



**Ulverston BID Meeting 17<sup>th</sup> Feb 2021 6.00pm~ Via Video Conference**

**Attending:**

|                  |                   |
|------------------|-------------------|
| Jan Hancock      | Town House        |
| Gavin Knott      | Appleseeds        |
| Judith Pickthall | Town Council      |
| Beth Kennedy     | UCE               |
| Janet Heffernan  | SJB School        |
| Justin Wales     | Project Manager   |
| Sarah Mammett    | The Northern Line |
| Richard Butler   | Victoria High     |
| <b>Guest</b>     |                   |
| Karl Hannah      | Furness 360 Media |

**Apologies:-**

|                   |         |
|-------------------|---------|
| Janette Jenknison | SLDC    |
| Dennis Round      | Siemens |
| Jacqui McCloy     | Tritech |

**Not Attended:-**

|                  |                         |
|------------------|-------------------------|
| Michelle Scrogam | Pure                    |
| Tony Martinez    | Cumbria Teaching Agency |
| Wendy Barry      | Avanti Capitola         |
| Suzanne Edgley   | The Best Of             |

**Items for discussion:-**

| Item | Meeting Note  | Action                           |
|------|---|----------------------------------|
| 1    | <p><b>Previous minutes approval</b></p> <p>The minutes of Jan 2021 were approved.</p>   |                                  |
| 2    | <p><b>Correspondence &amp; Feedback.</b></p> <p>Justin will attend the Local BID Managers forum on 24<sup>th</sup> Feb. Jan will attend UCP meeting on same day.</p> <p>The proposal for High Sheriff Business Awards as discussed last meeting has now been picked up by Julie Barton from Forge Europa. BID to offer assistance. Julie is coming to AGM in March.</p> <p>A change in appointment of Steph Sexton at UCE to take on responsibility for</p> | <p>Justin</p> <p>Jan Hancock</p> |

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|----------|--|--------------------------------|
|          | <p>the development of the Ulverston markets has identified some essential training for Market Administration. An application for funds to support this role with UCE would be welcomed by the BID . Forecast to be ~£1250. Beth to submit.</p> <p>The group British BID has written to Robert Jenrick ( MP ) regarding the approach being envisaged for permitted development rights for town centres which includes a blanket approach from central government. The letter expresses concern that local control is being ignored. (We are not at present subscribed to British BID – one for the future Board to decide).</p> <p>GSK has confirmed their intention to quit the Ulverston site. A new planned development by a company called Lakes BioScience Ltd is now being proposed on the existing site car park. The facility will be a biopharmaceutical monoclonal antibody manufacturing and process development factory. BID to offer full verbal support to Pat McIver &amp; Derek Willison-Parry for this venture.</p> <p>The BID Board confirmed they would not continue with the Loyal Free sales initiative programme on completion of this current contract phase.</p>  | <p>Beth</p> <p>Jan Hancock</p> |
| <p>3</p> | <p><b>Presentation</b></p> <p>Presentation from 360 Media Tours was completed from Karl Hannah. The proposal was outlined in the Jan 21 meeting with the BID funding the initial 3D walk through viewing for 50 shops and other venues. Some commercial commitment from individuals for buy in and further development would be necessary.</p> <p>The scheme has been in operation in Squirrel for approx. 11 weeks. Some success reported with ~2500 visits from potential customers. How many turned into sales and what impact on business was unknown. The scheme obviously relies on on-line sales potential but is more geared to a showcase of what is on offer and for brand awareness not specific stock items.</p> <p>The availability of the tour can be accessed through Google street view. Access from mobiles was not fully confirmed at the meeting. The tags identifying specific messages are from the individual trader and can be changed at any time through 360 Tours.</p> <p>Some feedback on possible interest &amp; uptake from traders is required &amp; Justin to source. This 360 pitch may be a fit for better visibility for the town's overall services ( rather than individual businesses) and act as a viewing platform.</p> <p>The decision would be part of the 2021 new Board when established.</p> | <p>Justin.</p>                 |
| <p>4</p> | <p><b>AGM</b></p> <p>Fixed for 17<sup>th</sup> March on Zoom with link to be issued by Justin</p> <p>The application form for Board members is on the BID Web page and needs to be completed by <b>ALL</b> who want to be considered <b>including</b> all existing members. Please complete and get involved if you intend to participate in the future of BID. Janette and Judith as representatives of Councils do not need</p>  | <p>Justin</p> <p>ALL</p>       |

|   |  |                    |
|---|--|--------------------|
|   | <p>to apply. Feedback so far includes two future new members</p> <p>Justin will collect all the responses, collate and pass to Jan.</p> <p>The AGM has 5 requests to join the meeting from the public so far. The review and renewal of Justin's contract will be required after AGM.</p>  | Justin             |
| 5 | <p><b>Financial Report</b></p> <p>No report available. The summary report for the AGM will be required for presentation mid-March.</p>   | Jacqui             |
| 6 | <p><b>Reports.</b></p> <p>Borderlands initial meeting held and following some objections to direction proposed by CCC &amp; SLDC, the development of a Strategic Plan incorporating shared vision with the involvement of local communities and partnerships was seen as better placed to establish the towns future. UCE now part of the Borderlands group.</p> |                    |
| 7 | <p><b>Articles of Association</b></p> <p>The current articles are in draft agreed format and need to be ratified as part of the new Board after the March AGM.</p> <p>The terms of agreement with SLDC for levy collection also require a review and agreement.</p>  | All<br>(New Board) |
|   | <b>Next meeting plus AGM 17<sup>th</sup> March 2021 @ 6.00pm</b>   |                    |