



Ulverston BID AGM – May 8th 2018 – Coronation Hall

Attending: Jan Hancock (Town House), Gavin Knott (Appleseeds), Rob Wyatt (Siemens), Judith Pickthall (UCE), Tony Martinez (Cumbria Teaching Agency), Craig Fox (Fetl), Mike Bleasdale (Poppies) Jacqui McCloy (Tritech), Janette Jenkinson (SLDC), Janet Heffernan (SJB School), Michelle Scroggham (Pure), Justin Wales (BID PO)

Items for discussion:-

Item	Meeting Note	Action
1	<p>Introduction and Welcome</p> <p>Jan Hancock welcomed the business representatives to the Business Improvement District 3rd AGM. Jan has been the chair since Nov 2017.</p> <p>The main reason for an AGM is to report back to you, the levy payer, on how we have spent your money and to elect board members and officers as laid down in our constitution where appropriate.</p>	
2	<p>Election of New Board Members</p> <p>Elections are held as a way of ensuring there are fresh ideas within the BID and that it does not stagnate over time. Every two years one third of the BID board stands for re-election and last year it resulted in a change to the board bringing in new people with new perspectives on how Ulverston BID should go forward. There are no existing members up for re-election this year. There are two applicants seeking election this year for vacant positions. The meeting carried a vote to elect both to the Board.</p> <p>Sarah Mammatt of The Nothern Line</p> <p>and</p> <p>Andy Poole of The Original Men’s Shop as small and medium business representatives.</p> <p>Large Business and Charities still have vacancies.</p> <p>The board also has the ability to co-opt up to two members from any</p>	

	category if they feel that they can offer skills and expertise otherwise lacking on the board. This will be reviewed as and when required for the future.	
3	<p>Financial report</p> <p>Presented by Janet Hefferman in the absence of our Treasurer.</p> <p>Main highlights include</p> <p>The report is for six months with the BID obliged to move the year end to align to local authority dates.</p> <p>Income generated for this period is ~£63 and we are currently carrying a surplus of ~£33k at this year end. The overall surplus from years 1 to 3 is now at £107k. The increasing planned activities for years 4 and 5 will utilise the bulk of this cash. The collection of levies is running at approx 95% of the total possible with some still outstanding from previous years. SLDC are pursuing these on our behalf.</p>	
4	<p>Chair Report</p> <p>As a reminder it takes a mere 1.25% of the rateable value of business premises to provide almost £100,000 a year to spend on the town.</p> <p>The BID levy, in common with the business rate demand, is a compulsory payment whether or not you voted in favour of the Ulverston BID proposal in 2015. A small proportion of the money raised is paid to SLDC to finance collection of the levy but the rest is all used to benefit the town.</p> <p>We have accomplished a great deal in the past year including sponsoring Ulverston in Bloom who achieved fantastic success in the 2017 Cumbria in Bloom competition bringing home nine trophies and a great deal of publicity for the town. We are continuing to support them this year as they attempt to win the coveted Britain in Bloom title.</p> <p>We are very lucky to have an excellent Town Band who are not only talented entertainers but are also great ambassadors for the town. So when they applied to BID for a grant towards buying new uniforms we were more than happy to oblige.</p> <p>Ulverston has gained a reputation as the Festival Town - every year</p>	

these festivals raise the profile of the town nationally and attract thousands of visitors to the area bringing custom to the shops, pubs, cafes, restaurants and accommodation providers. These festivals are organised entirely by volunteers and BID feels that it is important to support them, not just with cash but with help and advice. The Lantern Festival achieve a runner up award in the national 2017 EPIC awards for the volunteer sector. Another feather for the town.

This year we gave a grant to Another Fine Fest to enable the 2018 event to take place, however it was given with the proviso that they strive to become more self reliant. To help them achieve this BID's new Project Officer, Justin, has been helping them write a business plan which will ensure the viability of Another Fine Fest year on year.

Ford Park is a community asset; it provides the only large green space in town for large public gatherings such as the Carnival Gala and the finale of the Lantern Procession. However a recent housing development close to the entrance of the park meant that one of the exits from the field had to be closed and without it the park was deemed unsafe for large events. To solve this dilemma the trustees made plans to open up the front gate making the entrance and exit from the park much safer. BID has been able to help with this project and so it is your money that has made it possible for the Lantern Festival to return to Ford Park this year.

Park Run is another proposal brought to us from Ford Park. Park Run organises free weekly 5k runs which are open to everyone, non competitive, safe and easy to take part in. The concept and ideology behind Park Run matches very closely the aims of Ulverston BID, emphasising as it does its inclusivity and the importance of community. We therefore agreed to fund the initial set up costs and look forward to the inaugural run in June this year.

Another major project has been BID's involvement with the new Visitor Information Point established in partnership with Ulverston Community Enterprise and the Town Council. At the time Ulverston BID was first established in 2015, SLDC had decided to close all its Tourist Information Centres and the town traders raised the issue with BID. Without premises and staff it was difficult to see how this could be overcome so we looked for alternatives such as installing a touch screen on the wall of the Coronation Hall but issues with installation on a listed building and prohibitive running costs made it impossible.

	<p>Consequently when UCE came to us with the idea of using volunteers to man a stall in the Market Hall we were very willing support their plans. The Visitor Information Point is now open and proving to be a great success with both visitors and locals.</p> <p>A more comprehensive list of the grants is shown here.</p> <p>Ulverston in Bloom £6000</p> <p>Ulverston Town Band £500</p> <p>Another Fine Fest £5000</p> <p>Ford Park Gate £2140</p> <p>Ford Park Park run £3000</p> <p>UCE stall rent for VIP £2167</p> <p>UCP leaflet distribution £1500</p> <p>Printfest advertisin £500</p> <p>BID Proj Officer £12,000/a</p> <p>Others pending but authorised</p> <p>Ford Park Entertainment £1000</p> <p>Ulverston Trade Directory £800</p> <p>Loyal Free app for the town £12,000/a</p> <p>Free WiFi for Town £tba</p>	
5	<p>Justin's Report</p> <p>The Board took the decision this last year to employ a Project Officer part time capable of adding expertise and time to deliver future projects. We have appointed Justin Wales who by now is a familiar face to local traders as he has made it his business to visit almost all of you in the past few months making himself known to you and giving you all a point of contact for issues you may have to do with BID.</p> <p>Justin's report highlighted the original concept of the BID , the legal framework and a look ahead to current projects</p> <p>These include the exciting Loyal Free app to be rolled out leading</p>	

	<p>into FineFest weekend and linked to your business events, offers and services. The operation will be free to all and controlled via a dash board by individual businesses. Visitors to the area will pick the app and being geographically aligned will give the local business priority to advertise to these prospective customers.</p> <p>Justin has supported the set up of the VIP and is pursuing the Ulverston free WiFi with SLDC.</p> <p>Future work on social media and web site expansion is planned.</p>	
6	<p>Q&A</p> <p>Suggestions for review and work by the BID from the floor were tabled and include:-</p> <p>Justin to contact Robinson’s Brewery to clarify what the plans are for the site and how if possible we could help this decision</p> <p>Car parking strategy is seen as key to the town and again some reformatting with SLDC is desirable.</p> <p>Several key elements of a market town were identified as missing from Ulverston and if there could be a way to encourage expansions and new areas that would enhance overall footfall this would be welcome.</p> <p>Redundant buildings are being looked at by Town Council to see if this could be addressed. The BID may be able to help with this initiative.</p> <p>Residents in peripheral areas should be encouraged to use current bus services (free) and this could be expanded.</p> <p>Linked buses coming in from other Lake District attractions could be reviewed.</p> <p>All local residents and businesses are encouraged to come forward to the BID to back it’s work and table new ideas for the towns development. The volunteer Committee would like to thank all for the support in this last year or so and look forward to continued success.</p>	