

# BID Board Meeting



Location: BID Office, Unit 7, Furness House, Duke St  
Time/Date - 6.30pm, Tuesday 13th June 2023

## Agenda Items:

### Board Meeting

1. Apologies
  - introduce Tyler (Work Experience)
2. Review of minutes from last meeting (Board Meeting sent 10/05/23, AGM sent 31/05/23).  
The board confirmed both sets of minutes.
3. Result of email vote minuted for the boards support of a grant application received from Jenny Sitites. JF abstained from voting. JF was awarded the grant
4. Business Growth Grant Applications
  - Unity Fest  
£500 application received for a contribution towards Unity Festival taking place Sat 7th July. Grant would pay for decorations and promotional material. Grant was successfully awarded
  - Tech Lab  
£1083 application received to update fascia signage, window vinyls and paint the outside of the property. Grant successfully awarded
  - Got it Covered  
£423 for new signage following relocation to new premises. Grant successfully awarded
  - Theatre Bar  
£12,500 application received for scaffolding, exterior painting, new windows and to bring building back into use. Issued raised by the board that work has already been undertaken to the property, with scaffolding visible etc. AK raised concern of no planning permission documentation for illuminated signage provided. Board decided to award £1000 for signage subject to planning documentation being provided. This is in line with the amount paid out for other applications for exterior improvements.
  - Grant working/application process  
The board discussed making some minor amendments to grant scheme wording:
    - remove need to pay back grant from events and change to make this at the boards discretion
    - Allow for work to be undertaken in house and for grant to just pay for materials to allow the grant funding to go further (especially with voluntary organisations)
    - PH to create separate grant form for events as current form is difficult to complete.
  - Proposal to purchase additional planters to fill gap at bottom end of Dalton Rd
5. Social media update (JFo)
  - Facebook Reach 218,716 - a 63% increase

- Facebook Reactions 2,412 - a 6.2% increase
- Facebook Comments 972 - a 261% increase
- Facebook shares 823 - an 82% increase
- Instagram Reach 11,612 - a 42% increase

## 6. Event Updates

### - Dino Day Review

Review document presented to BID Board. 25,000 in attendance based on footfall data (vs 16k last year). Feedback all very positive. Stamp card trail was very popular, therefore a larger print run needed for the FOT. Previously booked Sat 18th May for next years event.

### - Dog Show Review

Hot weather meant event was not as busy as expected, but the organisers put safety measures in place to combat this, although publicising this could have been better as it led to some negative social media activity. Not yet had time to review audience surveys in full, but initial feedback from participants looks very positive.

### - Natural Barrow Market (Sat)

Taking place this weekend. Market event supported by BID and RBST. All plans going smoothly.

### - FOT

Entries coming in steadily, still ahead of expectations vs last year. Lots of work to do this month getting everything finalised. Sponsorship from Orsted for "Green St".

### - Soapbox (inc soapbox builds)

All major contracts in place. Kart at Furness College nearing completion. Also purchased a second Kart. Board agreed to lend Barrow BID soapbox's to local charities

### - Future taster events

Surf simulator. Board agreed that the event should take place towards the end of the school summer holidays. PH to contact odin events to and set date

## 7. Hanging Basket Scheme/Dog Friendly Campaigns

Very good response to both schemes. Around 30 dog friendly packs handed out and around 45 hanging baskets which have all been delivered today. Tythe Barn have donated a selection of plants which will be used to fill the 'L' shaped planters along Portland Walk

## 8. Beyond Procurement Proposal

- Proposal sent to board for review. Board asked PH to contact other BID's who use this. Board agreed to not go ahead with the proposal.

## 9. Station Gateway Project

- Planning permission approved for one wayfinder but not the other. PH believes it is a lot of time, effort and money to regain planning permissions and make relevant updates to complete the project. Board agree that the project is unneeded at this point in time, especially with upcoming significant changes, and that the money/time would be better spent on other marketing projects. Board all agree that the project should now come to an end.

## 10. AOB

- JW would like to contact businesses and offer free publicising for competitions. JW to discuss further with PH
- SC would like to organise a 'princesses and pirates' event. SC to discuss further with JE, To be further discussed at next meeting

Date for next meeting: Tue 11th July 2023, BID Office