

BID Board Meeting



Location: Barrow BID Pop Up Shop
Time/Date – 7.00pm, Tuesday 9th November 2021

Attendees: Paul Hodgson PH (Chair), Sandra Collings SC, Jonny Williams JW, Kay Bower KB, Cara Harvey CH, Colin Garnett CG, Rowan McClure RM (by phone) and Allan Kerr AK

1. **Apologies** – Leslie McLeese.
2. **Minutes of last meeting** – amendment to grant scheme section, otherwise all agreed.
3. **Pop Up Shop Update** – first tenant in shop is doing well and the shop looks good. CG will support any occupants in finding new premises when moving out of the pop up shop. CG will try to get new tenants for after Christmas. There has been plenty of interest. From next week CG will be in the BID office for drop in sessions on Tuesday and Thursday each week from 10.00 am to 2.00 pm.
4. **Christmas Update**
 - **Events** – CG is producing a 48 page Christmas brochure. 35 pages will be for shopping, it will have 2 front covers and the back section when turned around will be an event guide. CG is working with other partners on producing this.
 - **Lights switch on** – 20th November.
 - **Viking/Yule Events** – 27th November. Based at the Forum.
 - **Shop Barrow Day** – 4th December. Free parking agreed (excluding multi-storey car park). Entertainers booked. Christmas market in outdoor market area. Another organisation has expressed an interest in being involved in the event and has offered free event management, gazebos at reduced cost, lighting, staging and advertising. CG will make further enquiries about the offer and aims to have things finalised by the end of the week. Concerns were raised about who should be able to sell alcohol at the event in order to not take away trade from local town centre businesses. A maximum budget for the event was agreed. It was agreed that CG could oversee the event but he should not be running it. The BID snow globe will be sited at the top of Dalton Road. Santa can use the globe and if chairs are set up in front of it then Santa can read a children's story and the children could be given free colouring books provided by AK. Street entertainers have been booked as have the naughty elves from the Bread & Butter Company. The Elves film will be shown.

- **Santa Dash** – 3.30 to 4.30 pm 11th December. There will be a warm up event beforehand and a ‘young person stage’ – ‘Believe in Barrow Stage’. Orsted and the Rotary are sponsoring the event.
- **Axe Throwing** - Barra Culture are holding an axe throwing event at the Dock Museum on 5th December and there will be axe throwing at the Arc building on 4th.
- **Christmas Trees** – The BID would like to give all levy payers the opportunity to have a free Christmas tree on a stand to display either inside their shop window or outside their premises (to be taken inside each night). These can be decorated to relate to their own business. Businesses will be able to register online on the BID website or via paper forms. CG will negotiate price for 3 or 4ft trees. The BID will make an event out of distributing the trees when they arrive. In addition to the Christmas Window competition for which there will be 3 prizes, there will also be 1 prize for the best dressed Christmas tree relating to their business. The public will be able to vote for this on the BID website.
- **Funding Requests** – It was agreed to help fund a community group to help with inflatables, trees etc and the Grinch Event/Trail being organised.
- **Additional Christmas Lights** – lighting has been extended at the top of Dalton Road. The quote for tree wrapping lights for Crellin Street was too expensive, but CG is exploring other options.

5. 2022 Event Budgets

- **Dino Day** –A maximum budget was agreed and CG will look in to getting some sponsorship. The Jurassic Park 2 film will be shown at Forum on the day and it is planned to have a dinosaur entering the event.
- **Soapbox** –Super Soapbox have quoted for running the event but CG has asked for clarification on what is included in the cost.
- **FOT** – A maximum budget was agreed.

6. **Cando FM Advertising** – JW declared his interest and did not take part in any decision making. The contract that the BID had for advertising has expired. It can be renewed for the same price as last time. It was agreed to renew the contract and JW will work with CG to ensure the advertising is better focussed.

7. **Business Waste Collections** – This is to be discussed at the next meeting.

8. **AOB**

- **Garden Street Project** – Bottom of Dalton Road. BBC have £60000 for this project and the BID have been asked to lead the project.
- **Scott Street Traders** – CG has attended their meeting. They would like to have a Scott Street website promoting their businesses. They have requested that the end of street signs are renewed annually. This year they will pay for their own Christmas trees to put in the poles but would like the BID to pay for bunting. They have also suggested that cheaper parking is needed in the town centre, preferably with payment on exit and 1 car park available at a cheaper rate for people working in the town centre.
- **Press Releases On Events** – CG asked any Director who is approached from the press to speak to him first before giving out any information to avoid any confusion or wrong information being given.
- **Going Out Guide** – this is progressing well. By January the postcard launch should be happening.
- **Business Premises Grant** – CG has been following up on a grant paid but the business is not responding. Authorisation was given to CG to write to the business stating that if they do not make contact within 28 days the issue will be escalated.

Date of next meeting: 6.30 pm, Tuesday 9th December 2021 at Pop-up Shop.