

BID Board Meeting



Location: BID Office, Unit 7, Duke Street
Time/Date – 6.30 pm, Tuesday 9th August 2022

Attendees: Paul Hodgson PH, Jason Forsyth JFo, Jonny Williams JW, Allan Kerr AK, Kay Bower KB and Jenny Fazackerley JF

- 1. Apologies – None received.**
- 2. Review of minutes from last meeting – No issues.**
- 3. CRM/Google Workspace Integration – CG had reported no progress.**
- 4. Grant Applications Update –**
 - 3 Charity Grants have been approved and paid.
 - Business Improvement Grants – Vision Support and Preston Street Club have applied. The applications were agreed but it was suggested that it should be stressed to the businesses that the work had to be completed to the standard of the agreed quotes or the grants could be reclaimed.
 - Event Application (LA14 Live) – application for funding for event to be held 29th September to 2nd October. The funding application was agreed but it was stressed that there was to be no BID involvement in the running of this event.
 - What the flock – SC is taking a lead on organising the event on 16th September – workshops, activities and llamas. It was agreed to provide funding but the BID would not be involved in the running of the event but are happy for SC to lead it.
- 5. Social Media/Marketing Update –** JFo ran through the statistics on how the BID are performing on social media. Overall engagement is increasing on Twitter and Facebook with a slight decrease on Instagram. The FOT helped increase engagement.
- 6. Station Gateway Project Update – No progress.**
- 7. Festival Of Transport Event Review –** 16,000 attended the event, an increase on last year. The feedback was very positive, especially that people thought of it as a family event. Businesses reported good sales. The date for the event next year has been set as 15th July 2023. There was a problem on the day that they had some exhibitors who did not turn up, which left Scott Street and Cavendish Street businesses feeling let down by the event. PH talked to the businesses to explain what had happened which helped alleviate their dissatisfaction. The Board agreed to try to prioritise Scott Street, Cavendish Street and other side streets when organising future events. The event highlighted the need to hire some toilets for next year. The plan is to advertise the event more next year to attract more exhibitors. The bus tours were extremely popular. Positive comments were made about CandoFM and the good atmosphere in the outside market area. The FOT committee had agreed to book both performers again for next

year. Some BID equipment went missing including 3 barriers. An observation was made that there was a potential problem with the bouncy castle generator being very noisy close to businesses. The aim is to gain more sponsorship next year and have more electric vehicles on display. The window vinyls have proved popular and it is proposed to buy more vinyls for Poundworld and Thornton's window possibly with photos from this year's FOT made to look vintage. There was a suggestion that a competition could be run to design vinyls which could involve local children.

The soapbox event was discussed and it was decided not to proceed with the Soapbox Company due to the cost, but other options will be explored.

8. **CandoFM Advertising** – CandoFM have supported the BID in lots of ways with all their events. It was agreed by the Board to take out an 8 month advertising contract with CandoFM.
9. **Welcome Back Fund/Garden Street Project** – Planters have been delivered. It was agreed that the Board needs to organise a diary system for businesses to share the use of the pagodas. It was suggested that businesses could supply their own windbreak barriers to put on the pagodas when it was their turn for using them.

Any businesses wishing to purchase planters/canvas barriers should do so by applying as part of the BIDs grant scheme.

10. **Christmas 2022** – As the BID are soon to be going through a change of BID manager it was agreed to keep this year's events on a small scale having something on each weekend throughout December. Suggestions include – santa express ride in Dalton Road, a land train around the town centre, carol singers/competition and kids entertainers. It was agreed to have a Shop Barrow Day with free parking, a santa walking around town and the free Christmas trees for businesses. There will be no gift guide this year. More discussions will be held in the September meeting.

11. AOB

- **Young Entrepreneur Meeting** – generally positive. Hope to increase networking and potential training courses.
- **CG** – having problems with laptop.
- **Make a change project** – progressing well.
- **Visit Barrow postcards** – more delivered.

12. **Date for next meeting: Tuesday 13th September 2022, 6.30pm @ BID Office**