria Cash (Pretty Thing), Richard Butler (UVHS), Beth Kennedy (UCE), Gavin Knott (Appleseeds),

Apologies:- Janette Jenkinson (SLDC), Janet Heffernan (SJB School) Dennis Round (Siemens), Rebecca Athersmith (Chattaway Inns), Justin Wales (BID Project Manager), Charlotte Hagen (Lakeland Inns), Trevor Ronson (Tritech)

Items for discussion:-

Item	Meeting Note	Action
1.	<p>Apologies</p> <p>As above</p>	
2.	<p>Previous minutes approval</p> <p>The minutes of 17th November 2021 were approved as a true record.</p>	
3.	<p>Chair Correspondence & comments</p> <p>Confirm that the CCTV should be installed next week. Three locations, Market Place, Junction New Market St and Big Kings.</p> <p>LVA security support over the Christmas period not entirely satisfactory & Michelle sent a request for update from LVA. Feedback suggest ineffective service. A tender for any future support and clear spec required.</p> <p>Charlotte has submitted her resignation from the BID Board & this was accepted.</p>	
4.	<p>Finance</p> <p>Changes to HSBC mandate proving difficult to complete. Michelle is pursuing this.</p>	Michelle

	<p>The extent of the BID boundary to include both M&S and Aldi was questioned. Needs checking to see if BID is missing out on levy.</p> <p>General Board interest in the auction of the Old Library opposite the Coro. There may be an opportunity to register the property as a building of Community Interest. If granted this would stop the auction and allow a period for the applicants to raise a bid for the property. Beth to see if this is possible.</p>	Beth
5.	<p>Terms of Reference</p> <p>Now drafted and issued to Board.</p> <p>Quorum agreed at 6. Non attendance clause to include extenuating circumstances for flexibility. The missing of 5 consecutive meetings to be considered the limit for Board involvement.</p>	
6.	<p>Choose Ulverston</p> <p>Not discussed</p>	
7.	<p>Pub Trail</p> <p>Draft now tabled. 4 trails identified to include the variety of pubs in and around the town.</p> <p>Comments:-</p> <p>As the QR code links from each pub to the Choose Ulverston site, all the viewed data needs to be up to date. Jan Hancock will check out & advice Sophie where applicable.</p> <p>The guide on how to use will be updated.</p> <p>The Loyal Free offers for each location may also be outdated and this needs a review with the Pubs. Justin can check as final buy in to the scheme for each location.</p> <p>Prize for completion of the trails (all 4) now to be offered,. Suggested £100 voucher issued by BID (say 10 per year) per draw on roughly monthly basis to be spent in any location. Those submitting will be required to give Name & address and screen shot of card or digital submission. Each pub will stamp completed task, preferably in a different colour ink to restrict cheating.</p> <p>Planned start March/April</p> <p>Instructions to publican will likely be required so staff can comply with the rules.</p>	<p>Jan</p> <p>Michelle</p> <p>Justin</p>

	<p>Augmented Reality Trail.</p> <p>Good feedback but poor signs and need to be more robust. Michelle to chase.</p>	Michelle
8.	<p>Car Park Project Analysis</p> <p>Meeting being arranged to challenge SLDC data so far and requests for more to clarify charges calculations noted. On face value the loss of revenue through the Covid period allows SLDC to cover any deficit incurred at our expense. The model being used probably needs a review.</p> <p>Observations however suggest Buxton St car park has been fuller due to the scheme. Data from 2019 to 2021 also suggests more people staying longer into the second hour. More analysis reqd following SLDC responses.</p>	
9.	<p>Jubilee Plans</p> <p>None in place yet.</p> <p>Possible street party with full access to closed streets for existing hospitality ; marching bands; extension to flag festival; Union Jack bunting; outside entertainment.....</p> <p>All for one day only</p> <p>BID to liaise with Town Council.</p> <p>Suggestions requested</p>	All
10	<p>Grant Applications</p> <p>Application from Print Fest accepted and agreed. Michelle to notify.</p> <p>Late application from Dave Crossley for a potential new festival on the outskirts of town with limited numbers sent in. Not discussed in detail Michelle to circulate.</p>	Michelle
11	<p>Justin's Reports</p> <p>Some progress on ERDF submissions on two fronts. No detail.</p>	
12	<p>Delegate Reports</p> <p>Borderland now progressing on a firmer basis and draft report will be ready to share soon.</p>	

	<p>No report from GSK. Plans are uncertain with regard to to the sports facilities. SLDC are progressing a scheme that fits a reduced budget. The contribution from GSK has not changed @ £2m</p> <p>Delays to the Bioscience park are apparent with government involvement and this could jeopardise the planned Ulverston location.</p> <p>Cumbria Better Together</p> <p>Full report e mailed to Board previously. Noted that the access for any disabled or persons with buggies is very restricted from Ulverston station and advice to travel to next station and return to different platform ridiculous. The problem has been highlighted in the Place Plan due for publication.</p>	
13	<p>Date of next meeting</p> <p>Wednesday 16th February 2022 at 6pm (venue tbc.)</p>	