



**Ulverston BID Meeting 16<sup>th</sup> June 2021 ~ Via Video Conference**

**Attending:**

**Board**

Michelle Scrogam  
 Jan Hancock  
 Gavin Knott  
 Janet Heffernan  
 Janette Jenknison  
 Anita Garnett  
 Trevor Ronson  
 Beth Kennedy  
 Tony Martinez  
 Justin Wales

Pure  
 Town House  
 Appleseeds  
 SJB School  
 SLDC  
 Ulverston Brewing Co.  
 Trittech  
 UCE  
 Cumbria Teaching Agency  
 Project Manager

**Apologies:-**

Charlotte Hagen  
 Richard Butler  
 Dennis Round

Lakeland Inns  
 Victoria High  
 Siemens

**Items for discussion:-**

Item	Meeting Note	Action
1	<b>Previous minutes approval</b>  The meeting of 19 <sup>th</sup> May did not have a quorum. No minutes.	
2	<b>Matters Following April meeting</b>  Pat Mclver from Lakes BioScience Ltd contacted for the opportunity to talk to BID Board. Follow up required.	Jan Hancock
3	<b>Correspondance.</b>  Applications for Board membership received from Rebecca Athersmith and Dave Hilman to represent the hospitality sector. Following confirmation of up to date levy payments, the Board approved the appointment of Rebecca in the current available position. Both Rebecca & Dave to be notified by Michelle.  Victoria Cash from Pretty Things representing small business also formally confirmed by Board. ( Previous vote by e mail correspondence)	Michelle

	<p>The levy fee query relate to The Bible shop for the period 24/10/20 to 25/02/21 has been agreed to be waived due to the cessation of business activity. Michelle to notify.</p> <p>Board Resignation received from Sarah and confirmed. Big thanks for input to the BID from Sarah.</p> <p>A Large business rep is still missing from Board and repeat request to be made.</p> <p>Neil Fleming requested a link be established to Ulverston Now from Choose. Agreed this would be useful, Sophie to sort.</p>	<p>Michelle</p> <p>Justin</p> <p>Michelle.</p>
4	<p><b>Financial Report</b></p> <p>Michelle has now the data from SLDC (Elaine Conway) to review the debtors list which needs an edit. Some to be followed up &amp; other written off. No financial report published for this meeting.</p> <p>Michelle updating a new spreadsheet for the commitments and spends ongoing.</p>	<p>Michelle</p>
5	<p><b>Justin Report</b></p> <p><b>Bloom.</b></p> <p>All the hanging baskets are now in town and current budget underspent from £11420 to £8200. The Cumbria in bloom judging will be end July with an expected town visit.</p> <p><b>Loyal Free</b></p> <p>An extension to the contract at reduced cost formally agreed. The renewal will concentrate on additions to trails in and around the town for visitor interest and local connections, e.g. dog friendly pubs, Real Ale visits etc. The historic tours will be included when full data is collected. The current walks on Choose will not be duplicated. New bollard covers and extension to advertising for LF also using the hexagonal board in the Brewery St car park will be added. Additional advertising budget spend agreed @ £1000.</p> <p><b>European Union Regional Development Fund ( ERDF)</b></p> <p>Ideas submitted for the town including additional festoon lighting, town speakers and audio systems, more planters, town centre trees, Lighting to Ulverston Gateway, 360 virtual tours, Christmas trees to all retails premises etc.etc. Some match funding would be required for some of the above and some editing of the list expected. Feedback awaited.</p> <p>Other suggestions coming from the Board included an “October Fest” on a German theme (perhaps rather than the Beer Fest in the Coro) which would include all cafes and pubs. Hopefully the LVA representative could review this idea.</p> <p><b>Wi-Fi</b></p> <p>An extension of current coverage was requested from Town Council particularly to cover the poor 3G coverage @ Town Bank toilet facilities</p>	<p>Justin</p> <p>Anita, Charlotte</p>

	<p>for payments. Initial view is we could increase coverage to car parks areas beyond current Brewery St coverage, the Gill has line of sight from Coro with a little additional infrastructure ( Maybe the TC could contribute to cost). Further expansion also outlined by Justin.</p> <p>However any need to expand beyond this TC request is not fully evaluated. The collection of more data may be an ideal but the quality, usefulness and analytical reliability with the ability to formulate end use improvements with clear conclusions abstracted from more and more data is uncertain. Agreed that the Board require to understand what we need from data before we agreed how to collect more of it.</p> <p><b>Tri Sign Move</b></p> <p>Problem with current location &amp; height so subsequently moved to train station. Stickers being planted on the signs which we do not need.</p> <p><b>Additions to Choose and Loyal Free</b></p> <p>Some gaps on trails, cycle rides and walks as promotional videos for the town recognised. Without duplication of current viewing a trial run at a budget of £500 agreed to look at what we could improve on. Jan to organise with Dominic Lamb. Janette agreed to look at possible match funding for this initiative.</p>	<p>Justin</p> <p>Jan Hancock Janette</p>
6	<p><b>British BID Membership</b></p> <p>We have now joined this forum. Cost £795 per yr. Justin to send out a list of content. This is the UK wide body representing BIDs where useful training, ideas and information can be accessed.</p>	Justin
7	<p><b>Liability Insurance</b></p> <p>Ulverston BID does not at present have this cover which we do need as more and more public liability exposure is being undertaken. Coro uses Home &amp; Finance and TC through Jayne Kendal would be worth looking at.</p>	Michelle/ Justin
8	<p><b>Outside Bodies</b></p> <p>GSK task force attended by Jan . Summary to bring to next meeting.</p> <p>Cumbria Better Connected by Michelle again next meeting.</p>	Jan Hancock Michelle
9	<p><b>Next meeting 21<sup>st</sup> July 2021 @ 6.00pm.</b></p>	