

## BID Board Meeting



Location: BID Office, Duke Street  
Time/Date – 6.30 pm, Tuesday 21<sup>st</sup> February 2023

**Attendees: Jenny Fazackerley JF, Kay Bower KB, Paul Hodgson PH, Sandra Collings SC, Jonny Williams JW, Allan Kerr AK, Jason Forsyth JFo, Melanie Corrie MC and John Edwards JE**

JF opened the meeting by introducing and welcoming the 2 new Directors.

1. **Apologies** - None
2. **Review of minutes from last meeting** – all agreed.
3. **Social Media Update (JFo)** – Facebook engagement has increased, with the biggest post being the BAE news. There have been more posts on Instagram, especially for the FOT. The reach is quite high considering there have been no recent events. JFo now has a regular Saturday 1 hour show on CandoFM talking about the BID. JFo requested that the Directors take photos when using town centre businesses and send these to him for posting. Over time photographs will be taken of each levy business (outside, inside and with staff) to use as a library for promoting businesses. Scott Street will be the first street to be covered.
4. **Business Growth Grants**
  - **Barrow Dog Show** – 10<sup>th</sup> June 2023. To be run by people experienced in running local dog shows. It will be held on the outside market and BBC have agreed to this. Some businesses are sponsoring the event. Any money made is to be donated to charities – Animal Refuge and a hardship fund at the new vets. Grant application was unanimously agreed.
  - **Wild Side Vets** – new vets have applied for a grant for a disabled toilet and an access ramp. Voluntary BID levy paid. They will become a levy payer in September. Grant application was unanimously agreed.

JW suggested that the BID provided window stickers to businesses who benefit from BID grant payments to show that the BID has supported them. Discussions were had about the Board's desire to have more smaller scale events within our events calendar (eg in school holidays)

5. **Levy Payments** – BBC have taken non payers for 2022/21/22 to court this week. 60 summonses have been sent out, but some of these will have gone to empty properties. Collections are generally on track. Winders Accountants are moving to Furness Gate and as the BID accountants this means that the BID registered address will move with them.
6. **Festive Lighting** – 38 sets of cross street lights were repaired under warranty and a discount was given towards the new sets of lights purchased which should be enough for the next 2 years. New lights will be put on the lampposts in Duke Street

as cross street lights can't be used. Some infrastructure repairs need to be done and it is hoped to get some of this done under the HAZ scheme, but this won't be confirmed till May. BBC will cover the cost of lamps that are broken. It was discussed that in the future some more elaborate motif lights may be purchased for the lampposts. The BID are hoping to have a Christmas tree erected on Coronation Gardens next Christmas, as the infrastructure is already there. It was agreed to purchase new lights for Duke St.

- 7. Talk Of The Town Competition** – Barrow has been shortlisted to the final 8. The 2 chosen winners will receive £10000 each, which, if successful, Barrow would like to use to buy event equipment. One BID member and one Council member have been given tickets to go to the final in London on 1<sup>st</sup> March. It was agreed that PH should go as he had done all the work on the application. JF praised PH for all his hard work in helping get Barrow to the final.
- 8. High Street Taskforce** – PH and JF have met with David Haughian and Helen Houston and a further meeting is planned in March. JF stressed the importance of partnership and working together.
- 9. Shared Prosperity** – Grimefighters have now cleaned most of Portland Walk. The planters are being made and the appointed artist has been on site. If the Shared Prosperity 2 application is successful it is hoped to look at extending the scheme to cover Dalton Rd.
- 10. Dino Day** – 20<sup>th</sup> May 2023 – Everything is booked. BBC have provided extra funding to have ranger training on the outdoor market. All event notifications have been submitted and planning is ahead of schedule. Quotes for programs are currently being requested. A funding request has been submitted to Orsted.
- 11. Dog Friendly Campaign** – Suggestion for a dog friendly week leading up to the dog show. Proposed to have dog friendly packs that businesses can apply for which will have a 'dog friendly sticker', a dog bowl for outside and treats for inside the premises. Sir Woofchester's is supporting this. A competition could be run to get people to photograph their dogs in the town centre. The board agreed to proceed with this campaign and suggested it might be better run over 2 weeks.
- 12. Festival Of Transport** – Entries have officially opened and 44 have been received already. Planning is well ahead of schedule. 4 Hovercrafts are attending. Pye Motors are supporting an electric event. CandoFM are to run the stage in Scott Street.
- 13. Soapbox** – 19<sup>th</sup> August 2023 – PH has had an initial meeting with Marshalls NW who have done a site visit and agreed to run the event. They will run the racing element and the BID will manage the advertising and all other work. It is planned to make the course fun with speed bumps and splash areas. Local people will be used for supplies. CandoFM will run the stage and commentary. Furness College will build 2 generic carts for the BID to use to support local groups. BAE are sponsoring the event and an application to Orsted is also pending.

- 14. Business Support Seminars** – This is to be held next Tuesday in the BID office 5.00 to 7.00 pm. There will be a guest speaker from Newsquest. The seminar is to teach digital marketing to interested businesses. So far 6 people have registered.
- 15. Newsletter** - BID Directors were given a draft copy of the newsletter which is to be sent out shortly and followed up with an e-newsletter. It is hoped to produce this quarterly.
- 16. Digital Town Centre Hub** – BBC is looking in to this but with the new authority being formed nothing will go ahead at present. BID is working with them.
- 17. Visit Barrow** – Currently run by Cumbria Tourism in partnership with BBC. Adverts are only being placed in key publications such as the Morecambe Bay Visitor Guide.
- 18. HAZ Scheme** - Various businesses have received grants, but the scheme has been oversubscribed. A few HAZ businesses have approached the BID to ask for grants for improvements. The grant scheme was removed for businesses in the HAZ as it was expected that money could be obtained through the HAZ scheme. It was unanimously agreed to reinstate the grant scheme to the HAZ levy payers, except for anything that would be included in the HAZ scheme.
- 19. Joint Events Committee (JW)** – Michelle Doherty is putting together an events committee, but when she invited organisations to meet with her they did not turn up. The intention is to co-ordinate events and use Visit Barrow as an umbrella. An events training event is planned.
- 20. Station Gateway** – PH is to meet with the planning department to try to find out about planning applications as several different parties are responsible for the various locations where the signs would be placed and they all have their own rules and regulations. This scheme has been ongoing for a number of years, but there has been no handover of information from the previous BID Manager.
- 21. BID-Ability** – PH has met with Les McLeese from FYP. They are looking in to making the town centre more accessible for people with various needs, raise awareness and educate businesses. Les is going to work with the BID to set up a procedure/training for businesses and possibly include some Makaton language training.
- 22. BID Team Training** – JFo is currently undertaking a digital training course and PH is to attend event management training.
- 23. Gin Festival** – The people who run the Kendal Whisky Festival are keen to bring a Gin Festival to Barrow.
- 24. CRM** – PH has reviewed the work done by his predecessor on setting up a CRM and has decided that he needs to start again from scratch. JF is to explore possibilities with PH.

**25. AOB** – SC shared photographs she had taken of a sleigh used for photo opportunities. She has the contact details of the company who supply these items.

**Date for next meeting: Tuesday 14<sup>th</sup> March 2023, 6.30 pm at BID Office**