



BID Board Meeting

Location: Virtual - Google Meet
Time/Date – 6.30 pm, Wednesday 29th December 2021

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

1. Apologies – Cara Harvey

- AK and PH have met with Jenny from Jenny Stitches and based on the way that she answered their questions they have no concerns about recommending her appointment as a BID director. Jenny would bring accountancy experience to the Board. A vote was held and her appointment was unanimously agreed. **PH will contact Jenny.**
- A discussion was held about the problem of directors not attending meetings on a regular basis and/or cancelling attendance at last minute. It was agreed that it is the responsibility of every director to attend the monthly meeting and particularly so that they could represent their own sector of levy payers. It is also important so that CG can be given direction. It was acknowledged that additional directors are needed and AK asked all the directors to consider if they knew of anyone who could be an asset to the BID especially from any sectors currently not represented by the directors. It was agreed that if any director had missed attending 2 consecutive meetings that an e-mail should be sent to them asking if they still wanted to be a director. **PH to e-mail absent directors.**

2. Minutes of last meeting – all agreed.

3. Christmas review

- **Shopping/Events Guide** – 30000 copies were produced and Northern Print Distribution were given the leaflets to distribute. AK has been following up on the proof of distribution as he has concerns about the guides being delivered. The company say that they have GPS proof of delivery but so far have failed to provide this. He is going to continue to follow this up and unless proof of delivery is provided and verified, he suggests withholding payment to the company as well as trying to recover the cost of the brochure from them.
- **Advent calendar** – limited success. It looked good but some of the businesses that had agreed to vouchers for one day seemed to be unaware of the promotion.
- **Christmas tree scheme** – very good feedback. St Mary's Hospice won the prize. Some businesses posted photographs of their trees whilst thanking the BID for them.
- **Christmas lights/Crellin Street trees** – the Harrison Street to Greengate Street lights were late arriving and didn't get installed due to the infrastructure

not being in place. Barrow BC are contacting the owners of the buildings for permission to use eyebolts on their premises for fixing the lights for 2022.

Crellin Street businesses were given 14 galvanised tree holders and were able to use the free BID Christmas trees to put in them. It was suggested that the holders could be used at other times of the year possibly for flags. It was discussed that other non-levy businesses might want to be part of the scheme. There is an option of becoming a voluntary member for £60 per year, but it would have to be ensured that they were invoiced. **CG to obtain a list of term 1 voluntary members.**

- **Shop Barrow Day** – CG is currently working on a review. Unfortunately due to the horrendous weather on that day it was decided at 10.00 am that the event would have to be cancelled. It was unsafe to have the market stalls and 2 vehicles were damaged by a gazebo during dismantling, which resulted in additional costs for damage. Some events still went ahead e.g. axe throwing, street entertaining and Santa reading stories inside businesses. Overall due to the bad weather there were not many people in town. It was suggested that there should be a contingency plan in place for future outside events. CG said that some local businesses are very interested in getting together to organise a Christmas market next year and the idea of 2 or 3 specialist markets throughout the year was suggested.
- **Elf Film** – no feedback yet.
- **Santa Dash** – CG had sent out his review to the directors. It was hindered by the weather and lack of advertising of the event, possibly from the events guide not being seen by local residents. It was suggested that future advertising of events should be more varied than relying on 1 publication. Local businesses near the event were happy with it and the stage was good and could possibly be utilised as a stand-alone event at other times of the year. The Santa dash was not as well supported as previous events.

It was agreed that plans for next Christmas should be discussed early next year.

4. Future events

- **Soapbox** – CG has been trying to obtain alternative quotes for running the event without any success. In view of the possibility of cancellation due to covid and the subsequent cost involved it was unanimously decided to defer the event to 2023. It was suggested that the event could be organised locally possibly by BAE graduates being involved. **CG to contact Super Soapbox to postpone and provisionally book a date at the end of May 2023.**

- **Dino Day** – with the cancellation of the above event it was unanimously decided to move Dino Day to a Saturday at the end of May/start of June 2022.
5. **High Street Task Force** – PH reported that this is a government scheme to help revitalise the high street and Barrow have been appointed an expert who was responsible for the development of Altrincham Market. PH had been invited to join the team. The expert's first visit was a fact finding visit, he then reports back with his suggestions that central government expect BBC to action. The task force should be put together by the end of January and PH is hoping that the BID will be able to take a lead with this.
 6. **Grant scheme** – discussion continued from previous meeting. It was agreed that this needs to be in place by the end of March. JW has a lot of experience in applying for grants and he is to look at other BID grant schemes. **JW and CG to meet to put together a draft before the next BID meeting in January.**
 7. **Priorities for CG to work on in the New Year** – In addition to his current work CG was asked to:
 - Sort out a tenant for the pop up shop from February onwards.
 - Put a CRM in place
 - Sort out a laptop – software licences need to be obtained.
 - Ok to continue to meet with Scott Street businesses.
 8. **Visit Barrow** – CG is working with Cumbria Tourism on a full website review. The accommodation section is to be increased. Some sections are being rewritten and social media is to be expanded. CG has got quotes for 30000 each of the events/going out postcards and Cumbria Tourism are going to fund these through the Welcome Back Fund. Cumbria Tourism are taking the lead and there is no cost to the BID.
 9. **AOB** –
 - JW updated the BID on the news and promoting of events. The BID will not be charged till he has reviewed this.
 - Welcome Back Fund – businesses to have their bids in for the garden project applications by 20/01/22.

Date of next meeting: 6.30 pm, Tuesday 11th January 2022 at BID Office.