

Barrow Business Improvement District  
Tuesday 8<sup>th</sup> January 2019  
Minutes of  
Board of Directors Meeting  
Custom House  
Barrow-in-Furness.



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

**Apologies** Nathan Morrow

- 2. Finance**
- Stephen updated the board on income received and what had been spent.  
See attached report.  
**Action – Becks to contact Civic Society c/c Colin.**  
**Action – Stephen to plan a date for finance meeting.**
- 3. Outstanding actions and BID Manager's Actions**
- Simon requested that the BID managers actions/report is sent out 3-4 days prior to the meeting so that all board members can read beforehand.  
**Action – Colin to start for next meeting.**  
Colin showed analytics for the BID website and next month will have Visit Barrow details. Mobile phone is used predominantly to access.  
Average time on page is 2 mins. How do we compare with other 'interest' sites? Can we ask Lancaster BID for comparison? Once we have 6 months of reports, we will have a better understanding.  
Visit Barrow – Need the Partners to be more involved and to provide information.  
Licensing/fly posters – **Action – Colin to chase up with Jason Hipkiss.**  
HuddleHub – Advertising has gone well so far, especially with the Soapbox Advertising. However, they aren't strong at linking back to our pages.

**Action – Colin to go back and say as we are paying for advertising then we'd like to see some shares or our posts/advertisements.**

Best of Barrow – What have we received for our membership fee? Have they provided the prize for the best window winner? **Action – Colin to follow up about prize and to ask for an improvement on what we have paid for.**

More worthwhile to pay for our own sponsored posts, rather than paying others to advertise.

**Action – Sam, Keiron and Colin to arrange and hold a Social Media meeting.**

BID Managers Actions – The board then read through the action list.

See attached.

Points raised from the actions –

Need to plan for a handover for when Phil Huck retires from the council.

Shop Front Grant application from Peace and Loaf – Declining the shutter but the board voted yes for the awning funding.

Restaurant week – Only Custom House and McDonalds applied to get involved. Town House contacted Colin after the deadline to ask if they could be involved with the town centre improvement in some way. Colin arranging a meeting.

Restaurant week involvement is a good example of apathy to bring to the Open meeting. **Action – Colin to pull together examples i.e. Market surveys, 50 sent, 8 completed.**

Soapbox – Entries received already, 2 companies from Bolton and some local companies. Due to the age restriction schools can't be involved now.

**Action – Colin to look into music licence – does the council have one that we can use? Can we apply for one?**

**Action – Sandra to find out how much the carnivals charge for fairground pitch and to update Colin.**

#### **4. Procedures for directors dealing with questions from Levy Payers**

If a director isn't confident in answering a query, take the details and pass them onto Colin.

## 5. AOB

Jim Bailey – more powers for community police to dispense groups in town. Tackle anti-social behaviour. Asked if BID would ask the members if there is an issue in the town. Colin is running a social media poll.

Colin met with Lesley Graham and Barrow Police. Asked for BID to send in plans for what we want as priorities for night time economy. **Action – Colin to pull some together and email the board for views.**

Colin gave the board an overview of his meeting with Ulverston's BID. They are introducing free Wi-Fi so they can utilise it as a footfall counter. System cost is £35k.

## 6. Date of next meeting

5<sup>th</sup> February 2019, 6pm at JL Winder & Co.

Open Meeting 12<sup>th</sup> February 6pm at Forum 28.

