

Barrow Business Improvement District
Tuesday 20th May 2018
Minutes of
Board of Directors Meeting
J L Winders Boardroom
Barrow-in-Furness.



1. Attendees Simon Craig, Kieran Hart, Sandra Collings,
Stephen Leonard, Phil Collier, Rebecca Jones, Nathan Morrow, Colin
Garnett.

Apologies Alison Meadows, Phillip Heath

- 2. Reviewing last minutes** Kieran has not been able to complete the minutes from the previous meeting. Action – Kieran to send Rebecca the notes and she will send a copy out. Action – Simon to send Colin all copies of previous minutes to be updated on the website.
- 3. Reviewing last actions** Covered in BID Managers report.
- 4. Financial Report** See attached full report.
Eventing budget – Need to put aside an eventing budget. Soapbox challenge first year cost could be £50k. Schools want to be given the chassis to then work on, due to health and safety fears. Need to make jumps, get straw bales, start/finish banners. Most items can be reused in upcoming years, but will need an initial outlay.
Look for sponsorship – ideally BID sponsors £10k, then look for 4 other businesses to sponsor £10k each.
Or plan a capped eventing budget - £100k including the Soapbox challenge for the next 3 years.
Action – Colin will pull together an eventing budget plan for the World Cup event, so the board can see where the costing is going.

Articles are being rewritten based on Lancaster's, as they were better written.

Just agreeing on the voluntary membership article – inside BID area pay a fee of £60 for membership.

Any business that is outside the BID area can pay to sponsor an event if they want to be involved.

Action – Rebecca to design a voluntary membership form.

5. BID Managers Report.

See attached.

All board members confirmed that they had read the report. Any questions?

Further update on signs – Phil C has spoken with Victoria and the signs are in production. Action – Phil C will update the board when he receives further info.

Any other actions Phil C will complete for handover. Insurance for events – Will need more insurance cover due to - Increasing number of people at the event and employee liability insurance to cover volunteers. Action – Phil C will get further quotes and update the board.

6. Marketing Manager Report.

Action – Colin will send report through before meeting in the future.

See attached.

Nurses Day – Advertised through Mail Chimp and Social Media. Through Mail Chimp 68 members opened the email. Social Media post was an invitation to join the offer, however did receive the message 'I wasn't invited to join this offer', on the invite. To combat this Colin would like to appoint BID ambassadors, so that emails go to one person in an area, and that person ensures that businesses in their area are updated.

Action – Colin to approach people regarding ambassador role.

GDPR – Action – Colin will send direct emails out to link people to a contact opt in/opt out form.

Nurses Day has cost £45 to promote.

Posters have been taken by local hospitals and care homes, although getting posters into FGH was difficult due to specifications needed (posters that can be wiped down etc.)

It's been in the Mail and shared by Morecambe Bay Health Trust.

Next time we won't put the offers on the posters, but a link to the site so that offers can be added, as some businesses missed the deadline this year.

World Cup Event – Prices for activities. One company will host 4 activities for £1800, with hotel included.

The Board agreed to this.

Additional activities – decorating the town, approaching Sports Direct to see if they can help.

Action – Colin to engage Phil Huck to see how they can support – market stalls, bunting attachment etc.

Need to look at licensing.

Action – Colin to gather more info and enquire who would be interested in having a stall.

Fan Zone – Big TV for matches, don't think that we will have time to turn this around with the cost of licensing etc, for something that trade would get little out of. Instead of fan zone, Colin would like to contact all the pubs to ask which are putting on the games and who will be family friendly and BID will promote.

Action – Colin to follow up

Car Show – updated in Managers report.

Having posters designed by a professional company – plan to do this going forward for the big events, so that there is a consistent professional look. Action – Phil C handing over to Colin.

Extra activities – Kieran has got costings, for street magicians and a bouncy castle. Looking at £200 approx. Board agreed this cost.

Need to look at booking entertainers in advance for future events.

Heritage tours – ongoing.

Ping Pong shops – Paul Ackred, British Table Tennis Association have been putting table tennis tables into vacant units. Market are interested in hosting, and do have free space, which may also be good for a potential grotto at Christmas.

Website – Colin has already made some adaptations, full detail in report.

Funding – Need to look at opportunities to apply for additional funding. For example the Coastal Communities funding.

TOB – Next meeting 17th May. Public release has been pushed back to end of May/beginning of June. BID need to decide what we want to run on which day.

7. Steam cleaning

Bin update – Action – Phil C to email Peter Buckley.
Steam Cleaning – Can we tender for someone to steam clean the bins, the seats etc to clear the algae. The board felt that the main focus needed to be the litter picking and then encourage pride in the area. Evening Mail looking for a big clean project. Plan a high street clean to coincide with the TOB.

Action – Simon & Phil C to speak with Evening Mail and LBTC regarding cleaning etc.

Rebecca/Colin to plan clean for August.

8. AOB

Christmas meeting – Friday 8th June 5:30pm. Ideas generator of what we want to do for Christmas followed by an open meeting at 7pm.

Action – Kieran to book Custom House Cellar room

Action – Colin to advertise open meeting.

Liz Cassels has approached saying she is interested in participating in fashion week next year. Nothing has been planned at present, although it is a potential for the future.

Amateur Dramatic Societies – potential for support at Christmas. Look at inviting reps to future Christmas meetings. Action – Sandra to table at BID board Christmas meeting.

Market toilets – Phil C has been asked to approach BID to see if they would consider funding toilets in the market. It was felt at this time, this is not something that BID would fund.

9. Date of next meeting

Christmas meeting – Friday 8th June 5:30pm at the Custom House.

Open Meeting – Friday 8th June 7pm at the Custom House.

Board Meeting – Tuesday 12th June 5:30pm at JL Winders.

