

Barrow Business Improvement District  
Tuesday 13th February 2018  
Minutes of  
Board of Directors Meeting  
The Custom House  
Barrow-in-Furness.



**1. Attendees** Phillip Heath, Alison Meadows, Cindy Daltoni , Kieran Hart, Phil Heath, Sandra Collings, Phil Collier, Rebecca Jones, Nathan Morrow

**Apologies** Simon Craig, Stephen Leonard

**Resignations** Simon has resigned as Chair with immediate effect, but would like to remain on the board.  
Stephen has also resigned but has offered to remain as treasurer and continue writing the articles.  
Cindy asked for the board to vote for Simon to remain on the board – The board voted unanimously, Yes.  
The board voted for Stephen to remain as treasurer for the time being - The board voted unanimously, Yes.  
**Action – Cindy will communicate with Simon and Stephen to tell them of the boards decision.**  
Cindy as Vice Chair will Chair the meeting until a new Chair is found/voted on.

**2. Reviewing last minutes** The board reviewed the minutes from the previous meeting. All were happy.

**3. Reviewing last actions** November's minutes – still not complete. Sandra has lost the notes. The board has agreed to write these off now due to the time duration from November 2017 – February 2018.  
Business directory – **Action Phil H and Sandra still to complete.**  
Business directory print and distribute – Not complete, going to change to a Mail Chip. Held back as LUM staff and media vacancy had gone out. Felt there was too much information out at one time.  
**Action – Phil C to carry over.**

Sandra made the board aware that there has been Anti-BID meetings being held. Not much information, but they are happening. Board felt that the open surgeries/open meeting will address these issues, that others have. Members have agreed to support Phil C with the meetings. Phil C has a press release for it already drafted, which can be adapted to send out as a Mail Chimp. Kieran knows from the previous release that two businesses have taken the decision to 'unsubscribe' from the BID emails.

**Action- Phil C will adapt the press release to a message. This can then be Mail Chimped, Facebook post, the Mail press release and announcement on Candoo.**

Events – Update in BID managers report.

Photo to website – Done

Fingerprints quote – Fingerprints cannot offer us the deal if we're going to use a middleman. HSP has said they will beat any price that Fingerprints has offered.

**Action – Phil C will go and see George at HSP to see what price he will come in with.**

Monthly surgeries – Board members were willing to support Phil C if they were free and on a rotation.

Heritage Vacancies, Signs – All in BID managers report.

Police meeting update – Aiming to try and regenerate Radiolink. Simon has arranged a meeting. **Action – Phil C to check with Simon what date the meeting has been arranged, and if he is still happy to attend.**

Market Liaison – Phil C attended on behalf of BID.

Nothing significant to report.

Road closures – No longer planned for June, gone for 21<sup>st</sup> July 2018 – Now intended for Car rally. Phil has completed the form and the risk assessment. Jen has begun to make contact with the people who brought cars last year. Kieran asked if we could be working to take the event further than last year. I.e. a bouncy castle etc at the Town Hall.

What was the feedback from last event? - Great event, didn't know about it.

Need to advertise early – another Car Show is being held in May, can we take advertisements to that event for ours?

How can we get other businesses involved? – Bring up at the open meeting. Get more suggestions and

get others on board early.

**Action – Phil C to add to open meeting agenda.**

**Action – Phil C will talk to the police to ask for their help in liaising the parade.**

**Action – Car Show posters and advertisements to be ready for next months meeting. First action on new media persons agenda, Kieran to discuss when role appointed.**

£5k budget set for the Car show. **Action – Kieran will have a list of entertainment options and prices for meeting.**

Group of volunteers – **Action Phil C to carry over**

#### 4. Financial Report

Not received yet.

Liberata sent Phil C a message to say they have sent out 142 reminders of payment.

#### 5. BID Managers Report

All had read.

Barrow Music week – Suggestion to make it a music and arts week and get more people involved. Large group of people working on pulling the structure together. Looking at 10<sup>th</sup>-16<sup>th</sup> September 2018.

BID sponsored event and BID will promote.

BBC Radio Cumbria – Phil C was invited to discuss vacant units in Barrow.

Phil C is  $\frac{3}{4}$  of completing the sketches for the brochure inserts that Naomi will then work on.

Street sign – BAE now saying their apprentices cannot make any signs. **Action Phil C will follow up for full reason.**

#### 6. Strategy

LUM Report – will be delayed till April due to issues with tutors, thus delaying the students.

Board felt that it needed tightening up. Overall comments was that the Objectives needed more goals/figures/targets. **Action – Phil C to take the strategy and to add commentary and further targets etc.**

#### 7. Job Application Review

18 people have applied for the Media Position.

Process for interview needs to be put in place. Kieran will oversee the review of the applicants, with the help of Cindy. Nathan will then support Kieran with the interviews. **Action – Cindy and Kieran will start**

## 8. Rotary Membership

**the shortlisting next week. Interviews then to be planned for the following week.**

Phil C and Simon have been inducted into the Barrow Rotary Club as corporate members. Still trying to see if we can make partnership with the Furness Peninsula group as well. **Action – Phil C and Simon to arrange a meeting with Ron Duxbury.**

## 9. LBTC Meeting

Very positive meeting, John Woodcock was unable to attend. Cassie attended on his behalf and it was agreed that she would represent John at future LBTC meetings.

Felt that there should still be a goal to achieve – Best Northern town? Local media company to create and get other towns involved.

**Action – Phil C will put forward at the Northern BID meeting on 6<sup>th</sup> March.**

Rat issue discussed – Try to adopt a peer pressure result. BID to draft a letter to go out, asking for feedback/more information that can be passed back to Phil Huck. Focussing at first on the Cavendish street/Scott Street area.

**Action – Phil C to draft letter.**

A-Boards – Legal position being checked – can't just be removed.

Signage – Heritage lottery potential, Northern Rail also has some budget to support. Need to think about what we want the signs to say.

Phil H said 90% of queries are 'where are the public toilets?' **Action – Phil C following up links and will create formal notes from the meeting with who has what action points.**

Night time economy – Need to try and improve the link between evening and night time economy. Pull the night time experience forward.

Submarine Paintings – 30 Paintings of Submarines by Tom Murphy are held at the Town Hall. Potential for BID to help organise these being displayed – link with Heritage.

Private land – Area by the Range, Evening Mail car park – Businesses need to take responsibility to clear their own areas.

Funding – Spending in a different way. For example Floral arrangements – redistribute to have budget for

other areas.

**Action – Phil C to follow up.**

Evening Mail are happy to run stories that are positive: Feel good stories, if any Phil C will feed back.

## 10. A.O.B

Alison – Tour of Britain 7<sup>th</sup> September 2018, start route to be confirmed. Chance for BID to be involved and hopefully have confirmation in March. **Action – Phil C will continue liaising with Tracey at CCC.**

Shopwatch – Date to be confirmed by Simon, believed to be Tuesday 20<sup>th</sup> February 2018. **Action – Nathan will update the board next meeting.**

Cruise – Simon invited to a meeting by ABP.

Interested parties wanting to know how we could work collectively to get more Cruise ships into the area.

Easter – Board decided not to try and do an Easter event.

Wi-Fi – Brendan Sweeney been in contact to see if BID were going to put Wi-Fi into the Town Centre.

No – 4G strong in Town Centre

Wi-Fi available in most shops and coffee shops.

Issues with McDonalds and youths using the Wi-Fi.

Feel that town Wi-Fi would spread the issue further.

Drop zone have completed surveys and focus groups – 476 youths surveyed.

Top Request – Free Wi-Fi, followed by a place for free music/gaming/sports and a Bus/Space for somewhere to go.

Biggest worries – Bullying, Family problems, litter and anti-social behaviour.

Children in need interested in funding a 3 year project. Looking at applying for funds for a converted bus. **Action – Alison will share results from report with the board.**

Edge funding – Geoff Ram, worldwide marketing speaker. Looking to see if he could come and hold a presentation to the Independent businesses and then have someone run workshops on marketing. **Action – Phil C to continue to explore the opportunity.**

Football Club – Wanting to create links with the Town. Opportunity for kids to do football in Town Centre? **Action – Phil C to follow up.**

Interest in joining the board – Three people interested, Furness Building Society, new Store

Manager of Debenhams and Lesley Harris from South Lakes Rock School. Continue with interview process like previously. **Action – Phil C to make initial approach, Cindy and Phil H to interview.**

Pigeons – People bringing seeds to feed the pigeons. Potential to fund signage – ‘Do not feed the birds’ **Action – Phil C to contact Richard Garnett at Environmental Health to see what can be done.**

## 11. Date of next meeting

13<sup>th</sup> March, 6pm at the Custom House. **Action – Kieran to confirm location.**

## 12. Information received post meeting via Simon

SC made contact with Neil Doherty, and was told that this doesn't fall within his remit BUT he suggested that he contact Tiffany Battersby as it could be something that her area may wish to take part in. Simon has agreed to follow this up!

To further clarify the BIDs role and LBTC's expectations. Rodent control: As part of initiative to better control commercial waste in Town centre, focus will be primarily food, but other businesses too, on Cavendish Street. BID will visit ‘worst offenders’ to apply some peer pressure and remind them of the need for rodent proof bins. This will be followed by BBC officers visiting the premises the following week and reminding them of their responsibilities for securing their waste including rodent control. BID will notify BBC when they have visited premises.

A Boards – BID will contact businesses who are i) advertising ‘off’ their premises ii) leaving their boards out overnight and for extended periods iii) whose boards are untidy/unsightly. If this is unsuccessful BBC will remove the boards and keep for a fortnight before disposal. BBC are awaiting BIDs response of how best to proceed with 30 sub paintings. PH will need to seek consent of submariners association and check insurance documents to see if there are any problems before authorising anything concrete.

