



**Ulverston BID Meeting Minutes - 20<sup>th</sup> March 2019 – Coro Hall**

**Attending:** Gavin Knott (Appleseeds), Sarah Mammatt (The Nothern Line), Michelle Scrogam (Pure)), Jacqui McCloy (Tritech), Tony Martinez (Cumbria Teaching Agency), Janette Jenkinson (SLDC), Justin Wales (PO)

**Apologies:-** Jan Hancock (Town House), Judith Pickthall (UCE), Suzanne Edgley (The Best Of), Mike Bleasdale (Poppies), Andy Poole (Original Men’s Shop, Janet Heffernan (SJB School), ), Suzanne Pender (Ford Park), Craig Sherrington (Virginia House), Rob Wyatt (Siemens), Richard Butler ( UVHS).

**Items for discussion:-**

Item	Meeting Note	Action
1	<p><b>Members Present</b></p> <p>As Above</p> <p>Plus a presentation team from Loyal Free, Sophie &amp; Jason.</p>	
2	<p><b>Apologies</b></p> <p>As above</p>	
3	<p><b>Previous minutes approval and Feedback</b></p> <p>The previous minutes were approved</p>	
4	<p><b>Presentation and year 1 update by Loyal Free -- Key Points:-</b></p> <p>The growth of LF has been deliberately restricted by the owners to maintain quality from new staff and develop the brand and new features of the App.</p> <p>“What is Loyal Free” Video now done to demo the App’s working operations.</p> <p>Key promotions have been achieved with Evening Mail (front page), Festival presence, adverts, digital involvement and social media promos, links to Choose Ulverston, highlighting events, and four town visits to engage with local businesses.</p> <p>Stats:- All looking good at this stage of involvement with 65 Joined up members, 56 Live offers, 1356 Engaged users, and 4062 Redemption of offers.</p> <p>Year 2 Look ahead plan is to :- Update branding, add tours and trails (1st draft now in stages of launch) . This allows the BID team to add interesting</p>	

	<p>links to user's e.g. Dog friendly trail, Vegan eating trail, Cocktail trail. This will be used for late night shopping trail for example. Wi-Fi links are in progress to get best use of free service and directing to LF offers, events etc.</p> <p>Further press launches and adverts are planned and a stall at Fine Fest for promotion.</p> <p>A Support pack is to be launched for the BID Mangers to look at new ideas. The link to Choose Ulv has not been as crisp as LF would have hoped, with free access not available. LF to talk to Sophie about offering some code so that sharing is carried out seamlessly.</p> <p>The option of an In App competition is also possible for year 2.</p> <p>A revised dashboard is ongoing to allow additional filters for example, parking locations and prices, local guide info, trails, town specific requests rather than closest available , links to business groups etc.</p> <p>Reports can now be made available for viewing live user data to be viewed by the BID managers and by individual businesses.</p> <p>Whilst there are numerous loyalty schemes now launched across the country which use different connection methods, this App is still quite unique.</p>	LF & Justin
5	<p><b>Correspondence from the Chair</b></p> <p>Initial meeting with Beth Kennedy from UCE completed and good working arrangement established. Some feedback requested on BID investments so far e.g. Marketing commitment for Emma. These will now be completed. Management and storage care of the gazebos also discussed, BID &amp; Choose logos still missing.</p> <p>The tour of Britain plaques are now down and will be sighted in the indoor market hall</p> <p>Survey of pavements via the traders was issued a little premature. This is being dealt with by Town Council</p> <p>Suzanne from Ford Park has stepped down from her post and resigned from BID,. The Park would like to nominate a new participant which perhaps should be considered on a new application. However this point needs further checking alongside our articles of engagement. This may be just a nomination from Ford Park. Do we represent the sector or the individual levy payer for the sector as a whole? Discussion for next meeting.</p>	Jan Hancock
6	<p><b>Finance</b></p> <p>Jacqui provided as the usual comprehensive status Highlights include :-</p> <p>Completing all the known projects will leave us with a forecast of ~£30k surplus</p>	

	<p>Collection statement has been received from SLDC but we have still not had the list of non-payers and as such cannot address the opportunity to alleviate this loss. Janette will check if another contact in finance would progress this matter.</p> <p>Cash @ Bank currently = £83k.</p> <p>Care again cautioned for final years spends so that we do not run out of ££.</p> <p>Question raised re non payers, --- Are they allowed to have a vote for new term?</p>	<p>Janette</p> <p>Jan Hancock</p>
7	<p><b>Justin's Report &amp; Updates</b></p> <p>Town Wi-Fi will be installed 2<sup>nd</sup> Week Apr. Outdated connections based on old electrical standards have had to be brought up to date and incorporated which required renegotiated costs to maintain budget. The installation will take 2 weeks.</p> <p>Revote info added to web site with questionnaire. Replies hopefully will help us build a business plan for the future proposals.</p> <p>End of year newsletter drafted and to be issued with BID levy requests by SLDC. Comments by 25<sup>th</sup> Mar please. Some reworking of data for clarity on costs related to Ulv in Bloom agreed at meeting. Overall Income costs statement on summary will be simplified.</p> <p>The First Business course to be run by <del>Sarah</del> <b>Suzanne</b> is schedule 24/25<sup>th</sup> April at Coro. Invitations to be issued on web site &amp; via e mail.</p> <p>Britain in Bloom baskets (100) bought and all colour schemes discussed. Working with Gill Banks, Heritage group and Town Pound progressing.</p> <p>Some initiatives for town clean up particularly the growth of weeds from building structures to be looked at.</p> <p>Phone numbers on the web site for Board members to be left as BID manager contact number.</p> <p>CCTV now deferred until Town Council decision. No request to BID at this time has been received.</p>	<p>All</p> <p>Jacqui</p> <p>Justin <del>Sarah</del> <b>Suzanne</b></p> <p>Michelle</p>
8	<p><b>Grant Applications:-</b></p> <p><b>None received.</b></p>	

9	<p><b>Delegates Feed Back</b></p> <p>GSK working group meeting scheduled 26th Apr to be attended by Michelle. Gavin to notify organisers.</p>	
10	<p><b>ANO</b></p> <p>Agreed that we should publish to the Web site any agreed grants</p> <p>We are also requested that the BID should gain more press and digital coverage if possible.</p>	<p>Justin</p> <p>Justin</p>

**Next Meeting**

**Wed 17<sup>th</sup> Apr 2019 Venue Coro Hall**