

# Barrow Business Improvement District

Tuesday 11<sup>th</sup> August 2020, 6pm

## Minutes of Board of Directors Meeting at McDonalds Restaurant

**Attendees:** Paul Hodgson - PHo (Chair), Sandra Collings - SC, Allan Kerr - AK, Kieron Hart – KH, Drew Anderson - DA, Kay Bower - KB, Rowen McClure – RM, John Graham - JG and Colin Garnett - CG (Manager)

**1. Apologies:** Stephen Leonard – SL & Phil Heath – Phe

**2. Review of minutes from last meeting**

All agreed that these were correct and could be uploaded to the BID website once the email votes had been added to them.

**3. Finance Report**

SL sent board members details of current finances.

The Board discussed the idea of having meetings with a specific theme and inviting business support individuals to attend meetings relating to them i.e. finance, empty shops, council partnership

**The Board agreed on this idea as long as it adheres to our memorandum and articles of association.**

**Action: PHo to discuss with SL and start to plan future meetings with CG**

**4. Business Premises Grants**

Three businesses have applied for the Business Premises Grant prior to the August meeting, these are: Bumble Bee at the Hive, St Mary's Hospice & Reaching Wellness.

Bumble Bee at the Hive | **Board agreed to fund in full with the condition that a second quote was required for the mural on the outside of the building.**

**ACTION: CG to request second quote from Bumble Bee at the Hive**

St Mary's Hospice Shop | **Board agreed to award the grant in full.**

Reaching Wellness | **Board agreed to award the grant in full with a condition that the design was agreed by the Borough Council as part of their Heritage Action Zone / Conservation area.**

**Action: CG to discuss the scheme with Barrow BC planning and submit any applications with the client.**

**5. Outdoor Eating and Drinking**

The board discussed the extension of the Business Premises Grant to support infrastructure due to COVID-19. This would include parasols, heating and lighting, cafe banners and planters for outdoor eating and drinking.

**The Board voted in favour of adding these elements to the Business Premises Grant scheme.**

CG met with Resolute Design Studios to discuss producing artist impressions for the development of the bottom end of Dalton Road as a 'Garden Street' promoting outdoor eating and drinking for cafe's, bars and restaurants. CG asked for a budget to commission artist impressions.

**The Board voted yes to the commission of an artist for some visual representations and asked CG to get two quotes.**

**ACTION: CG to approach a local artist for a second price.**

**6. The Old Thornton's Unit**

PHo discussed how the old Thornton's building was now empty and had been the victim of vandalism. The whole unit is of geographical value to Portland Walk and is brand damaging in its current state. PHo stated that window vinyls would go some way to tidying up the unit and adding some security to the windows.

The Board asked CG to approach the building owners about the scheme and then get prices for the vinyl.

**ACTION: CG to approach Simon Adams at Piell & Co**

It was discussed that the four pillars at the top of Portland Walk looked unsightly and PHo & CG stated that Barrow BID could pay for these to be painted and used as a welcome to Portland Walk.

The Board agreed with this scheme and asked CG to get two quotes.

**ACTION: CG to obtain two quotes for painting the columns and get permission from the owners.**

## 7. Anti-Social Behaviour

CG met with Gareth Jesson, the new Community Inspector at Barrow Police and discussed a number of projects and schemes which would help alleviate anti-social behaviour in the town centre, including the creation of a satellite office in the heart of the town, protecting empty shops, using technology to pinpoint individuals at scenes of a crime and how we deal with begging.

**ACTION: CG to investigate rent of property in heart of the town to act as satellite office**

## 8. Events

### Dino Day

- All risk assessments, PLI and documentation has been submitted to Barrow BC and they have agreed that the event can go ahead.
- PHo is working on signage for the two dinosaur areas which will include social distancing, mask wearing and hand sanitising signs.
- CG is working up a schedule of tasks for volunteers and paid staff members for the day.
- PHo has commissioned Shane Rothery to create some hand sanitiser units to hang on the pedestrian barriers.
- CG is in discussions with Taylor's Funfair about attending the event.
- Forum to assist with temporary stage blocks and will also keep information of ticket purchases for track and trace requirements.
- JG will provide x3 volunteers from McDonalds on the day.
- CG is working with Ste Story designs and Special Occasions on a Dino Egg Trail.
- Bee Arrow productions to provide photography and videography at the event.

### Family Entertainment Day

- All risk assessments, PLI and documentation has been submitted to Barrow BC and they have agreed that the event can go ahead.
- Street entertainers and musicians booked for the event:
- Forum to assist with stage blocks
- Rebecca Williams to provide PA system

## 9. Christmas Lighting Update

- Invoice was received for the new Christmas Lighting
- New lighting to be installed in Cavendish Street and Scott Street in 2020
- New lighting pillar installed to Hall Street car park to light up the large trees on Crellin Street.
- Projectors to be moved to an alternative location

## 10. Bid Virtual Open Meeting & AGM

Board agreed to wait until Covid regulations have been relaxed to be able to conduct a physical meeting rather than video conferencing.

## 11. Tourism and Promotion

- CG discussed the promotional video for Barrow and stated that Bee Arrow productions had some final venue footage to shoot to finalise the video
- CG stated that a 'Going Out Guide' was on his list of projects for 2020, but it would probably be launched nearer Christmas when COVID is less of an issue. There were concerns that many evening economy businesses hadn't paid their BID levy at the time of this meeting and therefore would not qualify for free advertising in the guide.
- PHo discussed the need to do a 'Student Campaign' to attract students to the town centre, to contact Furness College regarding posters throughout the college promoting "Shop Barrow". CG stated that it was very short timescales to do a student campaign and his current workload with events was restrictive.  
**ACTION: AK to put together a student promotional campaign to use this year.**
- With the student guide in mind, CG discussed putting together a 'Christmas Gift Guide' for shops.  
Board Voted in favour and said this would be discussed further at our 'Christmas' meeting.
- CG also discussed a possible promotional partnership between Barrow BID and Lancaster BID to promote each other's areas and events. CG actioned to proceed with this.

## 12. Car Parking Strategy

- CG discussed the importance of parking for customers, investors and businesses within the town centre. He said that it was important that Barrow BC had a car parking strategy for the town over the next five years. PHo stated that Barrow BID should draft a letter to Barrow BC outlining their desires for car parking in the town. The Board discussed their priorities for car parking to assist their own businesses and sectors.

Priorities for car parking in the town centre include:

- **Pay on exit rather than pay on arrival**  
People receiving parking tickets may never return to the town centre so this scheme will reduce parking tickets and ensure people pay for what they use.  
We would like to see this implemented in the Hall Street & Multi-storey car parks initially
- **Pricing Strategy**  
We would like to see lower pricing at short stay car parks, with up to 1 hour at £1 and up to 3 hours at £2  
We believe lower car parking prices will attract more people to town, so the car parks will get more use and therefore the council won't lose out on a lot of revenue
- **Scheme for Long Stay car parks**  
Barrow BID would like to see some of the outlying town centre car parks designated as long stay car parks. We believe that these could be used by shop workers and people visiting the area, which would then free up the short stay car parks right in the town centre.  
We would like to see a pricing strategy as follows: before 9am £2-£3 for all day parking and after 9am £5 for all day parking, this way it encourages people to arrive earlier and benefits shop workers who are working in town all day.
- **Evening & night time charges**  
Many of the council car parks are used on an evening by hotel guests or visitors to the Forum, etc.  
A set charge between 6pm & 8am of £2-£3 would bring in revenue for the council which would enable lower fees during peak shopping times.

- **On-street parking**

To compliment off-street car parking the Barrow BID board believes that ALL on-street car parking in commercial town centre streets should be changed to 30 mins. Having 10 min, 1 hour and 2 hour bays is inconsistent and results in more people getting parking tickets. We believe parking tickets deter people from returning to the town centre.

We also believe that parking wardens should be able to cover town centre on-street and off-street parking, rather than the current situation which sees Borough Council wardens and County Council wardens patrolling.

\* Finally, with on-street parking, we would like to see consistent and accurate line markings and signage to prevent car drivers from parking along streets which shouldn't be for cars to park. This would include yellow kerb dashes which restrict parking on double yellow lined streets.

The idea is that we need to encourage people to visit the town and use on-street parking for quick visits, i.e. click and collect or use car parks to enjoy a longer visit to the town centre.

### **Change of Minutes agreed by the board 10/11/2020**

The \* point above replaces the statement in red below regarding restrictions on double yellow lined streets and the need for consistent and accurate line markings and signage across the town. We have made the change due to a complaint from one individual that our previous statement was discriminating against disabled people. We apologise if anyone felt that our proposed measure was discriminatory and singled out disabled drivers, as this is certainly not our intention. Barrow BID would like to create a town centre that is accessible to all and promotes a safe and friendly environment.

If you have any concerns regarding any of the proposals or discussions within the Barrow BID minutes, please email our BID Manager: [manager@barrowbid.co.uk](mailto:manager@barrowbid.co.uk)

*Finally, on on-street parking, we would like to see restrictions on double yellow lined streets for disable drivers, to encourage them to park in disabled bays. We are seeing an increasing large amount of vehicles parking on double yellow lined streets like Cavendish Street, even though there are timed parking bays or disabled parking bays within 100m.*

**Action: CG to draft a letter summarising this for PHo to edit and send to Barrow BC on behalf of the Board**

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

Tuesday 8<sup>th</sup> September, 6pm at Costa Coffee on Dalton Rd

### **14. AOB**

Discussed loyalty app schemes

**ACTION: KH to email board with regard to looking in to a local loyalty scheme for businesses.**