

**1. Attendees** Stephen Leonard , Sandra Collings, Alison Meadows, Phil Collier, Nathan Moore , Rebecca Jones, Robert Hope, Lynn Beach, Thomas Burrow, Phillip Heath

**Apologies** Simon Craig , Owain Milne, Keith Johnson  
Keith not available – **ACTION PC to take up with Barrow Borough Council.**

**2. Minutes of previous meeting** Minutes were agreed and approved.

**3. Review of actions from previous meeting**

1. – Domain Name – PC The domain barrowbid.co.uk is owned by Barrow BID.
2. – Board Members to complete membership forms.

**Steve – Do we know who are members?**

**ACTION – PC to look into BID rules. Levy payers are they members?**

PC explained the rules of eligibility for board and members.

Voluntary members for example Abbey House would have to make a voluntary contribution which the board would have to agree on.

Voluntary membership – We need to clarify this and how it works.

Need to be more specific on this. Clarification needed on membership and whether this should be for life.

**Alison – could you co-op people who have a specific skill as a member. As there are people who could advise.**

**Steve – could a non paying business in the BID area become a member?**

**ACTION – PC to issue rules to all board**

**members.**

3. –Non paying levy members – PC read through draft letter to be sent to non paying levy members.
4. Pop up shop; ask Kendal how they operate theirs. PC contacting – PC I haven't made contact yet, not through lack of trying. Kendal BID has not been able to contact the lady that runs it. Tried sending emails – no response. Simon at Piell's has had a discussion with the landlord of Charity shop regarding the opportunity to run a pop up shop – seems positive so far. **ACTION – PC to continue follow up and will keep board updated.**
5. Youths in town – Free Wi-Fi seems to be the biggest draw to McDonalds. The Park and Crellin Street have also had issues. Alison Meadows suggested that we should raise this as a wider issue. Opportunity to hire a bus, run free Wi-Fi and Information from it. The Well is willing to run the project. All will be discussed at Children and Young people group. Alison can update BID at the next meeting. BID is ensuring that the issue has been taken to the right people.
6. Website – PC has received 4 submissions, from the advertised spec.

Blue Pole

Intel Digital

Millenthwaite

Windmill websites

Quotes range from £1,300 +VAT to £2870 inc VAT.

PC suggests that we arrange meetings with the four companies and see what is on offer for the price etc.

**Rob - have we not had issues with Blue Pole previously?** PC stated that they are in the BID area,

and they have submitted a spec, so worthwhile meeting with them and discuss any previous issues.

Would be preferable to hire someone within the BID area, but they have to be the right people for the job.

**Tom -have we had approached companies, or just advertised via Facebook.** PC replied that companies

were approached and had the specs sent with a deadline and also advertised. Some didn't

acknowledge the spec at all, some were offered a

deadline, and some were forward in saying no.

**Steve - when was the spec sent out? What was the deadline given?** PC Spec was sent 30<sup>th</sup> March 17, deadline was 12 days.

**Lynn – Do we meet with the four and if they don't meet with the criteria then we can send out to tender again?**

General feeling from the board was that not enough time was given for companies to reply to the spec.

**Steve – Contact the four that have submitted. Email the other companies that were approached, sending a reminder – see if anymore come through to see if their interested.**

**ACTION – PC to email 12/04/17 and ask for acknowledgement of interest by Friday 14<sup>th</sup> April 17. PC will arrange the meeting with the four companies. Nathan and Lynn will also attend the meeting.**

**ACTION – Tom suggested that another meeting is held before the next board meeting to discuss finding from the website meeting – all agreed. SC to plan.**

**Steve - suggest that the Barrow BID domain name should be kept, as it is already owned by BID and then brand the website with Barrow in one.**

Tom and Lynn agreed that Barrow BID worked as a domain name, rather than trying to explain Barrow in one to people.

Need to ensure that Barrow BID website becomes top of search optimisation and it has to be written correctly so that everything that people may want info on 'What's on' etc is all part of the site.

Want people to know what Barrow BID is all about.

PC recommended that the Barrow BID logo needs readdressing. Look at a branding brief and go through brand designers.

**Lynne – agree Barrow BID domain name to be used, but whole idea of the website was going to be about the town centre and a section to BID, not fully about BID. Website should promote the town centre and the surrounding area.**

**Steve – Barrow BID is less important than the Barrow message. Should feature BID logo, so levy payers can see BID's involvement.**

**Lynne – Agree logo needs to be looked at. Potential**

***ship building logo – Barrow’s heritage.***

Love Barrow logo is recognisable. Who owns that logo? – Council

Can we link in with an already established logo?

Something child friendly – Bertie Bee linking with the Bee and arrow.

***Rob – do we get kids to submit designs?*** General consensus is that this suggestion is a nice idea but doesn’t give the professional look that BID are after. Can the website designers come up with a logo suggestion?

***Phil H – We’re going off point and round in circles. Website needs to have a creative drive behind it. Do the companies have the ability to design a logo, with the thought behind the logo that we would want? Do we know what we want?***

***Tom – Barrow in one. The more I thought about it, is stupid. These companies could come up with lots of different designs and we may see one and think that’s the one. Throw the logo into the spec and see what comes up.***

**ACTION – PC to add logo design to website spec.**

**Logo to be discussed at the website meeting.**

7. Easter egg hunt event – This is up and running, fantastic feedback received so far.

Cost was agreed in email, and then prizes for every entry were offered. Sandra has offered to put £200 of her own money towards the prizes. PC has also donated prizes. Budget allows £800 of prizes to be purchased.

***Steve – Should Sandra & Phil C be personally contributing to prizes, when it was a BID venture.***

***Sandra – Didn’t want people to say that I was feathering my own nest (Other levy payers) as the hunt was running from my shop.***

***Steve – It’s a BID event and I don’t think anyone should be out of pocket.***

***PC – because of the timescale we didn’t have chance to tender properly, hence personal money was used.***

Lynn seconded that Sandra and Phil C should be reimbursed, and the rest of the board agreed.

PC – If we run the event again, potential to

have more flyers, so that they can be handed out throughout the town. Missed opportunities, next time to have maps available in the big retailers with high footfall. We can learn from this year, and run cheaper next year.

8. Town Centre Maps – Nathan had printed off copies of Torquay's town map. Detailed and colour blocked, with a lot of info. Main problem is that info can go out of date quite quickly.

Fold out map – Can we update the map that is currently available?

**Rob – Current map is ideal for the hotel rooms, but could do with a smaller size version that can go into your pocket.** Look at a potential one page. PC already has one quote £683 for 10,000 A3.

**ACTION- PC to look into what can be done with adapting current map.**

Cumbria Highways maintain the signs that are currently up. If we add our own directional signs, who maintains them? Would BID be responsible?

**ACTION – Nathan and Owain to pick up with PC and establish an answer as they have some sign design work, through Healthy Highstreet.**

**Alison – New signs available with anti-graffiti coating. Worth adding into the costings, so signs aren't damaged quickly.**

**ACTION – Nathan will have more info next meeting.**

#### 4. Financial Update

See Treasurers report.

#### 5. Board membership update

PC passed copies of emails round from individuals expressing interest to join BID –  
Cindy Daltoni – SAFA Cumbria

**Alison informed the committee that she was linked to SAFA through community funding.**

Elaine Roberts – Huddlehub job vacancies direct.

Ricky Lucas has also been approached, PC is awaiting a response.

**Lynne – Huddlehub is moving its premises out of the**

**BID area.**

**Sandra – I had a phone conversation with Elaine Roberts. She showed more interest for the opportunity to promote her own business.**

**ACTION – PC to establish whether Huddlehub are staying within the area, as this outcome finalises the board's decision.**

Cindy Daltoni – Charity sector. The board is missing reps from the charity sector.

**Steve - Should 2 or 3 members of the board meet with her. Now we have a settled core, worth to meet with her and if the meeting goes well, then invite her to the next meeting. Need to start acting more professional. It could be that the individual isn't right for BID or BID may not be right for them.**

**Worth clarifying early on rather than someone resigning quickly.** All of the board agreed this was a good idea.

**ACTION – Simon, Tom and Sandra to arrange a meeting with Cindy. PC will send Cindy's details to Simon so a meeting can be arranged.**

**Rob – Which sectors are still missing?**

Health – Suggestion Diane Singleton

Charity – Potentially Cindy.

PC meeting with John Gabriel when he returns from holiday for a potential board role.

**Steve – Do we leave a few spaces, but focus on the members that we have. Stop the hunt/targeting people and then we work with anyone approaches BID direct. Will remind members in the next newsletter that there are opportunities.** The board agreed.

## 6. BID Manager report

See BID Manager report.

PC clarified that all had seen the report and did anyone want to raise anything? All said yes and there were no issues.

Vacant premises – issues with the spreadsheet. PC gave an overview of the spreadsheet.

Still discussing getting a GOAD map completed.

Simon had already raised through email could we have this for next meeting? **ACTION – PC will get costings and follow up.**

Now have the addresses of the empty properties.

Piells are approaching some of the other companies to take over the leases. Need to continue working closely with the landlords. Can we use information stored for the levy payers on vacant properties to get contact details or can we go through land registry for details, for a small cost. **ACTION – Board agreed for PC to find out further information regarding this.**

How many of vacant units are just running out the lease? Opportunity to sub-let? Interesting to know which properties fall into this.

Larger units – need to rely on the agents to focus on the Nationals to try and fill. GOAD Map would aid this work.

**Phil H – Can the council print off, as it's linked to ordnance survey. ACTION – PC to follow up.**

Footfall counts – PC spoke to Chris (who has auctioned previous count) last week. He has quoted £400 for count to be completed over 2 days. £600 to include report.

Looked at Rob Dunphy – Local. He has quoted £600 for count and £350 for report, total £950. Rob has offered potential for additional future options.

**Phil H – worth asking Rob if he can match the cheaper quote or do two surveys a year for £1000. Potential for contract of longevity.**

**ACTION – PC to go back to Rob to see what he can offer.**

Simon had sent an update on M&S footfall.

+4% post 3pm -3% before 3pm.

Free after 3pm successful so far. No exact science, but is encouraging. Has been discussed with Phil Huck on extending. Awaiting response on this.

**Lynne – is it worth swapping the deal around? I.e. a free Saturday.**

PC at present this isn't costing the BID and so far the council hasn't lost any revenue. Any change could affect that.

Signage – can it be made more visible at the machines? If we extend can we ensure it's fully advertised.

High Street awards – **ACTION PC to approach John Woodcock about Pride campaign to aid BID to enter into the 2018 High Street Awards. Board happy for PC to run with this.**

Vintage Car Rally – Board were in unison for this to

just go ahead. **ACTION – PC to confirm dates that fit in with timescale and to confirm costs and regulations i.e. emergency service access.**

**Lynne – Can we look into adding a Vintage fair onto next year’s plans?**

**Sandra – Potential for local motorbike group to showcase bikes. Awaiting confirmation of interest from bike group.**

Kidfest – Board had a safety concern with regards to running a child’s event with traffic, drinking etc.

**ACTION – PC to go back with a no.**

Music weekend – Different bands at different areas of the town.

**Rob – The Railway is allowed to put a beer tent at the bottom of Dalton Road.**

Schedule of events – potential for kids entertainment throughout the day.

Outsourced to Rob Dunphy – Responsible for liability.

**ACTION – PC to go back to Rob and organise. BID will sponsor it. BID still want to have input. Ask for a business model.**

**Lynn – Scott street looking at an event in the summer. Approach the council to see if parking could be closed for the day for a street party?**

Potential high cost to pay, to have the road closed for a small event.

## 7. Tom’s Traffic Study

**Steve – I’ve read Tom’s study and I think it’s a really good piece of work and quite shocking as to how poor signage is.**

**Where can we go next? Who can deal with it? How do we take it forward?**

Meet with Kieran and show him the document and see what his response would be.

**ACTION – PC to arrange a meeting with Kieran, Tom and Simon to discuss further.**

## 8. AOB

**Tom – Is there any chance of extra meetings, so we don’t have meetings ongoing so late once a month?**

**Steve – Sub-group meetings going forward would tackle this.**

## 9. Date of next meeting

Tuesday May 9<sup>th</sup>, 5:30pm at the Railway.



