

BID Board Meeting



Location: Virtual Meeting - Google Meet
Time/Date - 6.30 pm, Tuesday 9th March 2021

Attendees: Colin Garnett CG (Manager), Paul Hodgson PHo (Chair), Kay Bower KB, Phil Heath PHe. John Graham JG, Allan Kerr AK, Kieron Hart KH, Rowen McClure RM, Jonny Williams JW, Leslie McLeese LM and Sandra Collings SC

1. Apologies/introductions

Sandra Collings (Apologies given, but joined later)
PHo welcomed LM and JW as new directors.

2. Review of minutes from the last meeting

Minutes from last meeting agreed.
Electronic billboard advert – offered to hold price for 3 months advertising if the advertising started before 1st April. The directors unanimously agreed to accept the offer with the plan to advertise the re-opening of the town centre shops initially and later on to promote future events. JW offered Cando support if their logo can be included.
AK and CG to work on ideas for the advert.

3. Ballot Progress/2nd Term

Progress update provided by CG and PHo

- The proposal business plan draft 1 has been completed and sent to British BIDs and all Board of Directors.
- It has now been sent to Barrow BC Management Team for inclusion in their next full members meeting and they will publish the document online.
- Barrow BC to discuss at full council meeting on Weds 10th March
- CG has sent Barrow BC & Cumbria CC their baseline agreements and asked that they are updated by the end of March.
- CG to amend operating agreement and send to Keith Johnson and Rob Killip for feedback.
- CG has requested costings for ballot elements from Barrow BC, including database set-up, collection and invoicing of levies and the ballot process, as these appear to be out of line nationally with what other councils are charging their local BID's.

Budget

- Difficult to know an exact figure until the end of the financial year but Winders have discussed a figure with PHo.

Communications and Consultation Strategy

- CG has created a communications and consultation strategy to assist with the ballot process, including CG arranging meetings particularly with the top 20 highest levy payers, promotion videos, advertising plan and Cando interviews.
- Directors are working through the spreadsheet of levy payers to obtain contact details.

Charity Levy Discount feedback

- Not many charities have replied to the charity survey but a few have requested the 50% reduction in BID levy.
- Barrow BC have stated that offering a discount to charities will result in additional costs for the invoicing and collection of the BID levy
- National BID have confirmed that charities wanting the reduction could be invoiced for 100% of the BID levy and then allowed to apply for 50% back in the form of a grant, so avoiding Barrow BC extra charges. It was agreed to make a decision on this at a later date.

4. Events (Dino Day/FOT/Soapbox)

- Super Soapbox to take place on Sunday 29th August 2021.
Super Soapbox Challenge team are on board and CG has had meeting with BAE who are keen to be the event principal sponsors. Promotion for this event will start on Friday this week.
- Festival of Transport event to take place on Saturday 17th July, although it will be a scaled back event.
PHo to call FOT committee meeting next week.
- Dino Day was postponed from 10th April to a proposed date of 2nd October but Barrow Music Festival is the same weekend and Lancaster's Dino Day is on 3rd October. It was agreed to cancel the event for this year and look to re-arrange for possibly Easter 2022.

5. Empty Unit Promotion

RM has been looking in to the use of the website 'Completely Retail' who advertise all the details of empty and available commercial premises at less cost than other property agents. Barrow BID website could have a link to their website. RM wants to find out details of all the empty properties in Barrow and would populate the information on the website. All Directors agreed to proceeding with this.

RM to follow this up.

6. New Director application

PHo, RM and KB interviewed Cara Harvey of Nationwide and recommended that she should be invited to become a Director due to her enthusiasm about being involved with the BID and she would be a good representative of the finance sector of Barrow. This was unanimously agreed.

7. Vice-Chair position

PHo said that JG had expressed an interest in becoming the vice-chair and he asked if anyone else was interested. No one else volunteered and it was agreed unanimously that JG would be appointed to the position.

PHo to work with JG on the role.

8. Barrow Constellation Project

CG and PH had attended a meeting about this, but had gleaned little information to share with the Board. PHo proposed that the BID write to Barrow BC saying that they support the principles of the project. This was agreed.

9. HAZ Update

- HAZ have now appointed a project manager to take the scheme forward. CG will be meeting him next week.
- The cultural consortium have secured £100,000 to deliver a cultural virtual event run by Art Gene which will map Duke Street and highlight how premises used to be.

10. Business Seminars

JW is to build on the business seminar run by SL from Winders. He wants to run a weekly slot for Barrow BID on Cando, initially giving business support.

11. Non-essential business reopening - how do we support?

- Electronic advertising – discussed earlier in this meeting.
- Business support packs ready for collection from AK.
- Becs from Winders has been training on the legislation relating to businesses re-opening on 12th April and will hold a business seminar on this.

CG, PHo, JW and SL (Winders) to have a meeting.

12. AOB

- CG appeared on Granada reports, although the interview was edited.
- LM is running a Furness Extravaganza Event and will team up with the BID to run an Easter egg hunt/trail.

CG and LM to meet to discuss.

Date for next meeting: Tue 13th April 2021, venue probably virtual.