



Ulverston **BID**





BID

BUSINESS IMPROVEMENT DISTRICT

CONTENTS

CHAIR OF ULVERSTON BID -

JANET HANCOCK P4

MAJOR BID PROJECTS P6

WHAT IS A BID? P18

WHY DOES ULVERSTON NEED A BID? P19

SHOULD ULVERSTON BID CONTINUE? P20

BOARD OF DIRECTORS 2025 P22

ULVERSTON BID DEFINED AREA P23

2025-30 PRIORITIES P24

HOW IS THE BID FUNDED? P32

HOW WILL THE BID BE MANAGED? P34

WHO CAN VOTE? P36

HOW MUCH WILL THE

LEVY COST? P38



WELCOME

Hello, I'm Jan Hancock, Owner of the Townhouse Bed & Breakfast and the **Ulverston BID** Chair. This is my second term as Chair of the **BID** taking over again from my predecessor Michelle Scrogam of Pure.

BID stands for Business Improvement District which is business-led and business funded. All BIDs are independent bodies with no political or council affiliations. However, to achieve the best results for BID payers and the town we do allow a council representative to attend meetings (without voting rights) and this helps to coordinate projects, promotions and clear communication to gain the best results for Ulverston.

Ulverston BID was set up in 2015 following a ballot of all businesses in the town. The majority voted in favour of setting up a Business Improvement District and we have gone from strength to strength ever since. Business people with an interest in improving the commercial activity in the town make up a board of directors who volunteer their time.

Anyone who pays the BID levy (collected on behalf of **BID** by Westmorland & Furness Council) can put themselves up for election to the board when vacancies arise. The BID levy is 1.25% of the rateable value of business premises and all businesses with a £3000 and above rateable value will contribute towards the **BID**.

Levies paid by the business enable **Ulverston BID** to deliver our core values by working **Altogether** to make Ulverston **Attractive, Accessible** and **Alive**. Thereby creating a town which is not only a great place to live, but a town which attracts investment, inspires confidence and secures a bright sustainable future for all.

Jan Hancock,
Chair of Ulverston BID at the
2024 Heart of Ulverston Awards

The benefits of BID's are wide ranging and include:

- Businesses can decide and direct what they want to improve in their area.
- Businesses are represented and have a voice in issues affecting their trading area
- BID levy money is ring-fenced for use only in the BID defined area.
- Increased footfall and spend
- Reduce business costs
- Enhance marketing and promotion of the town

How is the BID levy spent?

Marketing and promoting the town worldwide through the Choose Ulverston App and website and town Wifi funded and directed by **BID**.

Providing grants towards activities that bring businesses and visitors to the town and by creating our own events to increase footfall such as Town Trails and Christmas promotions.

Making the town the best it can be by improving the look of the town through Business Improvement Grants and stunning RHS award-winning floral displays.

Financing projects to enhance what Ulverston has to offer to its residents such as supporting the Roxy initiative and community enterprises like The Spot, newly established in the Old Auction mart.

Infrastructure projects like Town WiFi and numerous CCTV cameras improving security and confidence for all.

How is BID managed?

The **BID** board meet once every month to discuss current projects, suggestions for new projects, review grant applications. None of the **BID** board members receive any kind of remuneration or expenses, time spent on **BID** matters is purely voluntary as all board members have their own business to run or manage on a daily basis.

A Project Manager is employed for 15 hours per weeks to carry out promotional work, manage current projects, develop ideas and suggestions for future projects, work with other groups and authorities in Ulverston to have clear communication on the activities in the Town and generally work on behalf of all levy payers to enhance the attraction and offer of the town to locals and visitors to increase footfall and spend.

Ulverston is already a great place to live, work and visit but we all need to work together to make it even better. **BID** does NOT and never will take over council responsibilities. We work alongside them in partnership to enhance the environment we all live within. The Town Council budget is already stretched and without the collaboration with **BID** they may possibly have to choose between reductions in essential services or less vital budget items, such as the provision of Christmas lights or illumination of the Sir John Barrow Monument on Hoad.

This is not a reasonable thing to ask of the rate payers, so, while the Christmas lights and floodlights on the Monument are not entirely necessary to our physical wellbeing or helping to maintain a safe, healthy environment in which to live or even having an impact on the way our businesses thrive, they bring the unique town of Ulverston as an international interest for visitors and a sense of belonging to the local community.

I would like to thank the members of the **BID** board who are ALL volunteers for giving their time freely to work together for the betterment of the town, and I would also like to give further thanks to the levy payers who took the decision 5 years ago to invest collectively in local improvements. With their contributions **BID** has been able to bring about enrichments to Ulverston and we hope that we can make even more of an impact for the next 5 year term.

We look forward to continuing our work in Ulverston and building on the successes of the last five years.

Jan Hancock,
Chair of **Ulverston BID**



MAJOR BID PROJECTS

The Ulverston BID is a proactive BID and will listen to the stakeholders' needs and where possible, create projects to fill that need.

We are not an 'off the shelf' driven BID, where we just purchase solutions from third party agents. Where possible we will use our in-house skill base and knowledge, creating one-of-a-kind solutions and where possible using local suppliers to fulfil the requirement of the projects thus utilising local skills and sustaining local companies.

Over the years there have been numerous longstanding projects and there is still more to do in the next term always ensuring that the levy is used effectively, and we match fund with other local authorities to enhance the original levy funds.

On the next few pages is a snapshot of the projects that the BID created and made possible to enhance and promote Ulverston with the help of you!

CHOOSE ULVERSTON WEBSITE

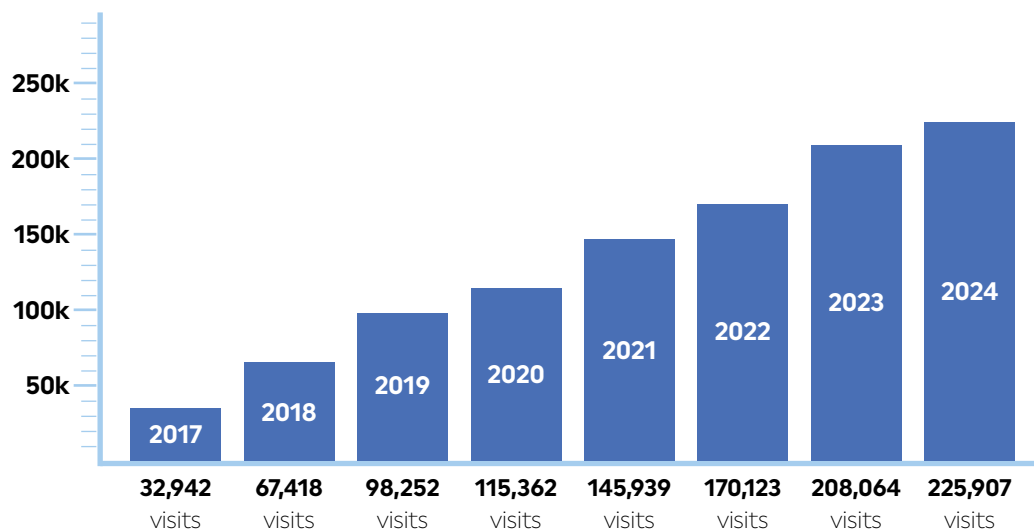


The Choose Ulverston website, app, social media and newsletters are some of the most important tools for marketing the town's businesses, visitor attractions and numerous events.

Since the creation of the website in 2017, annual traffic to the site has increased from 32,942, to 225,907. An almost 7 times increase in visits.

chooseulverston.co.uk is ranked page 1, position 1 on Google for 72 search terms

WEBSITE TRAFFIC BETWEEN 2017 - 2024



PAGES WITH MOST HITS IN 2024

- 1 Places to visit in Ulverston
- 2 Events 2024
- 3 Ulverston Shops
- 4 Annual Festivals
- 5 Ulverston Taxis
- 6 Ulverston Markets
- 7 Ulverston Accommodation
- 8 Walks in Ulverston
- 9 Ulverston Canal
- 10 Ulverston Cafes

2024 TOP EVENTS BY VISIT

- 1 Lantern Festival
- 2 Dickensian
- 3 Another Fine Fest
- 4 Flag Fortnight
- 5 Light Up Hoad

2024 TOP PLACES TO VISIT

- 1 Ulverston Canal
- 2 Conishead Priory
- 3 Hoad Monument
- 4 Birkrigg Common
- 5 Ulverston Canal Walk

CHOOSE ULVERSTON SOCIAL MEDIA

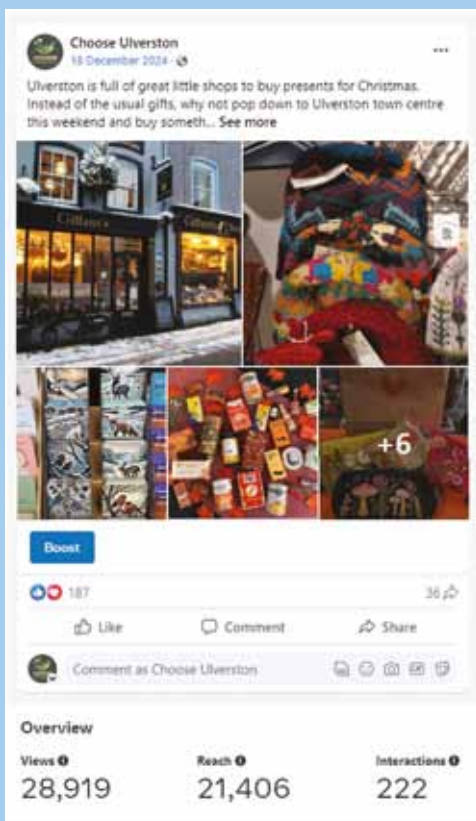
During 2024, the most popular posts on Choose Ulverston social media were:

CHRISTMAS SHOPPING

LIGHT UP HOAD

HEART OF ULVERSTON

DICKENSIAN



Choose Ulverston
19 December 2024

Ulverston is full of great little shops to buy presents for Christmas. Instead of the usual gifts, why not pop down to Ulverston town centre this weekend and buy someth... See more

Boost

187 36

Like Comment Share

Comment as Choose Ulverston

Overview

Views	Reach	Interactions
28,919	21,406	222



Choose Ulverston
19 November 2024

Ulverston's Dickensian Christmas Festival is happening this Saturday and Sunday... See more

Boost

198 10 59

Like Comment Share

Overview

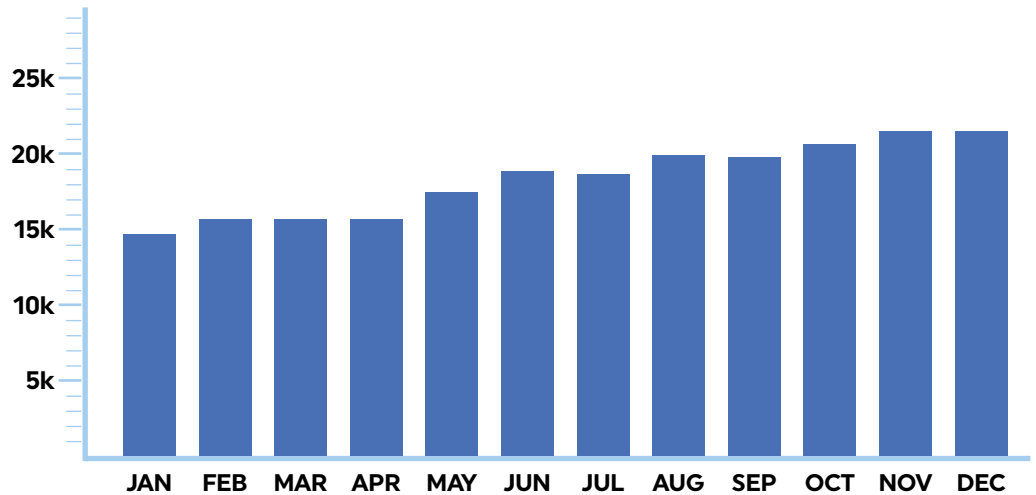
Views	Reach	Interactions
56,056	39,387	267

CHOOSE ULVERSTON NEWSLETTER

The Choose Ulverston newsletters goes out to subscribers every month with a mix of featuring events and festivals, with spot-lighting local businesses and services.

Subscribers have grown steadily through 2024

SUBSCRIBERS GROWTH BY MONTH IN 2024



Views have also increased through the year perhaps indicating that the content is becoming more relevant to subscribers.

NEWSLETTER VIEWS IN 2024

January	3,248 opens
February	4,792 opens
March	5,896 opens
April	4,376 opens
May	4,488 opens
June	6,541 opens
July	5,823 opens
August	5,823 opens
September	5,823 opens
October	5,823 opens
November	6,439 opens
December	6,439 opens

TOP NEWSLETTER IN 2024

- 1 Ulverston's Biggest Festival!
- 2 Light Up Hoad Festival
- 3 Spring into Ulverston!





**SUPPLIED NEW
TOWN CENTRE
PLANTER
SEATING**

To create spaces for visitors to sit-back & enjoy the town

**WE DONATED
£6K TO
ULVERSTON
IN BLOOM
FOR PLANTS**

To make Ulverston look bloomin brilliant!



ULVERSTON BID WINS BOTH BRITAIN IN BLOOM (BEST BID UK) & CUMBRIA IN BLOOM (BEST TOWN)

2022

Ulverston Business Improvement District attended the RHS, Britain in Bloom 2022 Awards in London. The **BID** was one of 45 finalists along with fellow Cumbrians from Irthington and Workington and Chair and Secretary of Cumbria in Bloom.

Chair, Michelle Scrogam and manager, Justin Tootill-Wales were thrilled to be awarded Gold for the BID entry and even more thrilled when they were called back for overall Category Winner for BIDs in the UK. The day was topped off for the **BID** when they were awarded the Discretionary Award for Horticultural Excellence.

Michelle Scrogam said:

"It's been a great day and I'm so proud of our team, BID and the community who helped deliver this result. Our project manager Justin has done an incredible job on the displays and to not only win gold but win best in category is great for Ulverston.

We all know how fantastic our town is, but nationwide publicity acknowledging it, does incredible things for the local economy.

Green space, floral displays and community engagement has a direct impact on wellbeing and the environment, and we hope that the hard work has been, and continues to be enjoyed by all."

Britain in Bloom Judges stated:

*"Raising morale and lifting community spirit, the work of **Ulverston BID** was recognised at the #BritainInBloom UK Finals with a Gold Award and winner of the Business Improvement District category. They have installed new planters across the town centre to create a bright and welcoming environment for locals and visitors, packed with seasonal and sustainable planting.*

*Made from recycled plastic, and with a self-watering system, **Ulverston BID** are focusing on how they can reduce their carbon footprint and improve the air quality of the town. Using a variety of platforms to communicate their work, they are succeeding in creating shared ownership of outdoor spaces in the town and raising awareness for local community action."*

2024

The **BID** have continued to work with all the community groups and local council and were again finalists in 2024 were all BIDs received Silver Gilt in the UK and the Rickerby Trophy from Cumbria in Bloom for Best Town.

Not only does the dedicated and hard work make the town look fantastic but it attracts visitors to Ulverston to enjoy the town as a whole, the **BID** funds its own activities and the activities of the Ulverston in Bloom group on an annual basis to make the Bloom happen. There is also additional community work with Community Solutions.



Search for

ULVERSTON FREE TOWN WiFi

FREE TOWN WIFI

Building on from the roll-out of free Wifi in the town centre, in 2022 this was extended to cover the local town centre beer gardens and main carparks. More recently we've also extended this to provided wifi in the Indoor Market.

This means everybody that visits the town can now access the web free of charge together with immediate access to the Choose Ulverston App and it's focus on promoting local businesses.

The bonus of this means that we will have marketing information that we can use to promote the town and its businesses.

We have already published newsletters to 20,000 people and this audience is growing day by day. The monthly newsletters are a great hit and showcase the town and businesses on a seasonal basis.

TOWN

WE SUPPLIED



XMAS TREES

To help Ulverston welcome visitors at Christmas time

WE CREATED
NEW TOWN TRAILS



To encourage young & old to visit town centre businesses

ORGANISED
TOWN

LITTER
PICKS

To make sure
Ulverston looks beautiful

ORGANISED
**SHOP
WATCH**

To create a retailer network to share intelligence to keep Ulverston safe

CCTV & SHOP WATCH

The **BID** has been engaging with Cumbria Police to have 3 rotational CCTV cameras installed in the Town Centre that are monitored with 24 hour coverage in Penrith.

Additional to this the **BID** with the use of the Town Wifi have installed 6 cameras in strategic places across the town to deter anti social behaviour, these cameras have played a vital role in the town and the **BID** plan to extend the camera demographic in the next term giving more security to the town.

Extending the protection of our traders in Ulverston the **BID** joined forces with Cumbria Police and created the Shop Watch Scheme, over 30 retailers take part in this WhatsApp group managed by the **BID** and to date it has played a vital role in fast communication to traders from the Police but also communication between the Traders stopping crime and anti-social behaviour in the Town.



LEISURE

WE DONATED £4K TO NEW UVHS SPORTS COMPLEX

To help the next generation of Ulverstonians enjoy sports & stay fit

WE DONATED £15K TO ULVERSTON CRICKET CLUB FOR NEW CHANGING ROOMS

To help the next generation of Ulverstonians enjoy sports

WE DONATED £10K TO FORD PARK

RUNNING TRACK

To help Ulverston stay fit

PROVIDED SUPPORT TO ULVERSTON BIKE PROJECT

Helping Community Solutions to rebuild & refurbish bicycles for charity



BUSINESS FRONT IMPROVEMENT

Business fronts are an important part of the business identity and building's façade. They make a big impact on the appearance of a town. They contribute to people's first impression of a destination and their condition affects a town's image.

High quality business fronts make a town feel more welcoming to locals and visitors, improve its image, contribute towards a stronger sense of identity, and importantly, encourage a greater number of visits to the town for business or leisure.

The Business Front Improvement Grant Scheme aims to improve shop fronts in selected areas as a means of supporting the growth of local businesses, improving the local environment, and raising the image of the town amongst locals and visitors.

The grant scheme is funded through two funding allocations. These are through the **Ulverston BID** and Westmorland and Furness Council.

The total amount available for funding through this scheme is £10,000 allocating up to £500 per business (match funded).



SIGNS & TRAILS

Ulverston BID have funded a variety of sign and trail projects designed to help visitors discover town centre businesses and explore our market town's history.

We have funded finger post signs including one outside Aldi to help direct visitors to the town centre.

In addition we have created 3-sided signs positioned around the town centre that list current businesses and where to find them.

For visitors who want to explore the town's past, we've created the Ulverston History Trail. Key locations around town have special AR signs. These signs contain an Augmented Reality code which can be scanned within the Choose Ulverston App, revealing what that location looked like years ago. In 2024 we trialed the AR technology to show users what new planting would look like in bloom.

The **BID** is constantly reviewing and promoting the towns businesses to all ages, this is via multiple online and physical presences in the town, there are further plans to enhance the presentation of the businesses through these platforms.



CREATED BY
Ulverston BID

Welcome to ULVERSTON

EXPERIENCE LOCAL HISTORY WITH THE DIGITAL ULVERSTON HISTORY TRAIL

- 1 SCAN QR CODE TO DOWNLOAD THE 'CHOOSE ULVERSTON' APP
- 2 HEAD TO THE 'TRAILS' SECTION START THE 'ULVERSTON HISTORY TRAIL'
- 3 PICK THIS LOCATION FROM THE LIST AND CLICK VIEW AUGMENTED REALITY (AR)
- 4 SCAN THE AR MARKER (BELOW) TO TRAVEL BACK IN TIME!



▲ An example of what the AR markers show you via the Choose Ulverston App

AR MARKER



1

Market Place 1850

CHOOSE ULVERSTON APP

chooseulverston.co.uk

Search for **ULVERSTON FREE TOWN WiFi**





HEART OF ULVERSTON AWARDS

For the second year running, Ulverston BID is proud to be the Headline Sponsor of The Heart of Ulverston Awards. In addition BID funded the live recording and showcasing of the Awards.

Jan Hancock, of Ulverston BID, said:

"The Ulverston Business Improvement District (BID) are thrilled once again to be a headline sponsor of the Heart of Ulverston Awards.

After the resounding success of last year's awards which showcased the diverse and innovative skills that Ulverston has to offer, the BID directors felt the awards aligned with our core beliefs and delivered back rewards and recognition of the businesses and organisations that makes the Ulverston BID and the thriving town of Ulverston possible."

The **BID** is keen for these awards to continue in the years to come.



in 2025 there will be 13 awards categories:

Lifetime Achievement,
Sports Performance of the Year,
Employee of the Year,
Teacher of the Year,
Sports Volunteer of the Year,
Community Group of the Year,
Environment and Sustainability Award,
Outstanding Courage Award,
Best Hospitality Venue,
Business in the Community,
Citizen of the Year,
Helping Hand Award,
Apprentice of the Year.



The lighting of the Sir John Barrow Monument is made possible by BID in partnership with Marl and the Ulverston Town Council.

BID has been funding the yearly servicing and upkeep of the lights supporting this initiative for 9 years.

In 2024 the illumination system was renewed with new casings and up to date multifunctional LED lighting.

**BID ARE LEAD
SPONSOR ON
LIGHT UP
HOAD**

Helping to light up Ulverston
with a new festival



SIR JOHN BARROW MONUMENT LIGHTING



COMMUNITY

**WE PLEDGED
£15K TO
THE SPOT
TO HELP BUY
THE OLD MART**

To create a new community
space for Ulverston

**WE DONATED
£3.5K TO
COMMUNITY
SOLUTIONS
FOR THE HIVE**

To help create a 'focus point'
for the town's community

**WE DONATED
£5K TO
FUND A NEW ROOF FOR
CROFTLANDS
COMMUNITY
CENTRE**

**HELPED SANTA
HAND OUT OVER
200 GIFTS**



TO CHILDREN

Well it was Christmas

ARTS

**WE DONATED
£3.5K TO**

artspace

art. community. locality.

Helping introduce artists to local schools and the wider community

**WE DONATED
£50K TO
SECURE THE
ROXY
BUILDING**

Helping to secure the future of an old friend

**WE DONATED
£30K TO
MATCHING
BORDERLANDS
FUNDED
PROJECTS**

**PROVIDED
SUPPORT TO**

**ULVERSTON
TOWN BAND**

To buy new uniforms



The annual Welcome to Ulverston guide the only leaflet that promotes the town, shops & activities in and around Ulverston. It's created as 'not for profit' to keep costs down for local business advertisers.

Produced by Ulverston Community Partnership, the **BID** supports it to help with production & distribution.

With a 50,000 total print run, **BID** funds distribution of 40,000 to outlets within an hour's drive, plus further away, tourist hot-spots like Keswick & NW Cumbria and Tebay Services.

FESTIVALS

**WE DONATED
£1K TO**



To help Ulverston welcome visitors for a weekend of fabulous retro fun

**PROVIDED
SUPPORT TO**

PRINTFEST
ULVERSTON

To help celebrate the work of artist printmakers

**PROVIDED
FUNDING FOR
TRAFFIC
MANAGEMENT
COURSES**

To help support Ulverston's festivals

**PROVIDED
SUPPORT TO
ULVERSTON
PRIDE
FESTIVAL**



WHAT IS A BID?

A Business Improvement District (BID) is a precisely defined geographical area of a town, city, or commercial district where business ratepayers are invited to vote to invest collectively in local improvements that are additional to those currently provided by local government.

Business ratepayers are asked to vote on an additional levy that, if supported, will be collected in a ring-fenced account and then used to finance the delivery of projects, services and activities.

BIDs are business-led initiatives taking advantage of government legislation that gives local businesses the power to raise their own funds to spend on their priorities be in order to improve their trading and physical environment

WHY DOES ULVERSTON NEED A BID?

BIDs are business-led initiatives taking advantage of government legislation that gives local businesses the power to raise their own funds to spend on their priorities in order to improve their trading and living environment.

Ulverston BID is an investment scheme where local businesses collectively agree on the priorities and how to invest their money to benefit themselves, their staff, their customers and, therefore, the town.

The findings of the survey of businesses in Ulverston revealed two important points:

- 1 Large numbers of businesses in the town share a common concern about several issues which could be addressed through collective action.
- 2 There is considerable potential for growth within the local economy which could be released by acting together.

On the first point, investment is needed to help the town to adapt to inevitable changes and deal with an increasingly competitive environment. These changes include the rapid growth in online retailing, the increasingly well organised competition from neighbouring towns and cities, and the continuing impact of large supermarkets.

To be more effective, the investment requires a more proactive and cohesive approach, where the whole business community feels involved, where collaboration brings with it the benefits of shared experience, and the pooling of resources brings the required economies of scale to have much more impact at lower per capita cost.

The alternative is to continue with a reactive approach, dependent on the goodwill of a handful of individual businesses taking action as time and resources allow, and where planned investments are too often dependent on the availability of increasingly scarce public resources.

This **BID** renewal is timely, by seeking to maximise the benefits from exciting, existing and ongoing projects and marketing, expanding the opportunities for well-paid, skilled employment in the town.

It is essential for Ulverston to be seen as a desirable place to live and work and must raise its profile and its image to help the town's employers meet the challenge of recruiting skilled labour to the town.


This presents an exciting and extraordinary opportunity for the town and one which could benefit from the continuation of the **Ulverston BID** as an important catalyst to stimulate wider economic activity and growth in the town.




SHOULD ULVERSTON BID CONTINUE?

REASONS TO SUPPORT THE ULVERSTON BID 2025-2030

- Led by a board of Directors from the town's businesses for the benefit of all businesses and communities in Ulverston.
- Investing in the town's economic future.
- A secured and managed fund to address the priorities that you have for Ulverston.
- Economies of scale and potential cost savings for all businesses.
- Delivering initiatives to benefit businesses and the communities in Ulverston.
- A significant business voice with real influence to all involved in the development, growth and vitality of Ulverston.



We want more
people to come to
Ulverston to live,
work, shop and
enjoy themselves,
and we want them
to come back
again and again!



The **BID** will retain the four main objectives that have successfully operated in the last five-year term, keeping them recognisable to all stakeholders.

- 1 To improve, market & promote Ulverston as a place where people want to live, work and visit because the town is **Attractive**
- 2 To make it easier and more affordable to use and access information on shops, services and entertainment in Ulverston (**Accessible**)
- 3 To revitalise the town by supporting and expanding the program of markets, festivals, events, arts & cultural activities bringing the town **Alive**
- 4 To build, through the **BID**, an effective partnership between the town's businesses, organisations and local authorities for the benefit of Ulverston as a place to live, work and visit (we do this **Altogether**)

These 4 objectives of the **Ulverston BID** and the planned programme for improvement are a direct response to the priorities identified by the businesses and organisations in Ulverston.

They focus on the challenges and opportunities that matter most to them and reflect their overwhelming desire to see actions, not words, to transform the town. Consideration has to be taken with regards to the geographical reach of the **Ulverston BID** as a whole town BID, so it has many varied businesses that reside within it.

The **Ulverston BID** programme will continue to deliver a set of projects and activities under four priority headings and reflect a collective desire to see the town take action to fulfil its potential.

These four headings, together with our preferred approach, use adjectives that we believe should become the defining characteristics of Ulverston. These are:

Attractive

To support and promote all types of activity in the town: showcasing Ulverston as a fantastic place for businesses to invest in and recruit successfully, for families and individuals to be part of a thriving community, and for visitors to explore and enjoy.

Accessible

To make it easier and more affordable to access Ulverston and promote ease-of-use information on services, shops, entertainment and events, and to help our community get the most out of what Ulverston has to offer.

Alive

To invigorate the town by supporting the programme of markets, festivals, events, and wellbeing, sporting, arts & cultural activities.

Altogether

To facilitate an effective partnership between the town's businesses, community groups, organisations, schools and local authorities for the benefit of the whole of Ulverston.

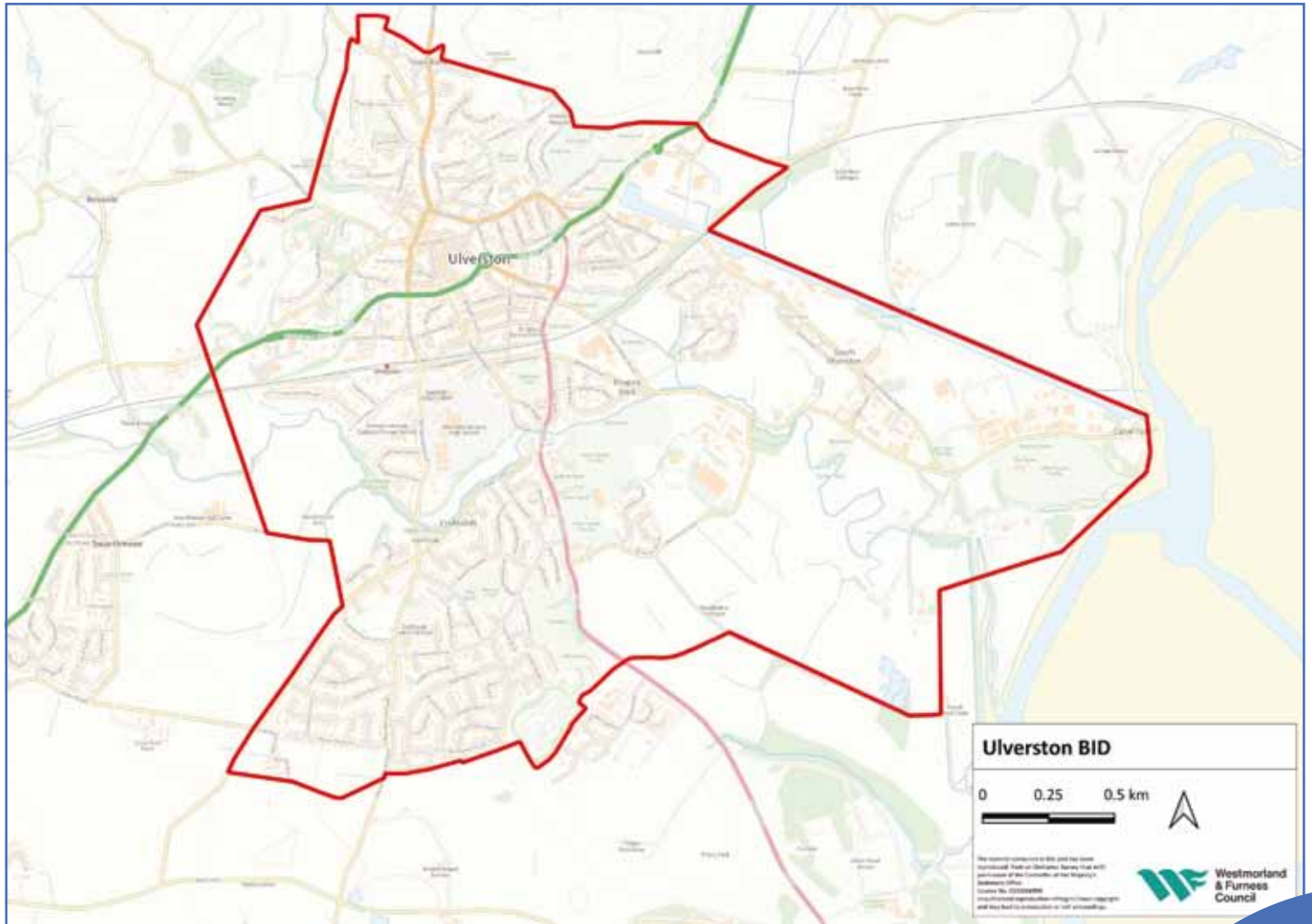


ULVERSTON BID BOARD OF DIRECTORS 2025

<p>Jan Hancock Town House</p> <p>Chair of the Board Voting</p>	<p>Gavin Knott Appleseeds</p> <p>Secretary Voting</p>	<p>Helen Irving Wesmorland & Furness</p> <p>Non-Voting</p>	<p>Deborah Scott NFU Mutual</p> <p>Voting</p>
<p>Anita Garnett Ulverston Brewing Co.</p> <p>Voting</p>	<p>Wendy Singleton Siemens</p> <p>Voting</p>	<p>Anita Brook RF Miller</p> <p>Voting</p>	<p>Victoria White Pretty Things</p> <p>Voting</p>
<p>Laura Scroggham Town Council</p> <p>Non-Voting</p>	<p>Dennis Round Red Rose Club</p> <p>Voting</p>	<p>Sam Ronson Ford Park</p> <p>Voting</p>	<p>Justin Tootill-Wales Ulverston BID</p> <p>Project Manager Non-voting</p>

In the new term of **BID** there will be a new board of directors appointed at the yearly AGM which maybe presented online. If you wish to attend or stand as a director please email admin@ulverstonbid.org.uk or use the contact page on ulverstonbid.org.uk

ULVERSTON BID DEFINED AREA 2025-2030



2025-30 PRIORITIES

'ATTRACTIVE' ULVERSTON

This will enable local improvements to continue to brighten up the appearance of the town and, together with a pro-active marketing & promotion campaign, will ensure that the town's offer translates into an improved Choose Ulverston and APP 'brand identity', creating a modern-day approach to a traditional Lake District town.

It will contribute to a more positive perception of the town, resulting in improved visitor numbers, increased footfall & sales, and a growth in demand for both commercial and residential properties. It will also encourage prospective investors in the town to bring their businesses to Ulverston. We want more people to come to Ulverston to live, work, shop and enjoy themselves. And we want them to come back again and again!

Through the **BID** this can be delivered in three parts:

- 1 Improvements to the appearance of the town, specifically including funds to tidy or brighten up the Businesses front's and tackling the town's 'Grot Spots', to develop and enhance the work with Ulverston In Bloom addressing seasonal changes including the Christmas illuminations, and to support other business community-led initiatives to add colour to the town.
- 2 Use of technologies to enhance the high-quality marketing & promotion campaign from Choose Ulverston, incorporating the Choose App and Town WiFi. This will employ a variety of media campaigns to encourage more people to come to town, from the local area and further afield.
- 3 Working with major employers, other town groups and collected data from the Town Wifi to create promotional material to spread the word about the excellent quality of life in Ulverston alongside exciting employment opportunities with commitments to Well Being and Personal Professional Development.

These three projects and activities are summarised as:

PROJECT ONE: TAKING PRIDE IN ULVERSTON

A well-managed fund to enable the **BID** to provide seed funding and **BID** managing projects to encourage effective initiatives to brighten up the appearance of Ulverston, in the Town Centre at the town's entrances, tourist destination areas, parks and trading estates.

This will enable the **BID** to have much needed community participation bringing the town 'all together'.

PROJECT TWO: MARKETING & PROMOTING ULVERSTON

Lead the development of a new coordinated approach to the marketing of Ulverston, promoting both daytime and evening economies.

- A** Reviewing and Developing Choose Ulverston as a brand image has ensured a consistent and recognisable message for promoting the town.
- B** A pro-active approach to marketing the town raising Ulverston's profile as a principal visitor destination, unique leisure destination and service centre for the subregion of South Cumbria and the Lake District.

- C** Promoting Ulverston to both UK and International tourists visiting the Lake District, as a must-see shopping, leisure and entertainment destination.

PROJECT THREE: PROMOTING ULVERSTON FOR EMPLOYMENT & BUSINESS

Working with key local partners, the **BID** can help to generate interest from individuals and new businesses to re-locate to Ulverston, utilising a variety of media to 'advertise' the town as a great place to live, work and play.

This will principally focus on facilitating a new collaboration of the town's major employers, to highlight Ulverston's attractiveness as a place to live & to work.

Many businesses expressed concern that Ulverston was undersold and its strengths under-stated. These three projects will raise the profile of Ulverston, brightening up the town, promoting business and employment in the town, and making a positive contribution to trade within the town through improved perceptions of, and greater 'Pride' in, Ulverston.



Working with as many stakeholders as possible we are seeing greater levels of participation enabling a more co-ordinated approach to activities and joint promotions

'ALIVE' ULVERSTON

The **BID** is constantly working to reinvigorate Ulverston as a 'destination' town, through sponsorship of creative initiatives designed make the town the best it can be.

As a potential 'private' sponsor which could also attract 'public' match-funding, the **BID** could ensure that more of the festivals and events are designed and delivered in ways that bring tangible benefits to the businesses and organisations in the town by enabling skills and support for self-sustainability the **BID** can ensure that new initiatives are being developed and nurtured for the longevity of Ulverston.

Working with as many stakeholders as possible we are seeing greater levels of participation, enabling a more co-ordinated approach to activities and joint promotions.

This is always closely linked to the marketing & promotion project accomplished by Choose Ulverston and delivered through two activities:

PROJECT ONE: ULVERSTON HERITAGE CENTRE

Working with as many stakeholders in the town as possible, we will be able to support or lead, on the creation of a heritage centre that celebrates all that is Ulverston. Creating such a hub will bring the community and businesses working together generating further public interest to visit and immerse themselves in the heritage of Ulverston.

Ulverston has a lot to be proud of but the building stones that created our unique town are often lost – this will enable the past to be preserved and enjoyed by all.

PROJECT TWO: EVENTS AND FESTIVALS

Continuing to work with local stakeholders to support new and existing town festivals and/or events each year for a period of five years where these contribute to marketing and promotion of the town's businesses and services, ensuring that the town identity is always endorsed.

BID receives numerous applications for grants towards festivals and in the past years have supported Light Up Hoad, Pride Festival, Printfest, Retro Rendezvous to name a few also helping with promotion and giving advice to help them develop their events.

These two projects can help to raise the profile and reinvent the positive image of Ulverston as a forward thinking 'Destination Town'.

This is considered by many businesses to be Ulverston's USP and it is a vital part of the **BID**'s mission to increase footfall and generate new spending and business activity in Ulverston.

Ulverston is a thriving festival town and as such certainly comes alive with colour, music, laughter and fun from April to December



Umbrella display as part of the
Ulverston Pride &
Ulverston In Bloom celebrations

**YOUR VOTE
MATTERS** ✓
Ulverston **BID**

'ACCESSIBLE' ULVERSTON

The **BID** has been making it easier and more affordable to access services & facilities in Ulverston by addressing two priorities identified by businesses in the town.

The first is to make it easier and more attractive for people to visit and shop in the town by introducing an initiative to minimise the cost of visiting Ulverston, and the second is an initiative to help Ulverston to 'move with the times' and take advantage of technology. This will be delivered through two new projects:

PROJECT ONE: ACCESSIBLE MULTI-PURPOSE DWELL AREAS

With a possible partnership with Westmorland and Furness Council and Ulverston Town Council, the **Ulverston BID** could contribute to a number of accessibility projects within Ulverston making it safe to visitors, shoppers and for service users in general. In considering this project the **BID** and collaborative partners will review and evaluate suitable areas in the Town were a once traffic lead area becomes a safer place to navigate and places where stakeholders can have much needed wellbeing and dwell time enjoying what Ulverston has to offer.

Re-purposing of streets in town and city centres can have safety, environmental and economic benefits, contributing to lower levels of noise and air pollution and promoting walking by making experiences for visitors and residents more enjoyable. Town Centres need to adapt to keep vibrant and attractive they cannot just rely on retail anymore, it needs to be a mix of retail, leisure and hospitality, always encouraging health and wellbeing.

A vision of all-weather outdoor areas will allow the Market Town to positively change and give additional benefits and access to markets, festivals and outdoor events, encouraging locals and visitor attractions to use the Town more.

PROJECT TWO: TECHNOLOGY DEVELOPMENTS

Through the development of our dedicated Choose Ulverston App, Free Town WiFi, and Choose Ulverston there will be new opportunities to share information with stakeholders making it easier for customers and visitors to the town to plan their visit and easily access information about what goods and services are available at any given time.

More developments will be emphasised on the trails and activities happening in 'real time' in the town as well as future of Ulverston and this **BID** aims to ensure the infrastructure is in place to take advantage of these mobile & digital technologies which could include the use of Tourist Information Screens (TIS) throughout Ulverston.

These two projects can contribute to more positive perceptions of Ulverston from the community & visitors, and the new technologies providing, enabling and encouraging people to increasingly use the town centre as a leisure and recreational space, at long last able to interact with many more town centre businesses & service providers.



Illustration of a free-standing TIS unit



**YOUR VOTE
MATTERS** 
Uiverston **BID**

'ALTOGETHER' ULVERSTON

Through the **BID**, we have been building effective partnerships between the town's businesses, community organisations and local authorities for the benefit of Ulverston as a place to live, work and visit (to do this 'Altogether').

This work helps channels of communication and needs to continue as we are all stronger together! Ulverston over the last few years has enjoyed relationship growth and collaboration from a very varied set of stakeholders in Ulverston.

Bigger and more ambitious initiatives are being discussed and now with the **BID** the town has a high level of skill and experience across those involved to ensure that the town succeeds with such initiatives.

We will continue to work and improve in this way to involve all in the town. Some of our partners include ►

- Westmorland and Furness Council
- Ulverston Town Council
- Borderlands
- Ulverston Businesses
- Ulverston In Bloom
- Ulverston Traders Association
- Ulverston Community Partnership
- Community Solutions
- Ulverston Resilience Group
- Festivals Organisers
- Event Organisers
- Community Volunteer Groups
- Ford Park
- Schools
- Other Groups

Altogether - to facilitate effective partnerships between the town's businesses, community groups, organisations, schools and local authorities for the benefit of the whole of Ulverston



DELICIOUS SOLD STIMULATING
IN ALL GROCERS
ABBAY SAUCE
IN BOTTLES
VALUABLE 6^D & 1/4 TONIC





HOW IS THE BID FUNDED?

THE BID LEVY

The income required to deliver a 5-year programme of investment within the **Ulverston BID** area will be mostly, but not entirely, drawn from the BID Levy. This will be collected on behalf of all the businesses involved by the local billing authority and collection agency for the Non-Domestic Rates, Westmorland and Furness Council.

The BID Levy will be fixed at one and a quarter percent (1.25%) of the current Rateable Value (using latest available Valuation Office Agency survey data) for each property. There will be no annual inflation increase.

The BID Levy will apply to all properties (hereditaments) within the defined BID area including all those in receipt of charitable relief but excluding those with a Rateable Value of less than £3,000. For instance, charity shops will be charged the same because they are expected to benefit from marketing and improvements to the whole town and it is expected that the majority will want to play an equal role in the local business community.

The **Ulverston BID** area includes 511 hereditaments with a Rateable Value of £3,000 and over. Their combined Rateable Value (RV) is a calculation based on the existing RV survey information.

The combined Rateable Value is £11,143,375. This should raise £139,293 gross per annum. We are forecasting that this should translate to £700,000 with new developments in the town over the 5 years term of the **Ulverston BID**.

None of the pre-ballot **BID** development work or ballot costs themselves will be recovered through the BID Levy, but Westmorland and Furness Council will make charges for administering the collection of the BID Levy on behalf of the Ulverston BID. Refer to the financial table for the itemised estimate of costs of collection.

The **Ulverston BID** will not be limited to income derived from the BID Levy and can expect to raise further funds from:

- Voluntary contributions;
- Grants;
- Sponsorship & advertising revenue.

The proposed **BID** operating company will continue to seek funding contributions towards specific items or activities identified within the programme of projects to be implemented through this Business Plan.

Businesses within the town and surrounding district will be encouraged to support the implementation of the **Ulverston BID** and its considerable potential to deliver wider benefits both to the town and the Furness Peninsula.

If you are not a Levy payer, voluntary contributions from £75 per annum can help to ensure that the benefits of

activities such as marketing extend to areas beyond the defined **BID** area.

The **Ulverston BID** creates a significant fund that has the potential to draw in further investment including grant assistance from other grant distributing bodies.

Some of the projects can also expect to attract sponsorship, again for specific items or activities that bring corporate benefits e.g. the sponsorship of the town's festivals or online applications.

The total income for the delivery of this 5-year programme, based on income both from the BID Levy and from other contributions, at least £700,000.

Current figures for 2025/26 are for 511 properties with a total Ratable Value of £11,143,375. Based on 1.25% that would collect £139,293.40. There will be an increase with the developments in the town, so the forecast is set at £140,000 for the purpose of the five year forecast.

ULVERSTON BID EXPENDITURE

2025/2030	2025/26	2026/27	2027/28	2028/29	2029/30	TOTAL
'ATTRACTIVE'	£46,730	£46,730	£46,730	£46,730	£46,730	£233,650
'ALIVE'	£20,500	£20,500	£17,350	£18,000	£20,000	£96,350
'ACCESSIBLE'	£30,000	£50,000	£50,000	£50,000	£50,000	£230,000
Running Cost	£28,500	£28,500	£28,500	£28,500	£38,500	£142,500
Contingency @ 5%	£7,500	£7,500	£7,500	£7,500	£7,500	£37,500
TOTAL	£133,230	£153,230	£150,080	£150,730	£162,730	£750,000
BID Levy Income	£140,000	£140,000	£140,000	£140,000	£140,000	£700,000
Other Grants & Support	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
TOTAL INCOME	£150,000	£150,000	£150,000	£150,000	£150,000	£750,000
Net Surplus / Deficit	£16,770	(£3,230)	(£80)	(£730)	(£12,730)	£0
Balance Forward	£16,770	£13,540	£13,460	£12,730	£0	

HOW WILL THE BID BE MANAGED?

BID PROPOSER

The Business Improvement District proposer is required to develop a five-year plan and submit this to the local authority, along with a business plan. This process is initiated by the Board of Directors of the **Ulverston BID** on behalf of the Stakeholders of the **BID** with funding and support from Ulverston Town Council and Westmorland and Furness Council.

Having been instructed by the **BID** board, the Project Manager is thus empowered develop a Business Improvement District Proposal. The proposal will set out the services to be provided within the size and scope of the Business Improvement District (defined area), those liable for the levy, the amount of levy to be collected and how it is calculated.

BID MANAGEMENT

Subject to a successful re-vote, an **Ulverston BID** will be managed by the existing **Ulverston BID Company**, a not-for-profit company limited by guarantee, with its own ring-fenced accounts, and with membership open to nomination and election from all businesses, organisations and individuals contributing through the BID levy. This will ensure that the control, delivery and responsibility for the BID sit firmly with the business community. It is envisaged that the BID company will be a constituted body consisting of 6-12 Directors who in turn will elect a Chairperson.

MONITORING PERFORMANCE & EVALUATION

The **BID** will monitor progress in partnership with Westmorland and Furness Council and Ulverston Town Council using baseline information collected during the autumn of 2024 as part of a 'benchmarking' exercise to assist in monitoring the progress and impact of initiatives in the town.

The use of a suitable set of Key Performance Indicators (KPIs) will provide the necessary clarity needed to monitor and measure the effectiveness of

the projects delivered through the **BID**. This will provide vital quantitative information which can be used both to tailor the annual delivery of the five-year programme implemented through the **BID**, and to provide suitable evidence of performance to enable all the businesses and organisations contributing to the programme to see for themselves the effects of their investments in the **BID** – refer to the **BID** Business Plan 2025-2030.

BID BALLOT

Following a confidential postal vote, the outcome of the ballot to decide whether or not to renew the **BID** mandate, will be announced on 18th July 2025. If the majority of businesses and organisations support it, then a BID will be renewed for another five-year term in Ulverston.

To achieve a 'yes' vote the ballot must satisfy two tests:

- 1 A majority in number of those voting;
- 2 A majority in Rateable Value of those voting.

Following our canvassing process in April and July 2025, our renewal ballot will take place between Tuesday 3rd

June and Thursday 17th July 2025, with the result due to be announced by 5pm on Friday 18th July 2025.

If there is a 'yes' vote, the new BID term would commence on 2nd September 2025 and end on 2nd September 2030. If there is a 'no' vote, **Ulverston BID** would be wound up on August 31st 2025.

The use of a suitable set of Key Performance Indicators (KPIs) will provide the necessary clarity needed to monitor and measure the effectiveness of the projects delivered through the BID

KEY PERFORMANCE INDICATORS (KPIs)



WHO CAN VOTE?

Each eligible business ratepayer will have a vote, provided they are listed on the National Non-Domestic Rates List for the defined BID area on the day of the ballot. Exemptions, relief or discounts will not apply.

Those responsible for unoccupied and part-occupied rateable properties will be liable for the full BID levy. The BID levy will not be affected by the small business rate relief scheme and businesses that already pay service charges to landlords will not receive any discount.

Where a property is vacant undergoing refurbishment or being demolished, the registered business ratepayer will be entitled to vote and also obliged to pay the BID levy with no void period.

Each person entitled to vote will have one vote in respect of each property within the **Ulverston BID** area where business rates are payable. A proxy vote is available and details will be sent out with ballot papers.

BID VOTE TIMETABLE

DAY	ACTION	ENGLISH & WELSH BID TIMETABLE DATE
65	CES to receive wording for all documents	Tuesday 13 May 2025
58	CES to receive mailing list	Tuesday 20 May 2025
44	Suggested despatch of Notification of Ballot	Tuesday 3 June 2025
42	Statutory (latest) date: Notification of Ballot	Thursday 5 June 2025
30	Suggested despatch of Ballot Papers	Tuesday 17 June 2025
28	Statutory (latest) date: Despatch of Ballot papers	Thursday 19 June 2025
10	Latest date to appoint proxy	Monday 7 July 2025
5	Latest date to cancel proxy	Friday 11 July 2025
4	Issue of Replacements	Saturday 12 July 2025
0	Close of ballot	Thursday 17 July 2025
-1	Issue of result by 5pm	Friday 18 July 2025



Each eligible business ratepayer will have a vote, provided they are listed on the National Non-Domestic Rates List for the defined BID area on the day of the ballot



HOW MUCH WILL THE LEVY COST?

The costs to each business should be both proportionate and affordable. The introduction of a levy calculated as one and a quarter percent (1.25%) of the property's Rateable Value ensures the contribution of each business is proportionate to their size and their capacity to pay.

For the overwhelming majority of businesses (80%) this means that their financial contribution to Ulverston's **Business Improvement District** will only incur a daily cost equivalent to, or even less than, the purchase of a small snack bar.

For over 60% of businesses in Ulverston, their contribution will be equivalent to, or less than, the price of a weekly cup of coffee.

One of the significant benefits that the **BID's** arrangement has over other less formal town activities is that it generates mass marketing of the whole town's businesses, complimenting and supporting your own marketing and publicity endeavours to increase footfall in the town and promote your own business. Offset this against your levy payment and it is simple to see the value of how by working together, all Ulverston's businesses can benefit and succeed.

The Ulverston BID board made a unanimous decision to freeze the Levy percentage at 1.25% for the third term, in recognition of current economic challenges that all towns are currently facing.

This decision goes against the norm, with national BID statistics indicating an increase in the Levy to match inflation.

HOW BID LEVY IS CALCULATED

RATEABLE VALUE	ANNUAL COST @ 1.25%	WEEKLY COST EQUIVALENT	DAILY COST EQUIVALENT
<£3,000	Nil	Nil	Nil
£3,000	£37.50	72p	10p
£5,000	£62.50	£1.20	17p
£8,000	£100	£1.92	27p
£10,000	£125	£2.40	34p
£15,000	£187.50	£3.61	51p
£25,000	£312.50	£6.01	86p
£30,000	£375	£7.21	£1.03
£50,000	£625	£12.02	£1.71
£75,000	£937.50	£18.03	£2.57
£100,000	£1,250	£24.04	£3.42
£250,000	£3,125	£60.01	£8.58
£1,000,000	£12,500	£240.38	£34.34

For over 60% of businesses in Ulverston, their contribution will be equivalent to, or less than, the price of a weekly cup of coffee

For more information please contact:

Justin Tootill-Wales, Project Manager, Ulverston BID

Email: admin@ulverstonbid.org.uk

Tel: [01229 666069](tel:01229666069) or [07715 465655](tel:07715465655)

