

Barrow Business
Improvement District
Tuesday 13th June
2017
Minutes of
Board of Directors
Meeting
The Board Room
The Railway
Barrow-in-Furness.



ATTENDEES

Simon Craig, (Chair) Thomas Burrow, Sandra Collings, Phil Heath, Phil Collier, Lynn Beach, Owaine Milne, Stephen Leonard, Cindy Daltioni, Nathan Moore, Robert Hope, Shabana Aziz

APOLOGIES

Alison Meadows, Rebecca Jones

LAST MEETING MINUTES REVIEW

Re Election & Liberata (PC) Re-election protocol Needs to be confirmed still who are BID members and who has the right to vote at the AGM.

(SL) Only have around 40 members at present, the current criteria is: have to be a levy payer, have to completed a membership board, membership has to be passed by the board.

At present members stay members even if they leave areas membership doesn't cease. Anyone who does something for the Board can also become a member.

(SC) Need to tidy up the membership rules to be put to the members at the AGM. If there is a lack of interest in membership we should invite all 460 levy payers to the AGM and ask them to fill in a membership form there.

(PC) We need to rewrite the rules before the AGM to put to the members at the meeting.

(PH) Then everyone has the opportunity to voice their opinion.

(PC) Liberata is sending out the next levy bill from mid August –September when will the AGM be held?

(SL) Will review and tidy up the membership rules before next meeting.

(CD) Is it in the Articles of Association who chooses Chair, Vice etc? Do we have a Vice Chair?

SL to look into a suitable date for the AGM (PH) Chris Kolek let it open in the original rules so that moving forward the board could be set up as we saw fit.

Event Sub Groups Groups have been changed, see item 7. Strategy & sub groups.

Directional Signs Costings (NM) Carried over to next meeting.

Christmas Lights Idea welcomed by local businesses and BCC PC to look into the possibility of a local company eg. Lumiere would be interested in working on project. SC suggests that board members take a look at Norwich Christmas lights for ideas.

Street Angels See item 5.

Car Show See item 6.

Logo (PC) New logo in place and full board agreed with the look and use of it. SC pointed out it's many different 'looks', good and versatile.

Traffic Update (TB) After reviewing the folder put together by Tom and discussing information during a meeting CCC have been out to look at every route and sign and have agreed with all points raised.

As both Stroke 1 roundabout & Mill Brow roundabout signs are about to be changed to incorporate the new Waterfront signage CCC have agreed to add signage to Town Centre at the same time free of charge. CCC will also look into adding additional small signs at no extra cost to BID.

Portland Walk Car Park. The concerns raised by board members as to the look, feel and safety of the car park have been sent to Phil Huck at BCC, as yet (13th June 2017) no response has been received although NM has confirmed that the entrance to the carpark via Wilko has been reopened via stairway from/to the store.

Budgets. Following a meeting between SC & SL to discuss setting budgets for spending during the BID's first year it was decided against doing this initially.

(SL) Each project during the first year will be based on merit during the first year as this will allow the budgets to evolve over time. Rather than a budget given and members feeling the need to spend the budget each item will be looked at individually over the year and budgeted accordingly.

(PC) Do we have to work to the original BID manifesto budgets?

(CD) Have we considered applying for outside charity money?

(TB) We have received £46k from BCC from shop front grant scheme, £10k from this could be used to pay for new signage in town.

(SL) the £46k can't just be put into the general pot as it's been given by BCC.

(PC) Can we put in £5k from BCC and £5k from BID to show working in partnership with council?

(TB) As we were given the money to use on improving town centre lets just use it.

(SC) It could also be used for pedestrian signs as well as the new road signs.

(PH) BBC will want to be seen to have given money towards improving town centre so we need to spend it.

Bay Living Awards. SC will be acting as a judge for the awards. We need to have a push on local businesses being entered into the awards otherwise it will only focus on Morecambe/Lancaster. There has been lots of publicity for the awards on Bay radio recently. Closing date for entries 30th June 2017.

BID MANAGERS REPORT.

PC to meet with Simon Adams from Peil & Co re empty units in town centre.

Love Barrow Town Centre campaign, the campaign will be promoted and supported by BID, NWEM, BCC and JW MP. There is a need for a brand for the town centre, it has been suggested by SC that we use the Love Barrow logo with 'town centre' added on and offer to sponsor an award from next year.

(TB) There needs to be something new added to the logo to show levy payers we have done something and not just using ideas already in place. TB concerned that we should be seen to be doing our own thing.

(PH) BID levy payers also need to know that their money is being spent wisely.

(TB) Concerned about the businesses on the periphery of the BID area and the need to make them feel included in anything happening within the area. We need to ensure that all businesses are communicated with.

Vote taken on use of Love Barrow logo with a new look, vote passed.

PC spoke to James Higgins at NWEM re launch of campaign, this will be done at the same time as the launch of the new look Mail.

SC. It's important that Love Barrow Town Centre campaign is seen to be doing over and above what is already in place and not picking up and carrying out routine jobs which come under council remit, ie. street cleaning.

TB. We could however, work with council on issues such as fly posters, maybe issuing a charge for putting up posters which will cover the cost of cleaning up afterwards.

Footfall counts will commence in line with last years count and will continue to be done 4 times per year by Rob Dunphy.

Craft Events Feltarn have suggested that they could run craft events for children in the town centre during the school holidays. Both LB & SCol. are concerned that there

are already local businesses offering similar so we shouldn't be seen to be getting in someone from elsewhere.

ACTION> SC has asked that LB & SCol come up with own ideas to run events.

CD Is it in the articles of assoc. That we can pay board members for carrying out work?
SL. Yes we can pay.

ACTION> DBS checks, PC to look into board members having DBS clearance for events.

Barrow Music Week (PC) We will start this year with a one day event on 16th September 2017 and lead this on to full week from next year.

Buskers and other daytime street entertainment will need to have the appropriate licenses in place. These acts need to be of professional standard.

(TB) We need to rotate the pitches on the day so that the whole town centre is included in the day.

(SA) - In Bolton they used children's street entertainment as a way of bringing people into the town centre, it worked very well and could be something to look into.

PC has compiled a list of events for both this year and next which was agreed with the board although LB asked PC to take into account school exams when setting date for the Soapbox Challenge in 2018.

Newsletter. PC has compiled the next BID news letter which will be published in the NWEM. Board members asked for amendments to be made to their names/business names which have been noted.

Maps. Information to be changed to say that a map system is currently being worked on and will be available when prepared.

Otherwise everyone felt happy with the news letter being published.

FINANCE REPORT.

SL had no access to his computer for reports, the report will follow when available.

PH There is a need for a full plan with costings available for AGM when it is set.

RH suggested that we should have posters on display showing work the BID has completed in first year.

SL Date for AGM can be set once next years levy bills have gone out. Concerned that Liberata are looking to send these out mid August,

ACTION> PC to look at having them sent out Mid September at earliest.

STREET ANGELS

Following a meeting with the organisation we now have the following info:

Operating times will be on Saturdays, Festive Fridays and Bank Holiday weekends and run in 2 shifts from 8pm until 11.30 and 11.30 until 3am. Depending on the success it will be continued every weekend through the year.

Coverage will be co-ordinated and guided by local police.

Work to be carried out from safe base, as yet undecided.

24 volunteers at present.

Training to be given to all volunteers in drug awareness, and counselling working closely with CADAS.

All volunteers will be issued radios for contact with local police.

RH concerns over the radios, who will be buying them and ensuring they are kept up to date.

BID are to sponsor jackets which will carry both the BID and LBTC logos on the back. Both TB & SCol to look into pricing for 30 jackets and woolly hats which have an estimated cost of £900.

RH Has concerns over how the scheme will be run as he has experience of it from other towns. We don't want anything to happen which could be seen as detrimental to BID work.

There will be an initial 3 month contact in place for Angels which will be reviewed at end of period.

There is a steering group being set up for the Street Angels including various people and RH has suggested that he join the board of Angels in his capacity as licensee so he can oversee project on behalf of the BID board.

RH concerned about lack of radios for communication and any religious connotations there might be from the group. There could also be a need for them to work later than 3am because of club closures.

CAR SHOW

PC has had several conversations with various car people but they are unable to give numbers of cars which will be attending as some will turn up on the day.

PC to visit café's & food sellers in town centre with a view to them taking part in the voucher system for car owners to be provided with refreshments.

TB/SCol we should provide stickers for the car owners as a thank you for attending our event.

ACTION> PC to look into and organise.

STRATEGY & SUBGROUPS

SC This is something which has been talked through since the board was set up and is in the initial BID manifesto however SC and SL felt there was a need to overhaul as proposed in their document. (See separate doc.)

BETTER BARROW

Project 1. LBTC new logo agreed by board.

Project 2. Barrow online. New website under construction, need to look in having an app offering discounts, offers etc.

Project 3. Digital Marketing – years 2,3,4, there is a need to employ someone in the near future to be responsible for the BID social media campaign although we must be careful of spending levy money on what will be seen as basic admin duties. SL- could be seen as a positive if we're seen to be doing something positive for levy payers.

ACTION> Put out to tender for someone to run social media.

Project 4. Festivals & Events. Open to ideas for events, if board members have an idea, do some research and put ideas forward for approval.

BUSIER BARROW

Project 1. Car Parking Initiatives. Organised for this year to continue 'free after 3' until the end of this year. Moving forward into years 2,3,4 there is the possibility to look at having barrier system used on car parks.

Car Parks. SC confirmed that free parking has been continued until the end of this year. RH pointed out the need for posters at car parks giving out info.

NM. Should we maybe consider using car park ticket advertising for BID?

TC suggests looking at the use of cameras to monitor car parks but all agreed barrier system would be best option moving forward.

SC Looking into car parks working on barrier system in future which will give us the opportunity to change parking fees and reduce the need for parking attendants.

Project 2. Improve bus and rail connections into town centre. SC. Nothing actioned as yet, board have work to do here starting with pedestrian signs.

RH. Taxi ranks need to be looked at as there is a shortage within the town centre.

CD. John Woodcock is working on the improvement of rail services into the area as part of MP work.

BRIGHTER BARROW.

Project 1. Pride in Barrow.SC. LBTC initiative under way working with local key partners. The board will be looking at entering Best Town in the future and PC to take 'before' photos of town centre now for future project.

Project 2. Filling Empty Shops Strategy. PC still in ongoing talks with Simon Adams from Peil & Co looking into and identifying owners of empty premises and how these are being marketed to potential new tenants.

SL. Need to be careful not to be seen just using Peil & Co when there are many local agents who could be involved.

BOOSTING BARROW.

Project 1. Extending the Offer. Board agreed that extending opening hours of town centre businesses is needed but problems may be with getting independent retailers onboard.

SC. Actions to be taken within sub groups.

1. Social/digital media schedule needs to be put into place. LB & CD
2. £46k from BCC needs to be spent on signs and town centre advertising on back of signs. Could be something to work on with local businesses/college. TB & PH.
3. Need to work with partners on promoting LBTC and looking at late night/Sunday opening hours. NM & OM
4. Need to look into events that could be held including those which were originally incorporated within the BID manifesto ie. restaurant week. RH & SCol.

Governance. SC & SL. Will look at all areas of financing projects and as such sub groups should submit idea to them for approval then once agreed should be

passed on to PC to carry out research and put in place. SC. Must use PC for facilitating ideas once agreed.

SL. Doing this will mean that email 'chats' will only take place between those members on the sub group and not whole board.

TB. Should everything not be put out to everyone so that board members are aware of what's happening and can vote on various matters?

PH. Info should go to each director who vote by return direct to SC. SC will then feed back voting result numbers only.

FUTURE MEETINGS.

All future board meetings will follow the new schedule as laid out by SC.

All reports from sub groups to be submitted in advance on Friday prior to the board meeting.

A.O.B.

SC. Ultimate events have contacted BID to ask if we would like to sponsor there event at Craven Park.

General feeling amongst board was that it would be unfair to levy payers to sponsor something happening outside of the area.

Vote taken - result – Decline.

Next meeting will be Tuesday 11th July 2017.