

Ulverston BID Meeting Minutes – 16th February 2022 – Zoom Meeting

Attending: Michelle Scrogam (Pure), Jan Hancock (Town House), Anita Garnett (Ulverston Brewing Co.), Rebecca Athersmith (Chattaway Inns) Dennis Round (Siemens), Victoria Cash (Pretty Things), Janette Jenkinson (SLDC), David Webster (UTC), Justin Wales (BID Project Manager),

Apologies:- Beth Kennedy (UCE), Tony Martinez (Cumbria Teaching Agency), Gavin Knott (Apleseeds), Janet Heffernan (SJB School),

Absent Trevor Ronson (Tritech), Richard Butler (UVHS),

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 19th January 2022 were approved as a true record with the following amends:</p> <p>Pub Trail QR Coding to be done by JW not JH. JH to work on Loyal Free</p> <p>Janette Jenkinson not at the meeting</p>	
3.	<p>Chair Correspondence & comments</p> <p>SLDC confirmed the Beehive Levy bills and old Levy bills to be billed</p> <p>Drone recording on hold until Spring for permissions</p> <p>LVA grant was in question on the report given JW reported it back to them, RA stated it was a membership and as match funded only wanted the members of LVA to be covered. BID stands by all should be covered if paying the Levy. RA stated BID should fund the whole thing if wanted in the future, JH stated we don't take the initiative the BID responds to the request.</p>	

	<p>Evening Mail, MS gave a quote on the Bounce Back and Covid</p> <p>A590 Traffic Lights, on Cumbria News about the effect of the town solution is needed in future</p> <p>Teams meeting with SLDC, MS & JW, Litter brought up, BID complimented, Sue Warner to be contacted. Festival road closures discussed to have one application to reduce costs and update the media usage.</p> <p>UCE Application, Last 22k now down to 5k overall 15k, JH would like to see the TC commit first, MS would support if application came into TC. Presentation had been given to TC on the activities of UCE, MS much more confident on activities. AG questioned the finances on the staffing and questioned why they could not undertake this activity they are overcommitting on the overheads with little income, JH stated that the market hall is important to the town economy, JJ commented on the running costs and the information from SLDC, UCE want to be self sufficient not cap in hand and that is the main objective. More time needed to decide and more information, UCE to attend to present at next meeting.</p> <p>Wolflands Application, RA stated that the group are benefiting and the Town will not benefit, Roads are bad and resources will be taken from the town by emergency services, DW stated that the access is too bad for such a large event, DR stated the coastline is too precarious and could cause fatalities, it is also out of the boundary of the BID. Application Denied</p> <p>Ulverston Cricket Club Application, £9k from BID for a £42k project. AG reluctant if it will be affected by the developments, JH confirmed that it would not. MS confirmed that the application falls within the Objectives, The board liked the initiative. Application Approved</p>	
4.	<p>Finance</p> <p>Accounts previously circulated were accepted as a true record, £140k in account £100k available and new Levy bills out next month</p>	
5.	<p>UCP Advertising</p> <p>Events brochures to be created again JW suggested that we take the advertising space, UCP has approx. £8k in accounts and will cover the usual £1500 for distribution, BID can take the space in the brochure for £755 and the map for £525. DR Abstained, RA needs copies.</p>	Approved

6.	<p>Loyal Free Augmented Reality Trail</p> <p>Metal Signs with the new style QR codes 16 and the Wifi 30 cost £1037. Loyal free continues to grow and the listings need 5,123 interactions on the Trails great success on these.</p>	
7.	<p>Justins Report</p> <p>Pub Trail – All changes made from last feedback, £10 vouchers confirmed and designed with numbers and names. LVA are fine with the project, Trail to be posted to them then 7 days to respond! To complete at Easter. The trail will be accessed through Choose, Loyal Free and Paper.</p> <p>BID Finalised for Britain in Bloom, work needed with the Ulverston in Bloom, proposal presented with the releases and confirmation and the leaflet confirmed and the Logo presented. BID needs to be clearer on its activities. Already committed from the Budget is 9k for trees and 13.5k, overall budget required is 26k, budget approved.</p> <p>First Aid Training - fully accredited total training cost for 36 delegates, block of 3, £1200, after the First Aid would be Food Hygiene and Manual Handling, to be advertised through social media and database plus on foot, numbers to be capped to enable all in Ulverston to take advantage. Approved</p> <p>Footfall Data – Data received from SLDC interesting results, requested data from Oct Nov 2021, 110k throughout December, the Wednesday and Sunday data is high, the costs taking the project on approx. £1800.</p> <p>SLDC Car Park Charges – Objective on the 2 hr dwell time has worked however BID and TC agreed 2019 tariffs for the difference. SLDC are charging actual increased footfall. Sion Thomas is leaving and we are already overspent to continue chasing £27,500 already spent £7,500 left in budget for 8 months, joint contribution can only be £1,914 in total. BID not to back shortfall to battle the differences. Renegotiation should be only on 2 hrs only. JJ confirmed that they had issues with the Gill carpark on the accounting. DW will bring up at the Council meeting.</p> <p>Jubilee Plans – Bunting and Flags needed separate from BID at £1500.00, Big Screen, Entertainment and Bollard Crowns, basing it around the Saturday and the Sunday. Timings with slots not needed, Rotary to help with the events, a Treasure map is to be created by AG and shops to take part with crowns in the window AG requesting support on this, total a budget of £5.5k. Approved, Plan needs to go through UCE or UCP.</p>	

8.	<p>Delegates Reports</p> <ul style="list-style-type: none"> • BORDERLANDS – Is progressing but slowly still waiting for the report to share. • ERDF – Received the Festoon Lighting, Quotes from 360 Media, Seasonal Drones and Tree Planters Amberol failed to bid! So chasing! SLDC fronting the money then drawing from ERDF • GSK – JH sent the report to all, not a lot changed SLDC and GSK now signing off the land grants, Lakes Bio signs looking UK wide, and issues with the licences, Sports facilities using 2M to complete phase 1, some plans halved so not as much as predicted, Bowling club has a new green and a New Track to be created. DW Stated SLDC will not proceed with phase 2 & 3 it will be left to the Unity! • CUMBRIA BETTER CONNECTED – Boards agreed passed on about lack of Disability access! Northern Rail trying to find a better solution rather than the submitted plans to save money. A590 Lights mentioned, Rail Service was deemed unfit for purpose for Business users. Upgrades on A590 on crossing and speed cameras, turn a Newby Bridge to be looked at. 	
9.	<p>AOB</p> <p>Janet Heffernan has resigned from the Board and she will be missed.</p> <p>AGM to be sorted and more Directors needed.</p>	
10	<p>Date of next meeting</p> <p>Wednesday 16th March at 6pm (venue tbc.)</p>	
11		

