

BID Board Meeting



Location: BID Office, Duke Street
Time/Date – 6.30 pm, Tuesday 11th April 2023

Attendees: Jenny Fazackerley JF, Kay Bower KB, Paul Hodgson PH, Sandra Collings SC, Jonny Williams JW, Jason Forsyth JFo, Melanie Corrie MC and John Edwards JE

1. **Apologies** - Allan Kerr AK and Rowan McClure
2. **Review of minutes from last meeting** – minutes sent out late – any queries to be forwarded to PH.
3. **New Board Member Applications** – 2 people have applied – Representing the charity sector and property development (JF, PH + another Director will meet with Rebecca is leaving Winders at the end of May to work for BAE, who have agreed that she can still work as Business Support for the BID on a voluntary basis. Invoices will still be processed by Winders. The Directors all agreed to this.
4. **Minute result of e-mail vote (Marketing and Comms Pay Review)** – by e-mail the Directors agreed to award JFo a pay rise in line with the national living wage increase.
5. **Business Growth Grant Applications** – Purdys Bakehouse have just submitted an application for new signage. It was agreed to discuss this at a later stage when more information was available.
6. **Shared Prosperity Fund Project (Portland Walk)** – the planting ‘party’ was a success. There were plenty of volunteers including The Well and the Rotary. There is to be a second planting day on 18th April to fill the remainder of the planters. Feedback for the scheme from businesses, LEA and the public was very positive. The full project is in line with the budget. The Well have been asked to help maintain the planters, although Westmorland and Furness Council will eventually take over responsibility. The BID were going to make a donation to The Well, but have been asked instead to purchase new Hi-Viz vests for them. The order has been placed for these and for some new ones for the BID’s use. Some damage has been done by people walking on top of the planters, but PH and JFo have managed to rectify this. JF thanked PH and JFo for all their hard work on the project.
7. **Social Media Update (JFo)** – after a poor month last month on Facebook there has been a big increase recently. There has been a particularly good engagement rate for the review of the planters work. The climbing wall had also been popular on Facebook.
8. **Event Updates**
 - **Climbing Wall review** – it was very busy with people queuing all day.

- **Dog Show** – 10th June outdoor market area – stickers have been printed for dog friendly businesses to display. These will be sent out with the packs for the event. There has been a lot of trade interest for the show day.
 - **Soapbox** – a new logo has been produced and once BAE have approved it the launch will go ahead. Entrants will pay £100 and payment will be made by BACS. It was agreed to give a discount to levy payers entering by charging a fee of £75. Most of the arrangements are in hand. The course will be slightly shorter than previous courses to allow for a stage at the bottom and to allow the organisers to be able to drive carts back to the top of the course on a trailer. The scaffolders supplying the start ramp have pulled out, so another company has been asked to quote for supplying this. Furness College are making some generic carts for charities to use. These are being made free of charge with the BID only paying for any parts that the college have been unable to supply themselves e.g. tyres.
 - **Take to the Commons** – PH is attending a meeting tomorrow.
- 9. Cando FM Advertising (JW)** – the current sponsorship deal ends at the end of April. JW handed out information about Cando FM's work and spoke to the Directors about it. JFo has now been trained and he is able to broadcast a BID section on the station. BID levy payers can get 20% discount when advertising with the radio station. They are soon to be moving in to new premises in the town centre and hope that this will allow them to be more integrated in to the town centre plans and what is going on. JW left the meeting whilst the Directors discussed the contract. It was unanimously agreed to continue with sponsorship at the same cost as now, but to have a 12 month contract.
- 10. Joint Events Partnership** – the lease has now been signed on the land originally earmarked for the pocket park. The front ¼ of the land will have a retail unit which will be arriving in about 6 weeks, but the rear ¾ can be used for events equipment storage. The BID will be the sole operator working with other partners. The rent of the land will be £1 per year. Hoardings will have to be dealt with, a new fence/gates are required and a container needs to be installed. Lakes Gates have been asked to quote for supplying gates. The BID are working with the council on how it is run. It was agreed to purchase an additional 50 barriers for use on Dino Day and FOT. It was also agreed to purchase a second-hand flatbed trailer for moving equipment around. The LEA are looking into leasing a van for moving of equipment. In the future equipment may be rented out to bring in some income.
- 11. Hanging Basket Scheme** – a pot or basket would cost £25. Businesses would be able to apply for these in the same way that the Christmas tree scheme works. It is to be emphasised to businesses that these have to be displayed in the town centre and it is the responsibility of each business to hang baskets themselves.
- 12. Big Help Out Campaign** – JW is working on having volunteers litter picking in the town centre on the bank holiday Monday of the coronation weekend.
- 13. AOB** – none.

Date for next meeting: Tuesday 9th May 2023, 6.30 pm at BID Office