

# BID Board Meeting



Location: BID Office, Unit 7, Furness House, Duke St  
Time/Date - 6.30pm, Tuesday 7th Nov 2023

## Board Meeting Minutes

### 1. Apologies/New Director Applications

JF introduced JG and SB as new directors following their appointment at the last meeting.

Apologies received from JW

### 2. Review of Minutes

Minutes from the last meeting were confirmed by all directors.

### 3. Business Growth Grant

. Build a Bathroom - application for painting and exterior improvements to building, including shop front and upper floors. Unanimously agreed.

### 4. Social media update

Facebook Reach - 413,231

Facebook Engagement Rate - 8.7

Instagram Reach - 8,308

Instagram Engagement Rate - 6.7

Highest performing post - 38,036 (Santa Express)

### 5. Festive Events Programme (Update)

Free Christmas Tree Scheme - 137 trees delivered, competitions for the best-decorated window and tree entries open. Very positive feedback from businesses and on social media.

. Santa Express visit (Sat 2nd/3rd Dec) had to be cancelled due to the snow despite multiple attempts to get the train running. Everything in place for its return the weekend of 23rd/24th.

. Community litter pick was also postponed due to the bad weather, now rescheduled for Thur 11th Jan 2024.

. Natural Christmas Market was successful despite the bad weather leading to an early finish.

. Everything in place for this week's stamp card trail with all locations now confirmed.

### 6. Charity Open Day

MH has arranged a series of open days in the new year for town centre based charities to visit the BID Office and talk about ways of working together more closely.

7. **Shared Prosperity Fund**

Work ongoing to search for suitable suppliers and produce a plan for public realm improvements on Dalton Rd to match Portland Walk. Funding has also been awarded by W&F Council to run a community planting refresh of Portland Walk.

8. **Barrow Buzz/Business Awards**

Barrow Buzz - Everything is installed on Loqiva's end, the next steps are to be taken in the new year.

Business Awards - N/A due to director absence.

9. **Town Centre ASB**

PH attended a meeting with major stakeholders, with the problem of town centre anti-social behaviour being referred to the local Focus Hub to ensure it is a priority for local Police. We are working in partnership with other organisations to come up with both long and short-term solutions to address the problem.

10. **2024 Taster Events**

PH asked the board to think about ideas for new taster events in 2024 similar to the climbing wall, crazy golf & mobile cave that we delivered in 2023.

11. **AOB**

. First defibrillator has been delivered to Coastal Lettings. Awaiting quote for installation.