



BID Board Meeting

Location: BID Office, Duke Street
Time/Date – 6.30 pm, Tuesday 11th June 2024

Attendees:, Paul Hodgson PH, Jonny Williams JW, Sandra Collings SC, Allan Kerr AK, Mai Harrison MH, Kay Kane KK, Melanie Corrie MC, Neil Hodgson NH, Simon Broadley SB, John Edwards JE, Jo Grainger JG and Ashley Holroyd AH.

MH announced that due to getting a new job she was resigning from her Director's role on the BID. SC thanked her on behalf of the BID for her contributions.

1. **Apologies: Jenny Fazackerley JF and Emily Baines EB**
2. **Review of minutes from last meeting** – these were agreed.
3. **Event updates/reviews:**
 - **Dino Day** – this was extremely busy. It was the biggest event that the BID has ever put on. Survey responses have been very positive. There has been an increase in users of the App due to it being used in the stamp trail. It was agreed to re-book the event for next year with some possible changes to be looked into – having a 1 day event but extending the length of the days performances by having extra shows throughout the day and raised seating and disabled viewing area at the town hall (possibly using Forum's gallery for this), with the possibility of extending to 2 days in future years
 - **Dave Day** – it was agreed that the day was a total success. AH applauded PH's work on the event. The proposal for next year's event is to have a food and music festival spread throughout the town centre with multiple stages and taking place over 2 days. There would be no motorbike procession, but motorbike parking would be provided. Proposed dates re 21st and 22nd June 2025. Sponsorship would be needed. Woody is keen to be involved again and Dave Myers' widow has agreed to it. PH needs to discuss this with the Council. The event would probably extend in to the evening more than this year's event. MH said that the amount of work that PH had done made the event run seamlessly. PH said that working with the Council to hold the event had built up good relations and it had been a good team effort. FOT registrations are up as a result of the day, as some of the motorbikes are returning for this event.
 - **Pop up Crazy Golf** – 10.00 am to 4.00 pm on Saturday 15th June at the top of Dalton Road.
 - **FOT** – 20th July. Plans are progressing well.
 - **Dalton Christmas Lights Switch On** – the running of this event was put out for tender. The BID submitted an application and were successful. It is a commercial opportunity for the BID to generate revenue to allow it to run other events in Barrow. It will be run under the Visit Barrow brand. It involves a parade from Tudor Square and music acts by the castle.

4. **Social media update** – engagement and views have rocketed on all platforms due to Dino and Dave Days. The best ever post was one after Dave Day which gained 632 reactions.

5. **Barrow Buzz**

- **App update** – 1400 active users a month. Downloads of the App increased due to the Dino Day stamp card trail. It was suggested that in future the stamp card should be incorporated in the programme instead of being separate. It was also suggested to put on the App a map to show the various events on FOT day.
- **Business Awards (JW)** – this event has been moved to the 12th July. A comedian is booked and the Hive are providing a grazing table. The nominations have been shortlisted by the number of votes. In each category there will be a winner and a runner up and these people will be contacted shortly. The nominees will be invited to speak on the night, but if they don't want to JW plans to make a short video with them in their business to show on the night. The event is to be held in the banqueting hall and tickets will cost £25. The prize winners will get complimentary tickets, but everyone else will be paying for their tickets. 120 tickets are available. It was noted that JW has put a lot of work in to organising this event. It was decided that the prize in each category should be awarded by the Director who represents that category.

JE raised his concerns that more Directors should be involved in attending community events such as litter picking and community planting. It was agreed that Directors need to commit to attend events in advance so that PH knows who will be attending.

6. **Community planting update & hanging baskets** – the second event was not as well attended as the first event with the Council planting. Part of this was possibly due to it being a rushed through event to get the planting done before Dave Day. Portland Walk has been replanted and the new planters near The Mall, with just the last few to finish off. Funding came from Westmorland and Furness Council and Barrow Town Council. It was agreed to do a repeat of last year's hanging basket/tub scheme for businesses.

7. **Outdoor Films (MH)** – Forum are allowing the BID to use their film licence. MH is to pick about 15 PG or PG12 films from the list of available films and she will survey the Board to choose a film to show. Proposed date is Thursday 29th August. Venue is yet to be confirmed, but possibly the outdoor market. It will open at 4.00pm for the film to start at 5.00 pm. Popcorn and pop maybe available, but the aim is to encourage use of local businesses.

8. **AOB** – SC raised her concerns about charges for use of equipment by other organisations for events. This was as the result of an invoice that a local company had been sent for hiring a gazebo, barriers etc for a music event. PH explained that there is a list of fees that organisations are given prior to hiring and the fees are the same regardless of who is hiring, with the exception of the Council as the BID and the Council have a reciprocate agreement on sharing equipment. He explained the breakdown of the costs on the invoice and in comparison to hiring from an outside company the BID's charges are approximately a third of the cost. In addition to all the equipment having to be gathered together before the event, PH had returned at 11.00pm to collect the equipment and as it wasn't ready, he didn't leave till 1.30 am on a bank holiday morning. This did not incur any man hour costs to the organisers. Going forward it was suggested that if the company concerned are interested in running a free to enter event in the town centre in the future that PH could advise them on how to apply for sponsorship/grants.

Date for next meeting: Tuesday 9th July 2024. BID Office.