

BID Board Meeting



Location: BID Office, Unit 4, The Old Fire Station
Time/Date – 6.00 pm, Tuesday 28th January 2025

Attendees: Paul Hodgson PH, Jenny Fazackerley JF, Jonny Williams JW, Sandra Collings SC, Melanie Corrie MC, Neil Hodgson NH, Ashley Holroyd AH, John Edwards JE, Jackie Maguire JM, Emily Baines EB and Simon Broadley SB.,

- 1. Apologies: Jo Grainger JG, Kay Kane KK, Caleb Staples CS, Garry Date GD and Allan Kerr AK.**
JF said that CS has tendered his resignation.
- 2. Review of minutes from last meeting** – the minutes for November and December were all agreed.
- 3. Adult Learning Course – Team Building** – this event was initially intended to be a trial for just BID Board members. It was agreed to postpone the event and to rearrange it to allow levy paying businesses to participate as well.
- 4. Grant Applications – Sistahood** – an application for a grant towards holding an International Women Day Event in March. They have acquired funding from other sources and want to make it an annual event. Awarding of the grant was unanimously agreed. **Sweets Aplenty** - an application has been received for replacement windows/doors. The Board concluded that the grant application represented maintenance of the building which is excluded from the grant criteria therefore it was rejected.
- 5. 2025 Event Sponsorship** – PH and JW have produced event sponsorship prospectuses for the main events showing the sponsorship opportunities available. This gives a basis to work with potential sponsors. The main sponsor application for Soap Box sponsorship has passed its first stage. FOT mainly relies on its regular sponsors. Dave Day is attracting a lot of enquiries. Dino Day has not as many interested sponsors, as yet.
- 6. 2025 Festive Lighting** – there have been a lot of lighting failures last Christmas, mainly due to the bad weather. 96 strings of cross road lights have failed, over 3 times more than usual. The 'present' suffered significant damage in Storm Eowyn, but it is repairable. It is being dismantled tomorrow. The cost of buying replacement lights and extending the lights with lamppost lights in Cavendish Street and Dalkeith Street was discussed. The BID normally spends about £15000 per year on replacement and extension of the lights. The lights can be purchased at a discount of 20% if they are bought in January. The Board were shown options of purchasing a pre-owned additional Christmas lighting feature. These were a giant bauble, a giant reindeer and an archway bauble surrounding a seat. The Board voted unanimously to purchase the giant reindeer and to purchase the replacement and extension lights. PH will make enquiries about the storage required for the reindeer before purchasing. **Dalton Light Switch On 2025** – Dalton Town Council have asked the BID to organise this event again and have increased their budgeted grant based on feedback from last year. The event was

attended by a lot more people than had been predicted by Dalton Town Council. It was agreed that last year's event had stretched the BID's team resources and more people need to be employed to assist. It was agreed to go ahead with organising the event, but the BID needed to think about how to recruit a 'labour team'. PH to discuss possible dates with DTC to see if cost savings can be made by tying in with other events.

- 7. Barrow Buzz Awards** – JW said that due to Christmas and other commitments he hadn't been able to start organising this event and he thought that it would be too rushed to start at this time. Everyone agreed and it was decided to potentially hold the event in October. The Barrow Buzz App has 5 times more engagement than social media. BAE is pushing the App to new employees coming to Barrow. It was discussed about having a drop-in session for helping businesses to get set-up on the App. The last Business Breakfast proved very popular with about 100 attending. BAE and the Council both support the event.
- 8. Barrow Monopoly** – Hasbro has approached the BID about producing a Barrow version of Monopoly. It helps tourism, pride in the community and local businesses can sell the game. Lancaster did well with their version. The BID would have to purchase a certain quantity of games to distribute/sell as they wish. There are 24 customisable squares which can be sponsored. BAE has expressed an interest, as has Team Barrow and the W&F Councils Economic Development Team. The lead time is 26 weeks from when the artwork is agreed. It was agreed to explore this further, but not to put any time limit on it. Sponsorship options would need to be looked into.
- 9. AOB** – SC raised the issue of the derelict park area behind McDonalds and asked if it could be made into a community garden. PH said that there is a big expense involved with removing the surface laid for the former playground, but there is a possibility of some planters being placed there. JW asked about getting free town centre Wi-Fi. PH has discussed this with the Council, but due to the demolition work around the market area they had decided that it wasn't worth putting in the infrastructure until the work had been completed.

Date for next meeting: Tuesday 11th February 2025, 6.00 pm @ BID Office.