

Barrow Business Improvement District

Tuesday 13th October 2020

Minutes of Board of Directors

Attendees: Sandra Collings SC, Colin Garnett CG (Manager), Allan Kerr AK, Paul Hodgson PHo (Chair), Kay Bower KB, Rowan McClure RM, Phil Heath PHe, Drew Anderson DA and John Graham JG

1. Apologies: Kieron Hart

2. Review of minutes from last meeting – agreed in principal, but not everyone had managed to read them so PHo asked that any problems raised later should be notified to him by e-mail.

3. Town Centre Hub (122 Dalton Road) – see appendix 1 for aims and objectives

- CG has contacted the Police re shared use of the building, but the cost of their involvement has to be approved at the Rural Crime & Disorder meeting.
- InFurness are interested in a hot desk.
- Cameras are planned to monitor activity on Dalton Road.
- Board members unanimously agreed to proceed
- PHo to proceed with negotiating a lease on the premises (3 year lease with rent free period for refurbishment, if possible).
- Board members will help with refurbishment to reduce costs.

4. Christmas 2020

Christmas Lighting:

- Additional Christmas lighting and power leads have been purchased to put new Christmas lighting into: Cavendish Street, Scott Street, Dalton Rd (Harrison Street to Greengate Street) and Outdoor Market Area.
- Optech Fibres are starting to put up the lighting.
- Market Ginnel (Dalton Road) to have new lighting & Christmas music.
- Board members agreed to fund additional infrastructure for Christmas lighting

Scott Street Christmas Tree Scheme:

- Scott Street businesses have requested part funding for Christmas trees to be purchased and erected in holders.
- CG advised that there are 20 holders in position.
- After considering the number of BID levy payers in Scott Street the Board agreed to fund the purchase and installation of 15. Trees will be sourced by the Scott Street Businesses. It will be left up to the Scott Street Businesses to decide if they want to share the funding between the 20 businesses with holders.

CG to obtain completion of special projects application form.

Christmas Shopping Guide:

- CG is contacting businesses street by street to enquire if they want to part of the guide, approximately 80 businesses (concentrating on retail shops not hair & beauty or charity shops).
- Information has just gone live on Facebook.
- Ideally would like about 60 businesses to be involved.
- Businesses who are below the BID levy level can be included at a charge of £60.
- Deadline is 30th October to allow time for design and printing before the Christmas Lights switch on.
- The Board will decide on printing costs when it is known how many businesses are involved.
- It was discussed that leaflets should be distributed to houses under the current COVID situation. Options will be looked in to e.g. Royal Mail and donations to charities for their help in distribution.

Shop Barrow Day:

- Barrow Council have offered the free parking initiative at approx. £1500 on 28th November, but won't support free parking on any Saturday in December.
- CG discussing with Barrow Council about the cost of using the multi storey car park for Barrow BID free parking each Saturday in December. If Barrow Council agree to this the Board members all agreed to it going ahead.
- Taylors Funfairs are to provide rides in the town centre if COVID measures allow.
- Musicians will be situated around the town centre.
- Barrow BID are in the process of purchasing an inflatable snow globe. Santa will be inside the globe but able to talk to children outside through a microphone. Elves will be working outside on crowd control.
- The framework on the outside market is in the process of being removed. The BID are buying 6 blue gazebos which market traders could use if they want to have their own 'micro Christmas market' on the site of the old outside market. Barrow Council charge £12 per day for a stall and it would be up to each individual stall holder to apply to the Council, although the BID would help with advertising.

5. Halloween

- CG met with Leonard Cheshire group who are running Scarecrow Street project. They are submitting a special projects application for inflatables and decoration in the town centre. It will be requested that they acknowledge that they have received funding from Barrow BID.
- Barrow BID to run a scarecrow Halloween trail with 9 businesses involved. Each business will have a small scarecrow hidden on their premises with a letter. When all the letters have been unjumbled the final destination (Bumble Bee) will be revealed. 9 winners will receive a £10 voucher to spend in any town centre shop. Final venue will probably give out sweets. Forum to use booking system to sell trails and they will be picked up from the Forum at a

cost of £1.50 each. Forum charge £1.00 so the BID will only make 50p. Costa kindly offered to put a voucher on the leaflet for a free baby hot chocolate and a cake/marshmallow.

6. Recent Lockdown Measures

- CG has organised a business Zoom meeting at 1pm this Friday with Simon Fell. We will be promoting it to our members from tomorrow to either join in on Zoom or to e-mail any questions to CG for him to ask on their behalf.
- Barrow's status is medium level so far, but any events or social gatherings should not be promoted at present.

7. Street Café Licences (Update)

- Sweet Pepper Café have received their street café licence and the barriers and planters have been ordered. Barrow BID will retain ownership of the planters and Sweet Pepper will own the barriers.
- Sweet Pepper Café have paid the licence fee, but Barrow BID will refund them the £100 licence fee.

8. Garden Street Project – Feedback

- Positive feedback from companies in the area and overall positive comments on social media. Everyone says that it must be done well.

9. Pocket Park and Gateway Progress

- **Gateway** – no progress with Barrow Council.

CG suggested promoting the scheme on social media and if local companies are on board to go ahead with it. This would involve:

1. Complete the planning consent application for the two totems
2. Contacting Cumbria Highways regarding the installation of the signs and see if they will undertake the installation of the signs on the train station grounds too.
3. Finalise the content on all of the signs and totems.

- **Pocket Park** - Again nothing back from Barrow Council

CG plans to

1. Ask Jack Webster to do some further artists impressions for the land
2. Go public with the scheme on social media
3. Request a meeting with local councillors / officers to discuss the project further.

Board members agreed with the above recommendations.

10. AOB

- **Business Premises Grants**

Reaching Wellness had issues with the installation of the new signs which has led to a dispute between the business and the sign maker/installer. They have been given a 3 month extended period for the work to be done.

Atkinson Financial have applied for a grant for signage – Board members agreed this.

Another business has applied for a grant but the paperwork only reached CG today so he hasn't had time to read through it.

- **Social Media**

The BID Manager is very concerned about the libellous comments about him on social media platforms and the Evening Mail website and is taking legal advice on the matter. As a Board it was agreed that they will fully support CG.

The BID Manager also expressed concern about the BBCR having made accusations about the handling of Dino Day and the fact they had requested our Risk Assessment from the Council.

Our first draft Risk Assessment was given to the BBCR against our wishes and has now appeared on social media platforms despite this being the property of the Barrow BID Company Ltd. It has been confirmed that there were no confirmed cases of COVID reported from Dino Day.

- **Visit Barrow**

We have been asked if we would like to promote Barrow in the Lake District Holiday Guide 2021. Last year we went 50/50 with Barrow Council on this and the free parking scheme on Shop Barrow Day. Board members agreed to a full page advert but without partnering with Barrow Council. AK suggested that instead of having photographs on the page the whole page should be white with a small QR code somewhere on the page and with no other wording to suggest what the page was about. The intention being that readers would be curious enough to scan the QR code on their phones which would lead them to the Visit Barrow website and further information. This would mean that information would always be up to date as the website is kept updated whereas adverts are only current at the time of printing. Board members agreed the idea and CG is to produce a few designs.

It was discussed if we wanted to produce and distribute a 1/3 A4 leaflet for 2021. An alternative suggestion was to produce some single use postcards to go in accommodation rooms to promote Barrow to contractors and visitors? These could be taken away by visitors or hopefully used to send to friends and family which would then widen the advertising area. This was agreed by the Board and CG suggested basing the postcards on the 'reasons not to visit Barrow' that are on the Visit Barrow website. It was also agreed to look into the cost of providing freepost as this would encourage visitors to post the cards to people in other areas of the country.

11. Date for next meeting: Tuesday 10th November, venue to be confirmed