

Barrow Business Improvement District  
Tuesday 13<sup>th</sup> November 2018  
Minutes of  
Board of Directors Meeting  
J L Winders Boardroom  
Barrow-in-Furness.



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

**Apologies** N/a

**2. Reviewing last minutes & actions** All were happy with the minutes from the previous meeting.  
Reviewed actions list, carry overs have been marked on list.

**3. Financial Update** £251,652 in Account.  
Financial report being prepared for the AGM.  
Finance meeting to be held with Simon and Colin.  
**Action – Stephen to Arrange date.**

**4. BID Managers action plan** Colin reviewed his October and November action list.

- Car show, updated the board on the name change and all details so far. EAG1 forms submitted.  
Requested closure of Scott St and access in front of the Town Hall. Talked with traders in Scott St and majority were happy for the road to be closed and trial how it will work for future town plans/road surveys. **Action – Simon to contact Malcolm Wilson.**
- New website gone live. Front banner can be changed more often and show our latest priority.  
**Action – Colin to review analytics for Barrow BID websites next meeting. Action – All board members to review website and let Colin know if there is anything incorrect.**

- Street football event now changed to Active and Well being event. More involvement from other groups within the town. Life leisure to lead the event and BID to support. **Action – Colin to look at Change for life, for potential funding.**
- Visit Barrow, Now got Partners involved. Waiting for content to be received from them.
- Traffic signs/Trees/LED's – continuing to lobby the Council regrading the replacement of trees. LED Lights, Borough Council made aware of how many lights weren't working, especially in the ginnel by Colin and Simon. Some have now been replaced.
- Car Parking – Christmas 12 Noon scheme agreed. Mainly positive feedback received so far. Negative comments on Social Media – Why Friday? Should be free everyday etc. Compared to Kendal's Facebook comments and they have received the same comments as us.
- Market, surveys out at the moment asking for feedback on what causes them issues at present.
- Vacancy Count, Barrow Borough Council already complete this and create a report. They have agreed to provide BID with a copy and break the information down into the BID area and type of business. **Action – Colin to send Simon a copy.** Brief overview – Shop count – gone down, Food count – Gone up. **Action – Colin to use report to produce a strategy as to how we can help stop the decline.** Draft strategy for promoting empty units in 2019 – only National restaurant chain in Barrow is McDonalds. Is it worth having a prospectus to showcase the empty properties we have, to approach National Chains. The board felt that we needed to think differently as Nando's have turned down a request for the town, as they don't aim to be in every town as it diminishes their brand. In the current climate Nationals aren't going to be wanting to increases footfall. Opportunity to look at bringing businesses in from the outskirts to the town centre, and to help businesses progress from market to shop, thus allowing other start up businesses access to the market stalls. For a strategy we need to look at what's existing and condense what we have. Downsize the geographical area. Safe guarding

current business is key. Producing a prospectus is still a good plan, so we can showcase what we have to offer. BID has to be involved with the town centre master plan. BID needs to make them aware of the issues that need addressing and then get them to pick up the fight with the landlords etc. **Action – Colin will distribute the report with his notes. All board to review notes before the AGM.**

- External vinyl's, Peel & Co have put vinyl's up in the shops that BID planned to put there's. **Action – Colin to try and get a meeting with Peel & Co to discuss:**
  - 1. Standard of shops
  - 2. Access for Vinyl's
  - 3. Landlord contracts
- Warren James landlord no longer prepared to do work on the building as Corrie and Co have advised him it will add no further value to the building.
- Fly posters, amount has increased. **Action – Colin to contact licensing regarding the amount of fly posters.**
- Soapbox Challenge, all were happy with the logo. Team registration pack sent over, Colin reviewing. Soapbox challenge will build a website to start promoting. Orsted already been in contact to ask about being involved. Potential for celebrity endorsement, sportsman dinner, family afternoon, look at getting funding for this. **Action – December meeting, need to discuss plans for getting more funding. Also need to link with the schools again.**
- Christmas – All seen the Christmas programmes. Entertainers will be handing out, from this weekend. Need people to understand that BID is the lead on Visit Barrow. Professor Pumpnickel has cancelled, but has provided us with links for other entertainment. Potential to use the art piece at Signal media as a snow globe that kids can stand in, photos etc. Staying at Signal Films cost £1k. Moved to location near market £2-£3k for 6 days. Colin wants to negotiate with them regarding the price i.e. a charity will man it etc. Potential to use the rotary of Love Barrow

families. **Action – Colin to negotiate with them and set the price. Price needs to be exact, so the board can vote and this price doesn't then change.**

- Coca Cola truck, can we apply for the truck next year? Use this year's events as evidence as to why they should come. **Action – Colin to add it to plans for 2019.**
- Promotion, BID, Town Centre etc. Do we have our contract in place with Best of Barrow? Action – Colin to follow up. HuddleHub £100 a month for advertising, would like to trial for 3 months as they have a large audience. Use them to push events and Visit Barrow. Board agreed a 3-month trial. Visit Barrow – Run competitions off the site to increase footfall. **Action – Colin to agree 3 months with HuddleHub. Action – Ask businesses to donate a prize for Christmas Social Media Competition. Candoo FM, Action – Colin to get a price for support/advertising and bring it to the board. Action – Colin to look into us getting footage of this year's events ready for a promotional video next year.**

## 5. Business Premises Grant

Only two received so far.

Dandy's – met all criteria, board voted yes.

Mario House – Have not met the correct criteria & have not provided correct BID membership contact details. **Action – Colin to make contact and inform.**

## 6. 2019 Events

Dan Webber, Dementia events, looking at running more events next year.

- Move for music, run with live music on route in March.
- Easter egg hunt, finishing in the town centre from the Park in April.
- Lol for charity, comedy event June 15<sup>th</sup>.
- Get Active week – August  
Bid then has planned the Festival of Transport and the Soapbox Challenge.

## **7. AGM**

Chairman's report – What we've been doing with the other stakeholders.

National state of the high street.

Lobbying/Partnerships we've built.

Perception – what the board of directors are doing?

- All work full time #Ensuring that things are happening

## **14. AOB**

Notice of AGM were posted to all BID members along with letters asking them to confirm membership representative details. Four responses received so far.

## **15. Date of next meeting**

Tues 11<sup>th</sup> December  
6pm, at the Custom House.

