

**1. Attendees** Simon Craig (Chair), Thomas Burrow, Sandra Collings, Phillip Heath, Phil Collier, Lynn Beach, Owain Milne, Rebecca Jones

**Apologies** Stephen Leonard, Nathan Moore, Robert Hope, Alison Meadows

**Guests** Cindy Daltoni

**2. Minutes of previous meeting** The minutes were agreed and accepted.

Simon then welcomed Cindy to the meeting. She is in attendance to see if she wants to accept an invitation onto the board.

### **3. Previous Actions**

Barrow Borough Council attendance – Keith Johnson is not well at the moment. He is attending work when he can. Phil Huck is looking for a substitute, but Keith will still review minutes and does hope to attend in the future.

Who are BID members? – Stephen has some further information, which has yet to be sent through.

**ACTION- Stephen to carry over and update the board next meeting.**

Jackie Maguire, Bumblebee has expressed an interest in getting involved. It's another small retailer, but it's also nice to have someone showing interest.

***Phil H – Could we look at her skill set. Potential to join a sub group?***

**ACTION – Simon will approach her and see if she is interested in a sub-group. UPDATE – Simon has spoken with Jackie and she is interested in joining events. Contact details have been passed to Phil C.**

***Sandra – The man who runs the Well (charity) has approached me, had a real good chat. He is very***

*interested in helping within the community.*

*Tom – How strong are these sub-groups? When are they meeting?*

*Simon – Getting on alright, have more detail going forward, but for example we're the traffic sub-group.*

*Phil C – The more people that you get involved, the more you will see happening. Music festival will be an example.*

*Tom – 12 monthly rule, what will happen to the sub groups when we all get kicked off the board.*

*Phil H – long term it may be an issue, but short term it can be of use.*

*Phil C – Something that I will look into, it would be done sensibly, re-election and not that everyone would go at the same time. ACTION – Phil C to follow up.*

*Owain – Even if you've been removed from the board, you can still remain on a sub group; you would just no longer be a board member.*

*Phil C – We currently have 4 sub groups with 3 directors on each group.*

Bar Watch/Mall watch (Unsure which was stated) meeting – 2 girls approached interested in working on the events sub group. ACTION – Phil C to follow up.

*Simon – BID rules is something we were looking into.*

*Phil C – Yes, it's a bit complicated, I got an email yesterday and there are issues with rule 2 and 4. Cannot alter the rateable value. Our rule was a flat rate for the period. Liberata are struggling to work with this.*

*Simon – We'll challenge this as when we originally approached Liberata, they said this was no issue. ACTION – Phil C meeting with Liberata again with Stephen, will discuss.*

Pop up shop –Great feedback from Kendal. No further empty vacancies in Kendal for the SLDC who runs the Pop ups, Phil C has given them Simon @Piells contact info. Phil C is meeting with Simon to see where we are with the charity shop. Potential

approach to Furness college to see if students will do the shop up. **ACTION – Phil C to continue to follow up.**

Directional signage and costing – Email from Nathan – narrowed down to 3 designs. Nathan and Owain will now arrange a meeting with Phil C to sort budgets and costing. Directional signage would also need to coincide with any new map that comes out. **ACTION – Nathan to organise meeting.**

GOAD Map –

Phil C – interesting meeting, £300 for software and £110 for the licence & they will update. Info that they currently have only covers core town centre, would need to extend. This would cost £300-£400 estimate. Limitation to the sizing that the GOAD map can be recreated.

Advantage – it allows us to monitor our vacancies etc.

***Simon – I'm confused, I thought GOAD maps were for properties, not for creating a town map.***

***Phil C – Yes, I just wanted to say that they can be reproduced if we wanted to, just that size is limited. We pay them for the licence and the map build, but we're responsible for adding the detail, colours etc. This leads us back to what the council currently has. Would help with vacant units at a cost of about £700.***

***Simon – Phil Huck has the outline of a map, which we are able to use free of charge.***

***Lynn – I'm confused, I thought the GOAD map was going on the website and then we would have a nice fold out map.***

***Simon – The GOAD map was for our use, to keep on our database for us to monitor units etc.***

***Tom – What do Piells use?***

***Simon – A GOAD map, but because of the licence, we cannot use it. Phil Huck has a version of GOAD which doesn't require a licence, and has said we are free to use.***

Simon then showed the board a copy of Kendal's fold out map. **ACTION – Phil C to look into producing something similar.**

***Phil H – The reason that we would be responsible for***

*updating GOAD because the designers don't have local town knowledge.*

*Simon – I take Tom's view on Piells, they may not be able to share GOAD but must have square footage info etc.*

*Phil C – This is why Simon @Piells is trying to pull together a database of land lord information.*

*Sandra – I think we should do GOAD for a year.*

*Simon/Tom/Phil H – Wait to see Phil Huck's map and how we can use it.*

**ACTION – Phil C to meet with Phil Huck to see what map is like and whether BID can work with it. If not suitable if not suitable, then we can look into investing in GOAD.**

**ACTION – Phil C will continue dialogue with Simon @Piells.**

Footfall – Phil has met with Rob Dunphy. He has gone to work on a new quote. **ACTION – Phil C will update when received.**

Vacant Units –

*Tom – I've handed out 3 keys this week, 2 within the Dalton Road area. No further information at present, but feels positive.*

*Phil H – The Entertainer looks to open 8<sup>th</sup>-10<sup>th</sup> May.*

*Simon – Swintons have announced its closure.*

*Cindy – Work has begun on Young's furniture store, for a youth one stop shop.*

Still no update on Trespass opening date.

Kid fest – Phil C told them no.

Additional meetings –

*Simon – Lynn and I were discussing this before, to say that we've found them really beneficial as we can agree things in a conversation, rather than drag the main meeting out longer. Invitations come out via email, no obligation to attend but they are very beneficial.*

*Lynn – Something for me was a comment that Nathan made, he doesn't have time to read all the emails, but for me running a small business it's nice, that I can reach out to people and ask questions.*

*Simon – Email debates, now we have the*

***distribution list sorted its better. It can be hard from a work perspective, but it also opens up the debate to people who may not have a lot of confidence to say, but in an email they can. The personal meetings are then good as you can ask questions and say I didn't understand that! The footfall discussion was a good example. If you have something to say, then say it.***

Will be sent out when received from Stephan.

#### **4. Financial Update**

All stated that they had seen and read.

#### **5. BID Manager report**

Levy bills – softly, softly approach has gone better.

***Owain – Softly, softly?? A letter saying that you will be taken to court May 6<sup>th</sup>?***

***Phil C – That letter was from Liberata at the last meeting we said that we were looking at the wording.***

***Owain – I wish I had been at the meeting, but it's frustrating getting a warning letter, when I've never received a bill. Then you ring liberarta and they haven't a clue.***

Phil C now has a list and is working through it. This has yielded more money so far. Phil C has had to go and visit some businesses and re-explain what BID is. Once Phil has worked through the list, then businesses have had a bill and 2 reminders. If they still do not pay then we let liberata follow their normal procedure. Phil C just has a few more people to contact then the list is complete.

BID Bunny Easter trail – well received. 300 hundred kids entered.

Lessons learnt –

Too short a time frame

No opportunity to negotiate price

Missed publicity opportunity.

Feltarn friends – did a very good job with the content, but we could of had more leaflets printed.

Feltarn have sent some summer proposals –

Family trails to showcase town centre. Series of trails, one for each week of the summer holidays, covering

different areas of the town. Feature cartoon ship and submarine characters, with back stories, which will teach children about the towns ship building heritage.

Halloween – Barrow BID trick or treat – Visit retailers, best fancy dress.

Christmas – Winter wonderland in vacant unit, craft events for children. Nativity parade – Felt town friends will help with planning and running.

***Simon – There's a lot of ideas in that. We need to move the events sub group on as we need to get involved and work through this info. Need to plan for Christmas now.***

***Events sub group needs to take this info and make the decision on behalf of the board. Is time frame right? Price quotes? Need to ensure that the events currently planned don't clash.***

**ACTION – Lynn and Sandra to work on this, as events sub group. Christmas events need to work with Beth and Dennis Horan to coincide with their event.**

***Simon – We did mention at past meetings that we could revamp the Christmas lights. Lasers, projections etc. We have permission from BAE to project onto side of the DDH and permission from Barrow Borough Council to project from the Dock museum. Just needs to look at costing.***

Board members felt that the DDH was too far out, and that people would think BAE had run the project not BID. Could we project onto the Town Hall?

Scott street last year – Funded their own trees and lights outside the shops. Unified look.

***Simon – Should we providing new lights for Dalton Road and Cavendish street?***

***Tom – Agree ours are naff, but potentially too late for this year.***

***Phil C – Can we approach that arts council for a grant. In line with other towns and receive some funding and support. If BID comes up with the right ideas and pulls the info together in the right way, we have real potential for extra funding.***

***Tom – Need to be talking to people this year for next year.***

Donations of lasers etc – local

businesses/manufacturers. **ACTION – Phil C will**

approach and see if there would be any interest to support.

*Tom – Would the council accept a donation of lights or would they say you bought them, you're responsible for them.*

*Owain – I don't think they would, it wouldn't be good publicity that BID wanted to donate new lights, and they refused. Especially after last year.*

*Simon – It's something that would have to be approached, but I think it would be well received.*

**UPDATE – Simon took opportunity to ask Dave Pidduck following day, they would greatly appreciate the offer.**

Love Barrow campaign – Now delayed because of the general election. We currently have no MP, so meeting has been postponed until after the election. Evening Mail has started their clean campaign, which is a positive. **ACTION – Phil C to carry over. Phil will also be raising the issue of the poor coverage of the Easter event.**

## 6. Street Angels

Street Angels – Very interesting, positive conversation regarding what they are doing. Phil C has also discussed with Alison, with her links to the children's working groups. Street angels have 21 volunteers signed up, and Phil C has been asked if BID is going to get involved. Easy quick win for BID to show visibility. Provide jackets etc. Could be a real win, potential sponsor. Showcase our brand.

*Simon – What's the view around the table?*

*Tom – Would like more info really.*

*Sandra – What's with the jackets? Where are the jackets coming from? Cost?*

*Phil C – Looking at a high vis vest or a fleece – potential low cost.*

**ACTION – Let's invite them to meet with the board and pitch to us what they are about and what they want.**

**Simon will gather a consensus of opinion from board members. Will send to Phil C to approach them for the information that we want.**

**UPDATE – Simon completed Saturday 13/05/17 following Friday's catch up.**

This is a cheaper option than funding one PCSO. If

done in the right way and linking to other opportunities within the town, it could work really well. More of a community feel.

Phil C asked if anyone had any objections with he had sent out and going with Windmill. The board agreed.

**ACTION – Phil C will get ball rolling.**

## 7. Website and logo

***Phil C – Good meeting with Victoria (Highways) yesterday. She is letting us submit form with a shorter run rate than normally allowed. Public liability insurance is being sorted which covers 15 events a year. Need to ensure that we follow up with people we involve that they have their own relevant insurances. Application going in tomorrow. Have notified other businesses, police, fire etc. Car club, classic bikes and Lakeland motor museum all providing details for cars to attend.***

## 8. Car Show

***£1200 for traffic licence.***

***Attendees are normally provided with a free meal voucher for attending.***

***Lynn – could we split Dalton Road into three sections and get 3 of the food retailers to cater? Owain, Diggles and Rob?***

22<sup>nd</sup> July – Go Lakes website running advert.

**ACTION - Phil C will be releasing a press release.**

**ACTION – Phil C to source posters for stores, signage from the A590 – need to spend.**

***Phil C – Now Zoo has been issued its licence, let's get flyers up there and benefit from their footfall.***

**ACTION– Phil C will follow up**

ESPCC – Elite Sports and performance car club, said they can provide loads of cars, but wanted to know how much money would pay him as it's his business. Look to see what we can get through volunteers? If we don't get the numbers, we can look at paying.

**UPDATE – Dave Robertson ESPCC has contacted Simon and said that he would not charge, and would be more than happy to help next year.**

***Sandra – I think we should put a lot of effort into this and make it a WOW event.***

***Phil C – This is why I've got Jen on the ball with this, she's a good organiser and has already been on the***

*phone, calling round seeing what we can get. Needs to be a good quality event.*

**ACTION – Phil C to ask Phil Huck if we can have free car parking on the day.**

*Tom- Anyway that we can reward the people that attend, so that they want to attend? Certificate, T-shirt, Sticker.*

*Simon – 10 weeks out. Need to know how many people are coming. Who's doing meals, rewards for attendees?*

**ACTION – Sandra and Lynn as events will work with Jen and Phil C to organise.**

Phil C showed the logo ideas that have currently been sent through.

Mixed views on the current designs –

Bold print

Not enough 'Barrow' message – tradition to the town  
Need something that becomes recognisable, so eventually we can rely on the image and lose the writing.

**ACTION – Phil C to go back to Windmill and give some more specifications.**

Waiting for Rob Dunphy to feedback more detail.  
Dates sorted 15<sup>th</sup>/16<sup>th</sup>/17<sup>th</sup> September. Rob will be sorting licenses etc. Speak to Phil Huck to see about possibility to have an outside stage in Fell street car park.

Link acts from night to day – workshops, opportunity to learn as well as listen.

**ACTION – Phil C and Robert H will continue to run.**

*Tom – met yesterday, basically will have to watch this space. They've gone to look at my report in detail. Council don't have any jurisdiction of A590 so will have complications there.*

*Next meeting the 25<sup>th</sup> May, 2pm at Nan Tait where we will receive feedback on what's possible. Also looking at possibility of adding further detail to current signs. Did seem keen to work with BID. BID need to continue working with the links we have made to get them to understand how the poor signage, actually effects getting retailers to come into the town. Businesses have feedback that they*

## 9. Logos

## 10. Music Weekend

## 11. Traffic Study

*are not going to come into the town centre, due to this issue.*

*Simon – Is Kieran the only link to Highways England?*

*Phil C – Let's see what Kieran comes up with first, before we try and find another link.*

Reviewed

## 12. Actions outstanding

*Tom – State of the multi storey car park. Entrances are abysmal for anyone visiting. Entrance to market hall is only open on market days.*

## 13. AOB

*Owain – That should be open again as we've paid for it. I'll check and follow that up.*

*Tom – Wilkinson's is chained off, yet it's signed as disabled access from the middle car park section.*

*Simon – I don't think we should be funding this, but we should be raising these issues with the relevant people. Has also been raised in the traffic study.*

**ACTION – Simon to raise with Phil Huck via email.**

Finance – Think we should talk with Stephen about budgetary control. **ACTION – Simon, Phil C and Stephen to meet and discuss.**

Communication – Need to be open about meetings that are being held, and who should be attending.

Bay Living awards –

*Simon – Industry award for best small retailer, large retailer in area etc. Multiple categories.*

*Simon has been asked to be a judge. Thursday 7<sup>th</sup> September - Award ceremony.*

*No details how to nominate yet, but when we do, will be something to go out in the newsletter.*

**ACTION – Simon will update.**

Federation of small businesses – perspective parliamentary candidates will be hosting a question and answer debate. Phil C will send out details, would be relevant for business owners to attend. Thursday 25<sup>th</sup> May, 5:30pm.

June 13<sup>th</sup> 2017, 5:30pm at the Railway.

**ACTION - Secretary is on holiday, so minute taking needs to be arranged.**

#### **14. Date of next meeting**