

KENDAL BID BOARD MEETING 01/02/2022

AGENDA

1. APOLOGIES AND ATTENDANCE

Attendance:

- Josh Macaulay [JM] (Chair and representing health and personal care)
- Tina Dulson [TD] (Representing tourism, hospitality, and evening economy)
- Jan Nicholson [JN] (Representing hospitality)
- Denise Thompson [DT] (Representing the service sector)
- Brent Ainsworth [BA] (Representing food and drink)
- Matt Williams [MW] (Representing SLDC)
- Sam Butcher (Representing SLDC)

Apologies:

- Nick Pitt [NP] (Vice Chair and representing large retail)
- Sam Berry [SB] (Representing small retail)
- Richard Moore [RM] (Representing office and professional services)

2. APPROVAL OF PREVIOUS MINUTES

- A. Minutes of last meeting approved and adopted without amendment

3. REVIEW OF ACTIONS

#	ACTION	FEEDBACK
B	NP to investigate what provision BID could put in place to form a group buying discount with different services	Update awaited from NP at next meeting as sent apologies
C	JM to get update from our consultants on progress regarding how we can improve access to the marketplace	Report now back from SLDCs high street consultant Diane. Our highways consultant Petros found county council officers were not keen to discuss things with him after having similar recent discussions with Diane. It was agreed that Petros's role will adapt to be more taking forward the next steps after Diane's report. MW will send over Diane's report to us.
D	ST to contact shopping centers and yard to see if we can find a location for a pop-up shop / seeding unit for new businesses to start from	JM had discussion with elephant yard management who thought they had a shop which could be suitable for a pop up shop. JM to provide some framework as to how this would operate for board and elephant yard approval.

E	ST to request information on the proposed Kendal cycle festival to see if we can support it	TD not been able to get any contact details for anybody involved with cycle festival. JM will speak to Rory from design works as he is very involved with Kendal cycling and then provide details to TD. Action closed.
F	JM to chase and obtain information on businesses, sign ups and downloads of parking perx	JM had contacted parking perx. See section 6 under projects review for further. Action closed
	JM to chase up outstanding shop front grant application forms from Pavers and Oo La La as these have been identified as target for high impact improvement	JM reported struggling to get the application forms back from these. Board agreed we should continue to pursue as improving these shopfronts would have high impact for the town.
	JM to open a new bank account for BID with Santander so we can access business services in branch.	JM reported the application was in and has been passed to the business relationship manager
	DT to create application form for training grants	This has been created and JM to put in Microsoft format from word then onto website for applications. Action closed.
	SB to investigate and complete a projection submission form to present to the board for consideration of formal adoption of this as a new project	Update awaited from SB at next meeting as sent apologies
	JM to contact landlords to see if anybody can provide a premises for Kendal people's café and then feedback to the café and Tim Farron	JM spoke to elephant yard who said they were already in discussion with peoples café about the potential of using the old KFC. JM will feed back to Tim Farrons office and peoples café that it sounds like this is sorted.
	JM to feedback to Stricklandgate house	JM has emailed response and explanation. Action to be closed.

4. FINANCE AND EXPENDITURE REPORT

Opening Balance	£70,832.20
Income	£126.91
Expenditure	£18,680.55
Closing balance	£52,278.56
Income analysis	£126.91 - Kendal giftcard
Expenditure analysis	£12,945.60 - SLDC Collection fees £3,492.00 - Contractor wages £1,800 - Monthly fee to parking perx £424.80 - Website hosting and email fees designworks £18.50 - Bank fees

5. PROJECT MANAGER RECRUITMENT UPDATE

- A. Job description and person specification for BID manager role now approved by the board
- B. Position to be offered on an external contractor basis therefore no employer/employee liabilities. Rate will be £153.84 per day offered on a 4 or 5 day per week basis for 46 weeks of the year. Unanimous board agreement.
- C. TD agreed to advertise the position and collate candidates for board review at next meeting. All candidates will be asked to provide a short video introducing themselves.

ACTION - TD to make job live on indeed and do press release for the position

6. REVIEW OF CURRENT PROJECTS

A. TOWN TRAILS (Tina)

- TD had liaised with felltarn and they are happy to produce the trails for us and they will be costed as per requirements
- The board discussed the benefits of the trails and came to a decision that the summer trail is the most effective and has high impact but the others less so and as such we will reduce the trails to just the summer one.

B. FESTIVALS (Tina)

- TD reported that she hadn't been able to get any contact details for the cycling festival from the previous project manager and as such BID support for that potential festival couldn't progress. JM offered to reach out to Rory at design works who is very involved with Kendal Cycling club to see if he might have contact details.
- No new festival funding requests received

ACTION - JM to contact Rory at cycling club for contact details

C. PARKING PERX

- JM had contacted parking perx to ask for data and impact assessment on parking perx deployment. A summary of their response is below.
 - COVID has impacted parking perx revenues so we have been unable to spend as much as planned on marketing in Kendal
 - So far parking perx has consisted of stickers on car park machines and offering posters for shop windows
 - Number of downloads of app nationally since Kendal launched: 1214
 - Number of new accounts created nationally since Kendal launch: 814
 - Active users in Kendal: 159
 - Number of Kendal businesses signed up: 24
 - Value of qualifying spends in Kendal businesses: £2,652.34

- Average spend per purchase: £14.90
 - Average uplift on previous average instore spend - 14%
 - Average perx earned per spend £1.34
 - Value of parking perx redeemed for parking £68.30
- All of the board members shared significant concerns that the results of parking perx have been dramatically less than we were promised when sold the scheme. The impact of the scheme is minimal perhaps even negligible and the cost will run into tens of thousands across the schemes term. The board all expressed that this was not a good use of BID funds and not value for money.
 - JM highlighted that £68 of free parking had been redeemed and we have paid £14,100 to parking perx. That money could have been used to pay for free parking every evening for the whole town centre.
 - JM reported he asked SLDC about the possibility of BID extending the closing time of Kendal multistory car park from the current 7pm to 11pm and parking being offered free after 7pm. This would cost in the region of £20k per annum which is less than the cost of parking perx and would give a significant boost to the evening economy and amenity of the town.
 - The board reached unanimous agreement that we should take legal advice on how to terminate the contact with parking perx and suspend payments.

D. BID WEBSITE (Josh)

- New BID website is now live and operational. Project now complete and can be closed.

E. SHOP FRONT GRANTS (Josh)

- No new shop front grant application forms received this month. Press release to go out in February to advertise second round of funding

F. COACH INITIATIVE (Jan)

- JN reported we are getting some more coach interest now and we are getting coaches into the town now COVID

G. DSCVR APP (Denise)

- Discover app is now live and is being updated in real time by the DSCVR team
- Next step is comms and marketing to publicise for public use
- DT agreed to take over this project and will arrange to speak with DSCVR and introduce herself as lead director and review comms plan

H. TRAINING GRANTS (Denise)

- Training grant scheme now live and application form on the BID website. Press release to go out in February to publicise for applications.

7. ANY NEW PROJECTS OR FUNDING REQUESTS

- None received

8. NEW DIRECTOR APPROVAL

- JM has spoken to Kim, Director at the Bristly Hog café who would like to join the BID board. All board members voted unanimously in approval.
- JM has spoken to Lee Hughes from Arnold Greenwood who expressed an interest in joining the board. He has asked to come and observe the next meeting which the board were pleased to invite him to.

9. URGENT BUSINESS ARISING

- Nil

10. CLOSE