

1. Attendees Simon Craig (Chair), Jonathan Hartley, Thomas Burrow, Sandra Collings, Phillip Heath, Alison Meadows, Phil Collier, David McKendry, Lynn Beach, Rebecca Jones

Apologies Owain Milne, Jeff Dandy, Rob Dunphy, Stephen Leonard, Nathan Morrow.

Missing Keith Johnson, Paula Moore.

Simon started the meeting by introducing Rebecca, Store No 2 at M&S as the BID Boards note taker, if all other members agreed, which it was. He also welcomed Lynn Beach to the board.

2. Minutes of previous meeting The minutes were agreed and accepted Proposer: David McKendry, Seconded: Jonathan Hartley

3. Treasurer's Report Please see attachment.

4. External Accountant As referenced in the treasurer's report. Phil Heath proposed, Jonathan Hartley seconded and the rest of the board agreed with the vote.

5. Non Payment Actions Only 40% of businesses have paid so far, second letters are going out at the end of this week. If no response final demand/recovery process begins.

As a board is it best to consider a 'friendlier' approach to try and resolve before final demands etc. Better to ascertain that people have received the bill to the right address etc.

Potentially will be an additional cost for BID to send

an extra letter.

- **Decision, let Liberata send the second letter. Review how the figures change, then it can be decided if an extra letter is needed. This will be reviewed at February's board meeting.**

See Attached.

6. BID Manager Report

Board members confirmed that they had read and had no questions.

One update from report concerning the Shop Front Grant fund – There has been no real uptake, Phil Huck is taking to the executive meeting that if no applications have been received, can the funding be moved to the transport improvement plan – signage improvement etc.

7. Strategy Day

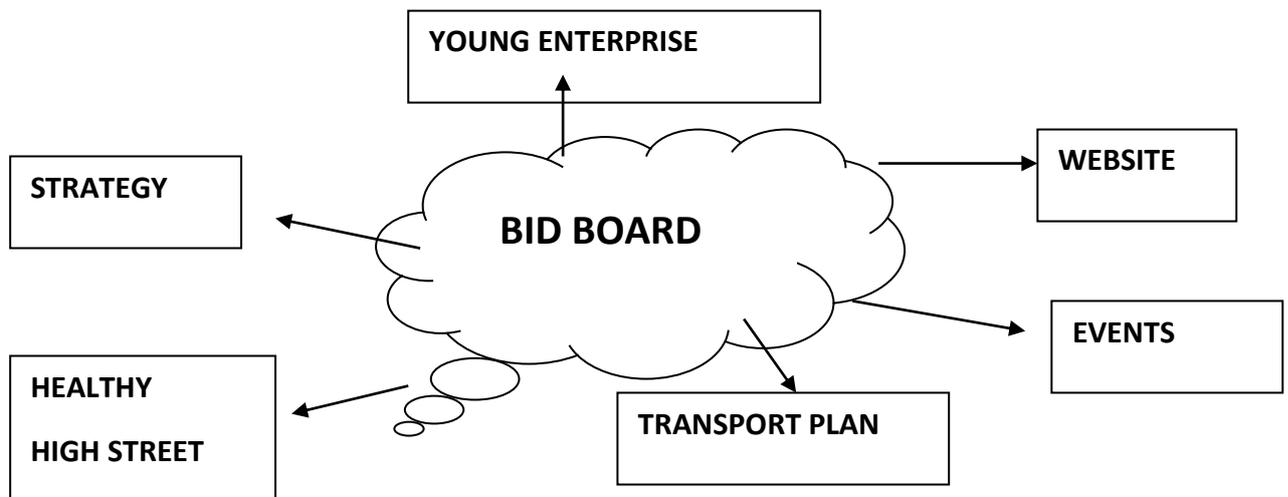
Need to have some actions, especially as the money has started to come through.

Key things have been summarised in the BID Managers report.

Not practical for everyone on the board to try and do everything. Plan to split the board and create a sub group structure. The sub groups would then feedback into the BID board. Each director can be assigned to a sub group. This is a tried and tested way of working and proves to be successful.

Aim for sub groups to get reports in before a meeting, so all board members can read and be able to discuss at meetings.

Proposed Group Structure Diagram



Sub – groups allow you to engage with other partners, that you wouldn't necessarily get around the table or to a board meeting.

Aim that rather than the Chair sit and go through the agenda, each member has an agenda point linking to their sub-group.

When in place each sub-group should come up with a business plan – likely costing etc, which can then be reviewed by the board for allocating out budget. Strategy sub-groups end up setting the board objectives.

Phil Collier as BID manager would attend all meetings of the sub-groups, which facilitates a link with the board.

In principle, do we agree this is what we should be doing? General consensus is that it is an agreed starting point.

ACTION Phil Collier - A list of sub-groups will be sent out for members to put a 1-5 preference of what role they would suit.

ACTION Phil Collier - A document will also be prepared breaking down the headings and the parameters that fall under the headings. This will then be sent out with the list.

ACTION – All Directors to complete and return in good time for next board meeting.

8. Healthy High Street

Official campaign support drops off at the end of the financial year. Then we become responsible for the agenda and ensuring that the programme continues. With the more partners we have on board, BID can use as a barometer as to how the strategies are working. For example the free after 3pm Car parking, how has it affected footfall??

Need to try and involve more small businesses to gain a broader information gathering.

Opportunity to offer Gill Bowler, manager of Greggs (Official Healthy High street partner) a position on the board under Food and Drink. Something to consider.

9. BID actions/Project

Need to get out of the blocks to show publicly what difference BID has started to make. Website is an ideal solution for us to spend money on, with quick results. Website should be a one stop shop – Welcome to Barrow, then links to shops accommodation etc. It has to show what Barrow has to offer.

Worthwhile having a director on the board with a more digital mindset?

Meeting at St Bernard's with Young Enterprise, 25th January 2017 – set up project 'What do you want from the town?'

10. Transport Improvement Plan

Phil Collier went through the summary of the Mott McDonald report. Project costs broken down into three phases by BID, the council then reviewed and broke down which cost phasing they thought the item should go under. Ten items have all been agreed by both as a phase one costing.

New signage is another quick fix that is visible and will make a difference as people will be signposted to the town centre, rather than straight to the retail parks.

Need to make this part of the LEP strategy. BID to keep feeding back and to create a sub-group around.

11. Car Parking

Free after 3pm - M&S only one capturing the data and so far seen no improvement.

Discussed with Phil Huck what other parking options could there be? For example could the machines distribute a two part ticket – similar to Kendal, where customers could spend over £5 in a partner store and receive some money back towards parking?

Aim to increase footfall and increased spend, should

hopefully outweigh the loss of revenue.

Lynn from Rebel trialled a similar idea 3 years ago and apart from a few issues, it was a success –

Ticketing needs to be easier

More people need to join in

Phil Huck looking at Car Park revenue, potential to cap revenue at a decided amount and anything over would be put back into BID.

Evening Mail, double page spread featuring store closures, multiple photos of empty shops. Focus on the negative, job losses etc.

12. Town Centre Campaign

Where is the campaign 'save our town centre!'

WH Smith/Store 21 are prime locations, where is the positive campaign to showcase an opportunity rather than a negative.

Evening Mail can create a campaign and showcase the links. John Woodcock needs to be on board, go out and petition 'What do you want from your high street?'

ACTION Simon Craig & Phil Collier will approach and arrange a meeting. UPDATE 13/01/17 Meeting with John Woodcock arranged for 20th January 2017.

Charity Letter received –

13. AOB

A letter has been received from Barrow women's community matters, requesting an exemption from BID levy payment. Alison Meadows and Lynn beach made the board aware that they support this charity through different roles.

B.D.D.A has also approached Simon, with the same request. Fourteen charities within the area have already paid the levy. All charities within the area only have a small amount to pay.

Charities were covered in the steering group and discussed as potential exemptions. It was stated in the ballot manifesto/business plan that there would

be no exemptions. Everyone voted for these rules.

The board is not really in a position to change what was issued in the ballot manifesto, as that is what was voted for.

ACTION Simon Craig will draft a letter of response to send to the charity that has sent an enquiry. A hard copy can be held on file, for any other requests that come in. UPDATE 13/01/17 Letter wrote and sent.

As BID makes improvements to the Town Centre, the charities will benefit.

Small business rates –

Some small businesses with only one property don't have to pay business rates. Do they think they are exempt from the levy?

ACTION Phil Collier will have a note of explanation added to the newsletter.

Signage – Regarding the Barrow football match, comments were made on the radio that there was no signage in and out of Barrow and the place is a dump.

This showcases what BID is discussing, is on the right track.

14. Date of next meeting

14th February 2017, 5:30pm at M&S

