

Barrow Business Improvement District

Tuesday 14th April 2020

Minutes of online Board of Directors Meeting

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

1. Apologies: Stephen Leonard (Business Support)

2. Review of minutes from last meeting

All agreed that these were correct and could be uploaded to the BID website

3. Finance Report

No matters arising

4. Special Project Grant

Tim Jeffries has submitted an application for £1,000 for the Hartington Street Food Hub. The hub would like the grant to purchase food which will be distributed to vulnerable individuals in Barrow. The food hub stated that food would be purchased within town centre businesses.

Board Vote: Unanimous in favour of supporting the application

Actions: CG to contact Tim and ask for bank details. CG to contact finance support and ask for payment of £1,000 to be made.

5. How can we support town centre businesses during lockdown

- **Sharing of information**
 - Creation of /coronavirus pages on the Barrow BID website
 - Posting of information and links on the Barrow BID Facebook page
- **Promotion of businesses**
 - Creation of directory of businesses remaining open
 - Promotion of online stores and delivery services
- **Security**
 - Periodic visits to the town to assess any issues with gatherings, asb, damage
 - Police have been asked to increase presence in town to help protect businesses

6. Pocket Park Project Update

CG emailed board members with a summary of the Pocket Park project detailing; phase I of the project, quotes received, plans and images received off suppliers, future meetings and a list of questions for Barrow BC.

Board discussed; additional ideas, lighting solutions, further questions for Barrow BC, production of artist's impression, timescales and ideas for phase II (the multi-use area).

Actions: CG to meet with Barrow BC and Optech Lighting to discuss the project further.

7. Train Station Gateway Project

CG still awaiting costs for the installation of sign posts. Lockdown has slowed the project, but CG is continuing with the creation of artwork for the Totem signs.

Action: CG to prepare project summary for board members ahead of the May meeting

8. Super Soapbox Challenge

The event has been rescheduled for Sunday 30th August and all suppliers have been informed of the new date. CG distributed a spreadsheet showing income against expenditure for the 2020 Super Soapbox Challenge. Board stated that it would be beneficial to draw in another £6-7k in sponsorship to ensure the event costs were under budget.

Action: CG to approach some of the larger companies in Barrow to ask about sponsorship for the event and financial support for Barrow BID

9. Promotions & Marketing

CG distributed information to the board regarding promotional activity, this included; continued promotions via Cando FM, a campaign with the Mail, a vinyl banner on the BT Phonebox outside Craven House and a vinyl banner on a property on Dalton Rd, between Mario House and Living World.

CG stated that Barrow BC had asked if Barrow BID could do something on the property in Dalton Rd as the white wash on the window had worn away and the frontage was looking untidy and people were able to see inside the shop.

Actions: CG to get costings for improving the fascia board on the property. CG to get costings for further shop front vinyl banners.

10. Promotional Leaflets

- **Visit Barrow main leaflet**

This has been paused for now due to the COVID-19 pandemic. CG proposed that we do a shorter run than intended and go for 20,000 leaflets when we are out of lockdown and we can have set dates for events.

- **Going Out Guide**

CG proposed creating a 'Going Out Guide' for Barrow which would promote the evening economy businesses to contractors and visitors. The leaflet will promote; restaurants, bars and leisure businesses that are open in the evening. The board discussed whether takeaways should be included, (as we are trying to increase footfall) and decided that they shouldn't. It was also decided that the guide should be for BID Levy paying businesses only, so any businesses who have not paid the 2019/20 BID Levy will not be included or can pay to be included.

Actions: CG to put together a list of businesses for the guide and get a quote for the design of the guide.

- **New Business Leaflet**

PH discussed the idea of creating a leaflet for new businesses which introduced Barrow BID, what we do and how we can support businesses. The board felt this was a good idea as it could be handed to commercial letting agents to hand out to potential business owners and increase their confidence in coming to Barrow town centre.

Actions: CG and PH to storyboard the new business leaflets.

11. Policies & Procedures

All policies and procedures signed off, but can be amended as work in progress documents.

Actions: CG to create a tenders page on the Barrow BID website and post current tenders

12. AOB

PH discussed promoting town centre businesses via a business focus initiative, using the Barrow BID Facebook page. All agreed this was a good idea.

Actions: PH to put together initial post on Facebook. CG to create online form on news post on the Barrow BID website

PH discussed wanting to do a spotlight on Barrow BID board members and the BID Manager. All agreed this was a good idea and all agreed to send information to PH.

Actions: PH to put together list of questions for board members.

13. Date for next meeting – Tuesday 12th May 2020