

BID Board Meeting



Location: BID Office, Duke Street
Time/Date – 6.30 pm, Tuesday 7th November 2023

Attendees: Jenny Fazackerley JF, Paul Hodgson PH, Sandra Collings SC, Melanie Corrie MC, Kay Kane KK, Mai Harrison MH, Jonny Williams JW, Neil Hodgson NH and Jason Forsyth JFo.

1. Apologies: Allan Kerr AK.

The Board were informed that the 2 applicants who had applied to become new Directors have both been interviewed by JF and SC/MC. They both interviewed very well and have a lot to offer. The interviewers recommended that they were appointed and this was unanimously agreed. The 2 appointments are Joanne from Coco Hair and Beauty and Simon from the Furness Building Society.

2. Review of minutes from last meeting – these were all agreed. JF asked if the Directors would like to agree the minutes of the September meeting as the amendments requested at the last meeting had not been sent to her. Everyone agreed that the minutes were a true record of the meeting.

Business Growth Grant Applications:

- **Got It Covered** – agreed to allow extra time for the work to be done.
- **Discount Footwear and Fascinators & Expressions** – both businesses have used their grants for suitable signage.

3. Events– Autumn Fest Review – the Directors have been sent a copy of the review document. MH reported that the initial 700 pumpkins had sold out within 2 hours and the next 250 in an hour. The event was very popular and people were queuing for the cave event and the pumpkins. Everything ran smoothly and they received good feedback. Local businesses reported that they were very busy and Cancercare raised £1300 from donations.

4. Social media update (JF) – Facebook has a bigger audience and the Christmas posts are doing well. Other social media also doing well.

5. Festive Events Programme (update)

- **Saturday 25th November – Shop Barrow Day** with free parking.
- **Christmas Tree Scheme** – good uptake so far.
- **2nd & 3rd December – Santa Express** – with Santa. Forum are to show Christmas films, with a free one for charities.
- **7th December 2.00 – 4.00 pm** Community litter picking involving many local businesses.
- **9th December – Natural Christmas Market** – about 20 stalls booked so far.
- **16th December – Stamp Card Trail** – including snowboard simulator, toy testing with The Entertainer, craft workshop at Cumbria Embroidery, Holiday Inn providing free hot chocolates and Ice curling rink.
- **23rd & 24th December – To be announced.**

6. **Digital Town Hub Update** – the Loquiva App name has been voted on by Directors as ‘Barrow Buzz’. The Board were shown images of how the app would look and it was agreed to have the blue colour scheme, but it was suggested that the logo should include a silhouette of the Town Hall and a bee. Everything is ready to be signed off and for the app building to start.
7. **Open Meeting Review** – the event was well attended by about 30 businesses who gave good feedback. The Directors and BAE gave short presentations. Points to take forward are:
 - In future meetings allow Directors to talk in smaller groups to their own business sector.
 - To continue looking to include side streets in events.
 - How to help the evening economy.
 - Social impact to be reported as well as financial impact.
8. **Summer Film Screenings** – MH suggested using the outdoor screen for free film screenings during the summer months. Outline ideas are to hold these around 4.00 – 5.00pm. People would be encouraged to bring their own chairs and picnic or use local businesses. Drinks and popcorn maybe on offer. The idea is to encourage families into town during the evening and help support the evening economy businesses, although not all shows might be for families.
9. **Barrow Business Awards** – JW has suggested this. Other BIDs including Lancaster do something similar. It would be like the Love Barrow Awards, but for businesses and the awards would be for best business in different categories with prizes (possibly cash/business support/professional services). Awards would be given out at a social event next year, possibly around Jan/Feb time but, if possible, it would be good to tie it in with the launch of the new app, possibly calling it the ‘Barrow Buzz Awards’. Nominations would only be allowed for town centre businesses.

10. AOB

- **Defibrillators** – the Directors agreed that PH should apply for funding towards the cost of having some defibrillators in the town centre. Each one costs £1500, but 50% funding is available (installation is extra). PH has talked to Greggs about the possibility of installing one on their new premises at the former Thornton’s shop as there was one there before the building was vacated. BAE are also interested in possibly having one on their Portland Walk premises and NH has agreed that one can be installed on his premises at the bottom of Dalton Road.
- **Shared Prosperity Project** – murals, planters etc for Dalton Road. Project to be completed by March 2025. The Council are supporting the project. Looking into using an empty town centre property to use as a workshop where volunteers could train to help build planters. JW suggested that AI public generated artwork could be used.
- **Community Council Planting** – the Council have obtained winter pansies and want the community to help re-plant the town centre planters. Additional funding maybe available for more plants.

- **Roanhead Holiday Park Development** – the BID have been approached about writing a letter of support for the project. It was unanimously agreed that as this is outside the BID area they are unable to get involved.

Date for next meeting: Tuesday 12th December 2023 at 6.30 pm, BID Office