

Barrow Business Improvement District

Tuesday 12th May 2020

Minutes of online Board of Directors Meeting

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

1. Apologies: Stephen Leonard – SL (Business Support), Drew Anderson - DA, Kieron Hart – KH

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. Pocket Park Update

Artists impressions

- CG has prices from Mark Foster (consultant on FHSF) to create artists impressions at a cost of £1200 - £1500 per image
- Board agreed that written confirmation for use of the land is required before money is spent on artist impressions and plans.
- Board agreed that two images showing the area being used as a micro-outdoor market and a mobile garden would be adequate.

Ideas for Phase II

- Mobile garden is primary idea
- Six 3m x 2m market stalls could be purchased to run a craft/food & drink market in the area
- Deck chairs
- Projector & speakers to show promotional material/cartoons/films, etc
- Mural, creative, cultural, artistic project

5. Gateway Project (Summary of progress)

CG sent out brief summary and costings

Now had costings for installation of 5 signs, but Cumbria CC won't install on Northern land

All town centre totem updates and info gone to Pair Creative – awaiting draft 3 design

CG will be working on content for train station totem

CG to source installers for train station signs

6. Voucher Scheme CG

Vouch Gift scheme was well received but as of now, no uptake

This as a great way of promoting quality businesses in Barrow to people from away. We would like to see bars, restaurants, accommodation, theatre, soft play, escape rooms, etc on here... as they get cost effective advertising for the town and the venues and if they sell vouchers they only pay 6.2%.

Action: CG to work with Sandra & Phil to get their businesses on Vouch and then roll it out to other businesses.

7. BID Support Grant

Barrow BID has sent the necessary information to the council and they have submitted the information to British BIDs / the Government. We expect a payment in June.

8. Sunflower Lanyard Scheme

Eco Shop, Last Resort & M&S already support the scheme.

Entertainer interested in signing up

Would board members businesses support the scheme and learn more about the Sunflower Lanyard scheme?

Action: All board members to look into the scheme and how they can support it once they are back on their feet following COVID. All agreed that staff training and time will be spent implementing legislation to keep customers safe.

9. Towns Deal Update/Brilliant Barrow

PH sits on the Town Deal board and gave a summary of the Town Deal application for £25m and the projects that are short-listed.

PH directed board members at the Brilliant Barrow website and asked board members to provide their feedback on what they would like to see in the town.

10. Future High Street update

CG sits on the Town Centre Programme Board which oversees the application to the Future High Street Fund. The scheme could fund up to £25m to improve the town centre, but more likely to fund approx. £15m

First draft application submitted and feedback received from the MHCLG

Series of workshops planned to refine projects and answer feedback questions

Board discussed the project overview of the FHSF and discussed as follows:

- **Cavendish Street Bus Route**

Disappointed to see that the Cavendish St / Buccleuch St bus route had been omitted from the initial first draft application. The Barrow BID board agreed that this was a priority project and would bring customers into the retail core of the town. CG was asked to feedback to the Town Centre Programme Board and state that opening Cavendish Street right across the town for buses and putting a bus stop in the heart of the town were essential and opening up Cavendish Street as a one way street from Duke St to Rawlinson St for cars and buses was desirable as this would open up the main car parks to customers and decrease the traffic along the back alley to Scott Street.

- **Overall impression of the FHSF application**

Although the board thought the FHSF application would have an impact on the high street / town centre in the long term, they felt that the scheme was weighted towards Council owned assets in one particular area of the town and felt that it wouldn't have the immediate impact needed on the retail core of the town. The board felt that the Cavendish Street route and the outdoor market area would have more immediate impact on Portland Walk and Dalton Rd. They agreed that the scheme felt like it was promoting a shift of the 'high street' around the town hall.

11. HAZ Update

CG gave a positive summary on The Heritage Action Zone scheme.

12. BID Ambassador Scheme

PH gave an update on the proposed BID Ambassador scheme and will invite 2-3 people to become BID ambassadors in the next month.

13. Events Update

No progress on whether events will be taking place on the rescheduled dates.

FoT Committee to meet in early June to discuss the event and look at postponement

CG acquiring quotes for Christmas event in partnership with Barrow BC and private sector company

14. BID Business Focus Campaign/Meet the Board

Lots of companies and charities have sent in information for the business focus initiative. Businesses have gained exposure on our Facebook page and website. Jenny Fazackerly stated that the exposure had been a real bonus for her company and she had gained new customers and online sales from the article.

Most of the board members have submitted their copy. CG to chase up the outstanding board members for information.

15. Covid-19 - Supporting businesses in reopening

Board agreed that Barrow BID should fund some re-opening packs to hand out FREE to BID levy payers. The packs will include floor stickers and a poster. CG to work with PH and AK to design and cost the packs, obtaining online quotes and local quotes.

CG to work with the local council and partners to ensure that:

- The town centre is ready to open
- The town centre and local businesses are promoted

16. AOB

The Mail advertising campaign to promote small businesses during COVID – The board have been disappointed with the campaign and don't feel it has offered value for money.

Visit Barrow – CG to write a section on Barrow's Coastline before the next meeting and promote Barrow's coast for walking, cycling and exploring. Proactive promotion of Barrow prior to the 2021 Year of the Coast campaign by Cumbria Tourism.

17. Date for next meeting

Tue 9th June, venue TBC