



- 1. Attendees** Phil Heath, Kieron Hart, Rebecca Jones, Sandra Collings, Sam Hughes, Colin Garnett, Allan Kerr

**Apologies** Nathan Morrow, Simon Craig, Stephen Leonard

Colin had invited Zest Community action group along, so they can explain what they are about and how it will help the Town Centre. They have requested £5k funding from BID, which is higher than our £1k limit. So, Colin asked them to come and present to the board, so that they could make an informed decision.

Matt and Elaine introduced themselves and gave an insight into how Zest got started. So far, they have:

- Cleaned the Red River
- Arranged litter picks
- Back streets – worked with FCC. Cleaned Greengate street and Church street.

They identified a demand for people coming together to resolve issues. £3k of the requested money is for equipment that is now needed, like a weed remover. Proper equipment makes a massive difference. Matt then showed photographs of problem areas and how they could be improved.

They have a team of 75 litter pickers and can work before and after events to tidy up.

All run by volunteers, have to fundraise to purchase the fuel to go in machines. Have risk assessments, COSHH records and insurances in place. CIC not for profit – asset locked.

They are also trying to fund a van, which the other £2k would go towards and the BID logo would be put on.

Looking to get a sponsor per clean, to help fund - £100 per event.

26<sup>th</sup> June, a clean is planned before the Soapbox event.

Anything that happens with Zest gets promoted through HuddleHub. Can the BID logo be put on the high vis vests? Concern that it would upset other businesses that have sponsored. Can use BID's own vests. Matt and Elaine then left.

The board then discussed the funding.

Potential offer:

- BID buy the machine and lease to them, therefore if Zest ends, BID retains the equipment.
- Staggered funding to pay for cleans up to 2021.  
The board voted yes to this offer.

**Action – Colin will follow up with Zest.**

## 2. Finance

See attached report.

Stephen is still trying to arrange a meeting with the Council Reps.

## 3. Special Funding Applications

Stitch Youth Ability event was a success.

Looking for an event in August.

## 4. Business Premises Grant Application

Sweet Pepper Café, Expressions and Special Occasions have all been completed.

No other applications at present. Do we target businesses? If the board think of a property, that may want help, then email Colin.

## 5. Voluntary Membership of Businesses outside the BID area

Current policy is for businesses within the BID area, who are too small to pay the levy, but can pay a nominal fee to see the benefits.

We are now being approached by businesses outside the area to join as volunteers.

Should we look at offering packages, that doesn't give full benefits, but we can make an offer of something, so that we can receive the funding.

Worth speaking to the businesses to see what they expect to see from the membership as our focus is the Town Centre. **Action – Colin to look into.**

## 6. Soapbox

Straw bales price and delivery confirmed.

Street signs and cones – confirmed.

Eddie the Eagle has been on the radio to advertise.

Danny Matthews confirmed as compere.

Colin is reviewing the BID cart tomorrow.

**Action – Eddie the Eagle event – can all board members sell 10 tickets.**

VIP Bus is booked, but cannot trade.

Board members will get 2 VIP tickets.

Aim to invite people that aren't involved this year, in the hope that they will participate next year.

12 teams confirmed.  
6 teams waiting confirmation.  
Seen an increase in enquiries this week.  
Traffic management plan has been signed off.  
Still need to do car park signs.  
Multi Storey car park will be the official car park - £4 for all day.  
Fair confirmed; they are paying us to attend.  
Street trading – 22 applicants applied, but now with the Councils license price, 20 have dropped out.  
Newsletter to all businesses – go all out to promote your business on the date.  
BAE Principal sponsors. Colin has a meeting with them on Thursday to have a photo taken and discuss advertisement.  
FCC – Booked in for a deep clean after the event. Also loaning big bins for the event.  
Meeting with the Well, to discuss getting volunteers for the hay bales.  
Security in place for the night before.  
Keiron volunteered to help sort the hay bale volunteers on the Friday.

## **7. Festival of Transport**

Furness Park are now the main sponsors.  
Approached Taylor's Fun Fair.  
Booked the mini train and a length of track to give rides.  
Looking at creating a busking area.  
Emergency services are definitely involved. Will put a display on.  
Definitely going to be bigger than last year.  
Promotional material going out. Rotary are marshalling. 75 entries so far.

## **8. Programme of Improvement**

Not progressed since last meeting due to all other projects.

## **9. Priorities for May/June**

- Events
- Complete Programme of Improvement
- Meet with new head of council
- Setting up quality of life meetings again
- Progressing Town Centre cleaning and bins

- Progressing light box project
- Order Xmas lights
- Newsletter
- Insert for levy bills – 17<sup>th</sup> June deadline
- Promotional material for all events
- Survey for bars and nightclubs

## 10. Feedback from Furness Tourism Meeting

Allan attended the meeting and gave feedback from it.

Key points – 47 million visitors come to Cumbria. 6% come to Barrow.

A lot of funding being put into tourism in the Cumbria area. Especially based off the Eden project. Trying to stop the Honeypot Syndrome – Bowness/Ambleside and spread the tourists out into other areas.

John Woodcock has proposed himself to lead the project.

Cumbria Tourism looking to BID to join as a member. May be good to promote all Barrow events. Try to encourage Business leisure, so some contractors stay in the area.

Looking to reintroduce a tourist information centre - needs to be in Dalton road and not tucked away in the Forum.

Photo face boards – Allan showed sketches of potential designs, that can be used for events. Cost including design - £280 per board (doesn't include the joinery framework).

**Action – Allan to pick a design and email to Colin – one that covers Soapbox and FOT event.**

**Action – Sandra to organise the wooden framework. Look at Selfie frames as well for Eddie the Eagle events, Action – Colin and Allan to sort.**

## 11. FEDF Funding

Carry over to next meeting.

## 12.A.O.B

Colin met with street clean team, asked for a price for a monthly deep clean. Looking to use the remaining Mary Portas money to fund – Council now saying this money isn't there – Following up.

Bins also need replacing – asked for them to look into bins that feature advertising space. Advertisement sales, can then fund the bins.

Alex Profit, ex recycling manager – Colin to meet with him and see if he wants to come on board as a BID clean ambassador. No recycling facilities within the town centre, not even for the businesses. If we're the leading edge with submarines, then why aren't we leading edge with recycling.

Interviewed Paul Hodgson, due to joint meetings, Sam helped Colin interview Paul. Working with him on FOT and is very good. From talking with him further he was very positive and had great ideas. Think he would fit in well on the board.

**Action – Simon to write to Paul and invite him to join.**

Keiron now has a job with SAFA in the Town Centre and has been asked to be their representative.

### **13.Date of next meeting**

6pm, 11<sup>th</sup> June 2019

Winders