



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

**Apologies** Alison Meadows

## 2. Reviewing last actions

Board reviewed the actions from the previous action list, some points to be carried over to New Year.

**Action – Phil H and Sandra still to send info in for business directory.**

**Action – Print some copies off and distribute around businesses in the New Year – Phil C**

**Action – Cost some form of business card with BID contact details, to be dropped off into businesses – Phil C.**

Event tender form – Phil C showed the board the event tender form that he had created.

How can we get the tenders shared out and advertised so that we get applications back?

How can we get other people involved leaving BID just to fund and oversee?

**Action – Phil C to approach some contacts, to see if a separate committee can be created.**

Need to focus on less events and do more meaningful ones which focus on strategy.

Kieran has met with Ulverston BID to see how they run things. They have a marketing manager who runs the website, social media and goes around the shops to engage with people. Coherent message as the same person/team are working on everything. Price

for this comes in a third cheaper than what we are paying out on social media and website. Not called Ulverston BID, called choose Ulverston – created a sub-brand. All this was created by Ulverston BID manager.

Everything links in to BID needing a clearer strategy.  
**Action – Phil C to look at manifesto and everyone to look at what we want to achieve.**

Decision that the next meeting on the 9<sup>th</sup> January 2018 will be a full strategy building meeting.

### **3.Social Media & Events company**

Decision was made that Jenna who has the social media contract, which is due to end in December will not have her contract renewed. The Vote was unanimous.

Events company – After reviewing the performance of the last few events, we will not look at using Ultimate Events further.

### **4. Finance Report**

See attached.

**Action – Simon to contact Jenna to say that 3 month trial has ended.**

### **5. BID Managers Report**

See attached.

### **6. Reviewed list of actions**

Due to the decision to make the next meeting a strategy planning session, the list of actions and some items from the BID managers report were reviewed again, and agreed to be put on hold until after the strategy meeting –

Website/Videos – Under review **Action – Phil C as BID manager to have his photo added to website.**

Social Media – Under review

LBTC – Continue and add to strategy.

Events – Under review

Heritage Trail – Maintain

Vacancies/Glossies – Under review

Directional Signage – Maintain

Footfall – Contracted for 3 years. Maintain.

Street Angels – Maintain

Soap Box Challenge – Maintain **Action – Phil C to**

### **source committee**

Fingerprints – Need more costings from other businesses. **Action Phil C to pull together more costings.**

## **7. Lancaster University Management School**

Query over use of the word City – seems that wording was lifted from another template.

42 Questionnaires completed on Saturday 9<sup>th</sup> December, results due in January. Looking at doing an online survey as well.

## **8. Heritage Trail**

Phil C showed the board mock ups of maps for the Heritage trail. Board were happy with this.

## **9. Christmas Events**

The board felt that these items had not been run to the tender that was provided.

## **10. Signage**

BAE Approached to see if they would be interested in supporting signage. They loved the idea and want to be involved. Opportunity for BAE apprentices to make the fabrication and BID to fund installation. Maps for Town Centre – Opportunity for the advance apprentices to create out of a lump of steel. Fits with the town's heritage and would be vandal proof. All this could lead to a potential educational project regarding Barrow's ship building history and would link to the heritage grant application.

Traffic signage – Phil C had a meeting with Highways yesterday, received an estimated price £8984.12 approx to repair/replace. If agreed at board, looking at completion for the end of February 2018. The board agreed for Phil C to move forward with this.

**Action – Phil C to progress with Highways**

## **11. Rotary**

Have special corporate membership so BID can access all Rotary's in the area, and can use their resources. Rotary can also ask BID for help in return.

## **12. Open Meeting**

Plan for the end of January 2018.

**Action – Phil C to book Forum for 30<sup>th</sup> Jan 2018.**

Advertise on social media.

Evening Mail story/advertisement.

Expanding banner – refresh

Surgeries – **Action for the open meeting. Ask**

whether people would be interested in surgeries.  
Phil C would run.

**13. Date of next meeting**

9<sup>th</sup> January 2018  
Venue TBC

