



**1. Attendees** Simon Craig (Chair), Phil Collier, Stephen Leonard, Cindy Daltoni, Nathan Morrow, Rebecca Jones, Kieran Hart, Sandra Collings

**Apologies** Phil Heath, Alison Meadows

**Non-Attendance** Robert Hope

**Resignation** Tom Burrows

Simon went through the apologies, no response from Rob Hope, will discuss in A.O.B.

Tom Burrows has resigned. All members received an email. Simon has passed on his thanks and asked if Tom would still like to partake in the signage work, no reply yet.

**2. Minutes of previous meeting** Everyone agreed last meetings minutes and agreed to review the action list.

### **3.Reviewing last actions**

Business directory info – Still board members to complete

**ACTION – Carry over Can all please reply with info a.s.a.p**

Some items on the agenda list are to be carried over.

**Action- Rebecca will highlight these, on this meetings actions list.**

ACTION TO BE COMPLETED – 

ACTION COMPLETED - 

## 4. Financial Report

As this meeting is only 3 weeks since the prior, nothing had changed with the accounts. However Stephen had pulled together the annual account for the AGM, this was presented to the board.

Article changes – Stephen got the changes checked by a third party. They advised that the changes were fine; however there were other items that could also be looked at. Stephen then reviewed Lancaster BID's articles. These articles are clear and concise, so with this in mind we will not be proposing changes at the AGM. Instead the articles will be worked through again, with detailed wording and then the Board can take to an EGM. **ACTION – Stephen will look at launching in the New Year.**

The board agreed they were happy to rewrite all the articles.

AGM – **ACTION – Simon to complete Chairs report. Query from a BID member asking if the AGM will just be a meeting or whether anything will be said? Down to Simon as Chair to convey what has been achieved, what will be done etc.**

The Studio at the Forum has been booked. Simon and Stephen will sit at the front, with the rest of the board on the front row.

Board stated that they had all read the report.

Pop- up shop – The board decided that this was something they did not want to continue with in the short term.

## 5. BID Managers report

Marketing and Communications – Phil, Cindy and Kieran are having a meeting regarding social media and to ensure that the social media, website, graphics and entertainment group all work in conjunction with each other, so a consistent look is kept.

**ACTION – Update of this meeting will be given at next board meeting, Phil C, Cindy & Kieran.**

Infurness.com – Nick Emerson of Infurness has raised a concern, regarding the similar look of the Barrow

ACTION TO BE COMPLETED – 

ACTION COMPLETED - 

BID Website and the Infurness.com website. Infurness are also using a word press template, and is still working on their website. Whereas the BID website is complete and has its own content. The board agreed that Barrow BID's design and content were different enough, and have no further concern.

Glass slipper treasure hunt – Phil C read through a press release that he had drafted. The board were happy with the release. **ACTION- Phil C to release.**

Posters – Not being used by businesses, small internationals state that they can't put up, and they aren't appearing in the smaller independent retailers. Do we need posters or is there another way that we can advertise.

The board decided that a paper print was still needed going forward.

Advertising – The Mail and Westmorland Gazette have contacted Phil C regarding advertising opportunities in their Christmas supplements. Price quotes seem to be very expensive.

Kieran suggested that money be invested into the Facebook advertising, which hits more people. Kieran suggested that a budget of £150 should be allocated to Social Media advertising. The Board then suggested a potential £1000 budget, which would also include the making of a video that could then be used for advertisements.

**ACTION – Kieran and Cindy will bring up Social media advertising and budgets at the Social Media/Marketing meeting.**

**ACTION – Phil C to decline the offer for both newspaper supplements.**

Heritage trail - Phil brought an example of Heritage trail info for flyers. Meeting again 27<sup>th</sup> November 2017.

Vacant units – Report has been provided, some errors which have been highlighted. General consensus was that this was a good report, and a great base for BID to work on with more detail, with the aim that the report goes into the Barrow brochure/folder.

ACTION TO BE COMPLETED – 

ACTION COMPLETED - 

**ACTION – Phil C to ask Naomi for design ideas for the folder.**

Street Angels – Great feedback through Social Media. Opportunity for this to be added to a Barrow BID video.

**ACTION – Phil C to meet with Matthew to discuss video ideas and prices.**

The board had all received the report on the event. The board agreed that the points raised were valid and that next Summer, BID need to plan earlier and discuss – potential July.

**ACTION – Rebecca to add to report ideas for next year – Have a professional Pumpkin carver to demonstrate, Fancy Dress competition.**

## 6. Halloween event report

More events have been signed off with Beth Horan at Ultimate events – Elf on the shelf £400, Best dressed window £600.

**ACTION – Simon will circulate the tenders, so that all board members can see what we are getting for our money.**

**ACTION – Cindy will ask Beth Horan to provide a report for each event, similar to the Pumpkin Event report.**

## 7. Christmas Events

**ACTION – Phil C to create a generic tender form, so that the board can create a brief for events to then send out to tender.**

## 8. Future events

Valentine's – Heart design frame for selfie competition #lovebarrowtowncentre  
Best selfies posted – Prize meal for two

**ACTION – Phil C to pull together Valentine details. Phil C to email to the board, so we can be agreed to send to tender.**

March – Easter – Egg painting competition

April – Fashion week

Fashion show at the forum – independents and Hair/Beauty businesses.

ACTION TO BE COMPLETED – 

ACTION COMPLETED - 

June – Soapbox challenge – External company, need to decide the date.

July – Car show

August – Kids crafting/Entertainment

September – Music week

Oct – Halloween pumpkin event

Nov/Dec – Light up Barrow, Roaming nativity, Ice rink, Santa's grotto.

**ACTION – Phil C to start contacting soapbox companies, music events and laser lights – get costings etc.**

Provided a playground design.

Full design cost £27,300 – designed flooring plus fencing cost £6,500 and gate.

Lower option – less detail, plain black flooring £24,000

Includes a 3 year maintenance contract.

**ACTION – Need more tenders to have price comparisons. Kieran has some potential contacts and Sandra has also contacted Schoolscapes for a quote.**

**Sandra will continue to gather more tenders.**

Secretary payment – Simon brought to the board that he pays Rebecca from M&S wages to attend meetings and to work on paperwork within M&S works time.

Simon proposed that the board pay Rebecca a wage.

Stephen proposed that Rebecca is made Company Secretary – Easier for payment and more official.

Rebecca left the room, whilst discussions continued.

The board agreed, and that Rebecca would be on a retainer of £150 a month.

**ACTION – Rebecca to email Stephen, so that he can go through official procedure of becoming company secretary.**

## 9. Playdales

## 10. A.O.B

ACTION TO BE COMPLETED – 

ACTION COMPLETED - 

Tour of Britain – Tracey Ingham, Cumbria County Council is trying to get the Tour of Britain cycle race to Barrow next year. 2<sup>nd</sup> – 9<sup>th</sup> September 2018 stage dates. She asked would BID be interested in being a sponsor.

The board agreed that they would be interested in sponsoring the event.

**ACTION – Simon will reply and ask for a tender.**

Taxi rank – Cumbria County Council have provided notification that they are looking to remove some on street parking, and allowing permanent taxi ranks. 6pm-midnight, midnight – 8pm. No major changes to most and the change in front of Subway are beneficial to the town.

Coca – Cola truck – Apply for next year

**ACTION – Phil C to complete application**

Absentees – **ACTION – Simon to make contact with Rob and see what is happening, for a decision before AGM.**

Highways signage – **ACTION – Phil C will continue with work. Simon will approach Tom and see if he still wants to be involved, even if not a board member.**

Night time economy – Phil Huck, Barrow Borough Council has been keen for BID to be involved. Look at changing the licensing laws for Barrow – reduce the windows down, so that people go for a meal, then continue on a night out.

The board felt that it was strange for BID to be expected to run with this. Happy to review any proposal the council has, but not wanting to create the proposals.

**ACTION – Simon will reply.**

Letters of suggestions – Letters have been received with suggestions for BID to look at.

**ACTION – Phil C will pull them together and email directors.**

## 11. Next meeting

AGM 14<sup>TH</sup> November 2017 – Board to meet at 17:15pm.

12<sup>th</sup> December – Meal at the Custom House for Christmas, 5:30pm.

**ACTION – Kieran to book**

ACTION TO BE COMPLETED – 

ACTION COMPLETED - 

ACTION TO BE COMPLETED – 

ACTION COMPLETED - 