

Barrow Business Improvement District  
Tuesday 9<sup>th</sup> July 2019  
Minutes of  
Board of Directors Meeting  
Custom House  
Barrow-in-Furness.



**Attendees** Phil Heath, Kieron Hart, Rebecca Jones, Sandra Collings, Sam Hughes, Colin Garnett, Allan Kerr, Simon Craig, Paul Hodgson, Kay Bower

**Apologies** Stephen Leonard

- 1. Finance**

See attached report.  
Becks made the board aware that Stephen will be on holiday 26<sup>th</sup> July – 4<sup>th</sup> August, so no invoices can be paid whilst he is away.
- 2. Actions from previous meetings**

Board agreed that last meetings minutes were accurate.  
Reviewed last meetings actions and updated. See attached list.
- 3. Soapbox**

PIR Meeting planned with the key stakeholders.  
Not many negative comments on the day, overall feedback has been that it was a success.  
VIP Bus – Viewpoint is that we didn't need as much food and more non-alcoholic drinks rather than alcoholic.  
Do we need to have a VIP area?  
Scott Street felt that the bus was blocking their area and affecting trade.  
Feel that the area was used to refresh only, perhaps look at something different or a different location next year.  
Feedback from food and drink businesses is that they traded well.

Other traders – Mixed, some struggled others had trade and had people from outside the area making purchases who had come in for the event.

They would have liked to have seen a plan of where everything was going to be placed before the day.

Charity – get collection buckets at the entry points, as going up and down through the crowds were difficult. McDonalds/Lloyds area needs a different layout as it was a pinch point.

Portaloos by Store21 caused another Pinch point.

Had a delay this year due to a member of the public requiring an ambulance and our Soapbox ambulance was commandeered, which it shouldn't have been. Racing is not allowed to take place without it in situ. If anything like this happens again, need to ensure the announcer lets the crowd know as it caused confusion.

Eddie the Eagle has already booked out the dates for next year and offered a discount. He said that he had a brilliant day.

Look into a third screen for next year.

Stuart Kaczynski has written a review of the event and comments for future enhancements. Some points are already being looked at and some points are items that we wanted to do this year, but were not allowed to.

Survey going out to businesses to gain feedback on the event.

PIR meeting 26<sup>th</sup> July at the Town House 11-12:30pm.

Currently at 175 entries and still receiving them.

Looking at double last year's entries:

- 79 Cars
- 64 Bikes
- 9 Scooters
- 3 Buses
- 3 Boats
- 18 Other vehicles

Open top bus being provided, offering tours of the Town. Waiting for Stagecoach to confirm use of Bus stops – look at having our heritage leaflets on board. Each exhibitor will get a pack on the day.

Dalton road has been measured to plan the spacing of vehicles.

#### **4. Festival of Transport**

Radio advert has just been signed off – Colin played the board the advert.

Paul is on the radio on Friday and then Colin is on Monday to promote.

Soapbox banners have been swapped out with FOT ones.

Paul will need more help next year, as the event is getting bigger.

Volunteers to be available from 8:30am on the day.

## 5. Rubbish Bins

Litter bin replacement scheme. Colin has photographed the bins in the town centre and mapped them, creating a report to show how the majority are damaged and not fit for purpose. Colin has asked the Council for prices to replace, in a themed colour. Also, can advertising panels be added to the bins, so that we can offer an advertising scheme to fund the bins.

Colin needs to have further meetings with the council, if the price is right, would the board agree to fund the bins from the BID advertising budget.

The board agreed that the bins do need replacing, however they felt unsure that bins are the correct place for advertising, and therefore thought the uptake would be low and who would maintain them. It's not BID's place to replace the bins, but an opportunity to lobby the council. Especially with the report that Colin has created.

First call should be to see if the council will replace the bins as part of their duty of care to the town.

**Action – Colin to go back and challenge the council. Simon & Colin to bring up at FEDF – Quality of life meeting.**

## 6. Business Grant Applications

Grilla Cheese has been signed off.

Last Resort café is now complete.

Abbeyfield paperwork being reviewed.

For August meeting need a report for how many grants have been given and the cost so far

**Action – Stephen to provide details**

From September do we look at targeting businesses or empty properties.

## 7. Special Projects Funding

Application from Full of Noises for £969 funding to help towards workshops and events in Barrow Park and the Library. The board felt the majority of the

events were being planned in the Park, which is no benefit for the town centre. Therefore, this time is a no, however it would be considered in the future if the location was different.

**Action – Colin to notify.**

## 8. BID Managers Report

### Manager's Report

- Marketing campaign with Cando.FM for a 6-month period
- Play advert
- Actions for July / August
- Festival of Transport
- Comedy Fest
- Christmas Light orders and finalise
- Christmas events
- Visit Barrow website updates
- Lottery bid for Light Cubes
- Formal letter to Barrow BC to designate Dalton Rd as market street
- Soapbox PIR (survey)
- BAE contacted me to discuss how Barrow BID operates with an eye on getting more involved. They understand the importance of getting involved in the BID to ensure the continuation of the BID post August 2021. I continue to bring this up at FEDF and QoL meetings
- High Street Competition entry in
- End of year newsletter gone to Rob Killip to go out with invoices in August
- BID clean event a success and need to set date for October event
- Annual leave 17th – 24th August

See also BID Managers agenda attached.

Colin has continued discussions with BAE systems regarding return in investment on behalf of the BID Levy payers. BAE have now contacted Colin asking for more info on BID and what sort of % matched funding that BID would be looking at. Seems a positive move forward.

FEDF are looking at creating a shadow board made up of young people and apprentices to help with the development of the Town Centre.

Marketing campaigns – Dropping the Best of Barrow and HuddleHub. Looking at a deal with Cando Radio – Advert on Barrow shopping etc, 25 plays a week. Opportunity going forward to get cheaper advertising rates for the levy payers.

The board voted yes to go ahead with the advertising campaign.

Street trading – Use the momentum of Soapbox to renegotiate with the Council and encourage local businesses to take up the opportunity.

## 9. A.O.B

Chair – Simon will be stepping down at the AGM in November as M&S will be closing in March. Simon feels that now would be a good time to bring in the Vice Chair role again, which would prep someone to be the next chair. Paul said that he would be interested but would like more information.

**Action – Simon to discuss with Paul.**

Going forward it's the boards decision as to whether Simon has some role.

**Action – Colin to email other board members to discuss.**

Board Nomination – Rowan McClure has applied to join the BID Board.

**Action – Colin and Sandra to arrange an interview.**

Colin put forward a written request, asking for his current agreement to be changed to either of the following:

- All 30 Hours to be paid as Barrow BID Manager with Marketing covered within the role.
- 25 Hours to be paid as Barrow BID Manager and 5 Hours paid at Marketing rate.

Colin left the meeting, so the board could discuss.

The board voted 6 to 2 for all 30 hours to be allocated to the BID manager role.

**Action – Becks to make amendments to Colin's agreement, which Colin must sign and return.**

13<sup>th</sup> August, 6pm at Winders

## 10. Date of next meeting

