

BID Board Meeting



Location: BID Office, Duke Street
Time/Date – 6.30 pm, Tuesday 9th January 2024

Attendees: Jenny Fazackerley JF, Paul Hodgson PH, Sandra Collings SC, Melanie Corrie MC, Kay Kane KK, Mai Harrison MH, Allan Kerr AK, Jo Grainger JG, Neil Hodgson NH, Simon Broadley SB and Jason Forsyth JFo.

- 1. Apologies: Jonny Williams JW and John Edwards JE.**
- 2. Review of minutes from last meeting –** these were all agreed.
- 3. Review of Christmas (since last meeting) –** stamp trail/ice rink and second Santa express visit. A review document was sent out for the stamp trail/ice rink event and feedback was received asking for a bigger rink. The ice rink was very popular and always busy. There was a large footfall on the day. Businesses reported that there had been a good increase in footfall for the whole of December. With the exception of the market event, all the other events encouraged people to move around the town centre. A negative comment received was regarding accessibility, but although this is always a consideration the ice rink is not an event that could be made accessible to everyone. Proposals under consideration for next Christmas include: a bigger ice rink, reindeers, Christmas market, Santa express (first weekend in December), Shop Barrow Day (to coincide with the Dickensian Festival) with perhaps a different focus, Natural Market, curling lane and stamp trail. All ideas to be discussed again in May meeting.
- 4. Festive Lighting –** the new Town Parish Council are in charge of festive lighting installation. PH applied and succeeded in obtaining a grant to get power supplies installed on the lampposts in Abbey Road to allow extension of the new lights in Duke Street on to Abbey Road. No new replacement lights need to be bought this year, but the Board agreed to the buying of new lights for the Abbey Road extension. They also agreed to look in to buying new lights for the Christmas tree. In amongst the lights that the BID have inherited from the Council are the 4 Merry Christmas motifs that were used on Portland Walk, The Town Hall and The Forum. It was agreed that the BID would pay for new white rope lights to be fitted to the frames to fit in with the white lighting theme of the rest of the town centre. It was also suggested that there could be some form of illuminated photo opportunity and that window vinyls could be put up in empty properties with further photo opportunities. The light switch on is likely to be on 16th November. PH is to meet with the Council to discuss the light switch on.
- 5. Social media update (JFo) –** Facebook has an engagement rate of 8.5% and Instagram 7.2%. Ideas for 2024 include: branching out with TikTok, showcasing businesses in the quieter months, meet the business owner and Directors talking on the radio slot. Social media reach is good, but the engagement needs to be increased.

- 6. Event Infrastructure** – PH successfully applied for a grant for matched funding for the purchase of a stage/exhibition trailer. The Board agreed to buy an ex-demo (new) trailer which would be branded and fitted with a sound system. It was also agreed to let PH purchase 2 more gazebos or possibly something a bit more substantial (if available). The Directors agreed to purchase a second hand lighting tower with a generator which can be used for illuminating the dark BID storage area. It could also be used for lighting at events and for powering speakers. It was also agreed that PH should obtain quotes and proceed with the replacement of the storage area gates that have been damaged in the bad weather and to make the area more secure.
- 7. 2024 Taster Events** – suggestions for future taster events include: crazy golf, cookery demonstrations, roller blading rink (summer or half term holidays), football events, inflatable football pitch, darts, drink festival and restaurant taster night. These ideas will be discussed further at future meetings.
- 8. Barrow Buzz Business Awards and Barrow Buzz Update** – it was decided that the event should be held in June as the original proposal of April (to include the launch of the Barrow Buzz App) would be too short a time to get everything organised and nominations submitted. PH is to meet with the Town Council to explore the possibility of the Town Hall hosting the event. A list of categories for nominations has been drawn up – about 10. PH is working with JW/CandoFM and SB/Furness Building Society on organisation/sponsorship and will liaise with JW when he returns from holiday. PH and JFo have been sent the initial version of the Barrow Buzz App to try. JFo talked through what was available within the App. The App uses the newest version of the software and Barrow are the first to use this. Initially the App will only be for town centre businesses, but there will be other information available about places of interest in the Barrow area. Businesses will be supplied with window stickers. CandoFM will provide the news links. Timeline – 22nd January start getting businesses on the App till 12th February, when there will be a soft launch of the App and a full launch will be at the end of February/March.
- 9. Business Training (Seedl)** – the BID could subscribe to online training with Seedl, which would allow levy businesses to access free online training within their own timescale. Other BIDs nationally use this provider and it was agreed that PH would speak to other BIDs to get their feedback and find out how much uptake they have in their area.

Furness College have been working with PH to explore the possibility of a TL work placement for a Year 11 student who is studying on a business management and administration course. The student would work with PH/JFo for 1 day a week in the first year followed by a 3 month full work placement. The BID can apply for funding to support delivery of the training. The placement would start in March and there is no obligation to pay that person. It was agreed that this should go ahead.

- 10. Shared Prosperity Funding** – this is for planters, artwork and deep cleaning in Dalton Road. PH showed pictures of the initial concept. Suitable planters can't be sourced locally. Artwork will be in the form of vinyls in shop windows rather than

physical artwork. Portland Walk needs replanting and PH is to approach the Town Council for help with funding.

- 11. AOB** – PH reported that in the last year for every £1 paid by levy payers the BID doubled that investment through grants/sponsorship/matched funding and they are on the way to trebling the £1 investment this current year.

Date for next meeting: Tuesday 13th February 2024 at 6.30 pm, BID Office