



Vote **Yes** to

Barrow

BID

Our Five Year
Proposal...



The Story So Far...

Barrow BID was established on 1st September 2016 following a ballot of businesses in the Barrow BID area.

213 votes were cast and 165 businesses voted **YES** which enabled us to begin our journey of regeneration, revitalisation and transformation of Barrow town centre.





2nd Term Ballot

Barrow BID comes to the end of their first term on 31st August this year and **will be going to ballot between 28th May and 24th June**, with results announced by 5pm on Friday 25th June.

All defined business ratepayers with a rateable value of £4,000 or above in the BID area will be entitled to one vote per hereditament on which a BID levy would be paid. The ballot will be a confidential postal ballot managed by Civica Election Services.

We would like to continue our work to create a Busier, Brighter & Better Barrow town centre and assist businesses to Bounce Back from the effects of the COVID pandemic so look out for the ballot papers coming through your door in May with the Barrow BID logo on the envelope and make sure you place your vote to be certain that your voice is heard.

Any ballot queries or missing ballot papers should be brought to the attention of Barrow BID as soon as possible on manager@barrowbid.co.uk or 07955 816000.



Creating a Brighter Barrow



One of our priorities is to make Barrow a brighter place to visit, creating a welcoming experience and a better environment which encourages people to return. Barrow BID invested in over 3km of cross-street festive lights and organised a series of street musicians and entertainers to perform throughout the festive period. We also provided businesses with Premises Grants to help them revitalise the exterior of their premises and create a lasting impression on customers. Community cleans, window displays and new speakers have helped to give the town a lift and improve the environment of the town.





Festivals, Events & Entertainment

Barrow BID are probably best known for organising festivals and events in the town. Our Festival of Transport event has enjoyed three successful years and has grown each year to become a real family favourite. We have brought Comedy, Dinosaurs, Music, Entertainment, Cycling and Diversity to the town centre with a series of supported events and our Super Soapbox Challenge highlighted Barrow's engineering excellence whilst attracting over 16,000 people to the town.



Partnership Working

Having a BID for Barrow town centre provides local businesses with a voice at strategic level and has enabled us to develop partnerships to tackle issues affecting the town, draw down funding and develop strategic plans. Barrow BID has representation on the following partnerships:

- **Town Deal** – secured a £25m grant from the government.
- **Town Centre Programme Board** – funding bids and strategic development for the town centre.
- **LCWIP** – identifying the need to improve cycling and walking infrastructure.
- **Local Hub** – tackling anti-social behaviour, crime and disorder.
- **Heritage Action Zone** – secured £1.9m to help regenerate Duke Street & Cornwallis Street.

Barrow BID also work with public sector, private sector, organisations and the MP to discuss and deliver projects throughout the town centre.



Marketing & Promotion

High Streets across the UK have been struggling with changing shopping habits and increased competition from retail parks and online shopping. Barrow BID have looked to reverse the decrease in footfall via a marketing and promotional campaign, utilising local and regional media to promote Barrow as a shopping destination, a place to enjoy an evening and a family friendly location full of heritage, culture and a range of events.

In addition Barrow BID launched the Visit Barrow brand in 2018 to promote the town as a staycation destination, highlighting our quality accommodation and coastline location as a reason to visit.



Movement & Parking

Businesses are constantly telling us that car parking is the main issue. Although Barrow BID don't own the car parks we have been able to fund a number of initiatives which have improved car parking within the town, these have included; a FREE after 3pm scheme, FREE car parking days and new car parking signs. As well as our work on car parking Barrow BID have purchased directional signs for the town centre, are in the process of implementing a train station gateway scheme and have utilised the back of old signs in the town to promote businesses, events and attractions across the town.



Our 2nd Term Aims & Objectives



Busier Barrow

Market and promote Barrow town centre as a destination for local residents and visitors offering a distinctive choice of retail, hospitality, leisure & entertainment. Improve parking, movement and access to reduce barriers into the town centre. Utilise technology to increase footfall and safeguard existing businesses.



Better Barrow

Improve the offer of the town centre and provide more reasons to visit. Transforming the town from being reliant on high-street shopping to a mix of retail, hospitality, living, working and playing. Increasing pride in the town centre via a programme of events and initiatives which will revitalise the town for future generations and attract a range of businesses and organisations to locate in the town centre.



Brighter Barrow

Improve the visual aspect and environment of the town centre to create a positive impression and make the town more attractive to visitors, encouraging them to return. Promote the town as a hub for art and culture, providing inspiration for people and improving mental well-being.



Bounce Back

To counteract the effects of the COVID pandemic and provide local businesses with the resources to survive, adapt and grow. To promote using 'local' businesses and supporting 'your' town.

What happens if we don't have a BID?

If you don't vote or vote NO to Barrow BID, it means:

NO

NO

NO

- ...Marketing & promotion of Barrow town centre or businesses within the town.
- ...More signs promoting the town and the businesses.
- ...More FREE parking days or parking schemes to attract shoppers.
- ...Visit Barrow brand.
- ...More Super Soapbox and less town centre events.
- ...Town trails and activities to bring families into the town.
- ...More new Christmas Lights and a reduced festive experience.
- ...More grant schemes for businesses.
- ...More co-ordinated lobbying of your local MP to reduce business rates, improve public transport and enhance town centre access and movement.
- ...Voice for businesses on partnership led programmes.
- ...More tidying of empty units and the streetscape.
- ...COVID support or guidance.
- ...Local, passionate business people coming together for the good of your town.