

Barrow Business Improvement District
Tuesday 10th July 2018
Minutes of
Board of Directors Meeting
J L Winders Boardroom
Barrow-in-Furness.



1. Attendees Simon Craig, Kieran Hart, Sandra Collings,
Phil Heath, Rebecca Jones, Nathan Morrow, Colin Garnett, Stephen
Leonard

Apologies Alison Meadows.

2. Reviewing last minutes & actions Reviewed previous minutes, all were happy.
Reviewed actions list –
Colin showed the board the proof leaflet that will be
going out with the BID levy bills, all the board were
happy to sign off design.

3. Financial Report See attached.

4. BID Manager/Marketing Report. Colin explained that the report going forward will be
replaced by an action plan. This will allow the board
to see what has been completed and what the
priorities are. The board agreed that the action plan
will be sent out before the meeting and any items
that need discussing can be added to the agenda.

5. Football Festival Summary Weather had an impact on attendance. Working with
a professional company is definitely the way forward,
BID doesn't have to be as hands on and all the
insurances are covered. Look at running again next
year and choose dates that don't clash with any other
event. We know what to improve on going forward.

6. Budget strategy Budget plan pulled together. Areas identified where
BID want to spend in the next 3 years. Need to
continue looking at matched funding to support ours.

The budget that has been shown in the plan is minus admin costs etc.

7. Best British High street

The board voted for Barrow to be entered. **Action – Colin to complete the registration.**

8. Car Show

Volunteers in place. Cars in the high street, but the roads will remain open in areas. Cars have been allocated areas and given times to attend.

Still receiving applications.

44 cars/vans/vehicles

43 motorbikes/scooters

Barrow police assisting with the procession.

Social media competition for food and drinks vouchers.

£200-£300 requested by Colin for advertising – Board agreed.

£165 requested for photographer/Promo video – Board agreed.

Action – Colin to give press release to Evening Mail and BAE.

Suggestion – Best car – votes. Take the votes into local cafes. Look at completing for next year, each vehicle to be assigned a number to allow for easier voting.

9. Shop Front scheme

Budgeted £50k over 3 years. Colin has amended the application forms.

Up to £1000 for 50 businesses.

Do we allow if someone wants to apply for an annual cleaning contract? Peter Buckley has already given the name of a cleaning contractor. Business can only apply once and for one or another.

Once the money has run out, it's run out. It may go quicker than 3 years, but that just means that 50 businesses have been completed, thus improving the high street. Look to launch after the BID clean.

Action – Colin to prep ready for early to mid-September.

Up to £1000 for shop front

Up to £500 for cleaning contract – matched funding for both.

10. Better Barrow shop front competition

Better Barrow will run the scheme. Best of Barrow will provide two prizes. Competition runs till 3rd September. Best of Barrow have asked if BID would like to become a member, they work with Barrow Market.

Action – Colin to negotiate £1000 for a year's membership, and they run the best of Barrow comp each year.

11. Empty shops

FEDF looking for BID to create a brochure of all the empty shops. Putting on the back burner until Colin completes his empty shop count.

Charlie McHeath – Art Gene – BID should become agents for the empty shops and take the money on. The board did not feel this was feasible at the current time.

Phil Huck recommended that BID focus on a few empty premises rather than trying to fix all. Board agreed this was a good idea.

12. Large screen

Hire for Tour of Britain, cost to hire £2250 – let's us trial it's use for future events. Look at sponsorship to cover towards the cost. Board agreed for the screen to go ahead.

13. Tour of Britain

Furness Flyers dropped out of running the balance bike competition. Need a lead organisation, if we can't get an organisation then we need to leave as our insurance won't cover it.

Action – Colin to approach Kate's Skates/ Urban Extreme to see if they can supply a BMX team or similar.

Can't use the outdoor market area for anything as the council doesn't own it.

14. Signs

Colin met with Highways and provided a plan for signs. BID agreed to fund the signs to the value of £9k.

Pedestrian signs – Remove pointer signs and replace with maps and then with vinyl's above. Highways and Phil Huck all loved the idea, especially adding colour. It would also reduce fly postering, as we could offer advertising space at a reasonable rate.

Action – Colin to start looking at costings for maps/banners/fittings.

Street signs – replace the current council signs with shop logos, more colour etc. Scott street being used as the trial. **Action – Colin to go ahead and price.**
Trees – Aim for a rolling programme over 3 years replacing street signs and trees. Colin will be going around and taking photos of what needs replacing/repairing.

15. Heritage leaflets

Ongoing project, but not a priority at the moment.
Action- Colin will look at turning into a PDF project rather than leaflets.

16. Soapbox Challenge

Colin meeting with company Wed 11th July. Phil Huck being approached for sponsorship. **Action – Colin to go ahead with plans.**

17. BID Clean

Planned for 30th August
Cleaning team taking part and providing equipment.
Action – Colin and Becks to arrange a meeting to plan.
Action – Sandra to price T-shirts

18. Christmas

Phil Huck getting a price for lights and increasing free after 3pm to free after 12pm on Fridays after the light switch on.
Aim to get every business to stay open till 6pm on a Friday. BID provides entertainment, to make an event.
Four Fridays from light switch on. Colin meeting Jane Moorby to discuss lighting more areas etc.
Action – Christmas meeting to ne held.

19. Visit Barrow website and Facebook page

Action – Colin to complete brief for websites. Facebook page is ready to launch.

20. Quality of life – FEDF Update

Town centre master plan, BID should be main consultant, however they have changed the boundary – now includes the station, Corner House, Hollywood park. Need to work with them to bring back in line with town centre. **Action – Colin and Simon to arrange a meeting.**

21.A.O.B

Use of land by Sports Direct – Art Gene asked if it could be a roaming garden storage. Colin agreed as a short-term thing – Board agreed.

Loyalty card scheme – Colin meeting with creators, will update.

Colin on annual leave Fri 27th July – 6th August.

Action – Becks to write a contract of employment for BID Manager. Colin to send Becks his agreement details.

Stephen put forward a proposal that after this financial year for BID, he reverts back to being the accountant for the BID, with official title and can still be involved. The board agreed for this and that it would be confirmed at AGM.

22.Date of next meeting

14th August BID and Christmas
17:30pm at Winders

