

KENDAL BID BOARD MEEETING 04/01/2022

MINUTES

1. APOLOGIES AND ATTENDANCE

- Josh Macaulay [JM] (Chair and representing health and personal care)
- Tina Dulson [TD] (Representing tourism, hospitality, and evening economy)
- Sam Berry [SB] (Representing small retail)
- Nick Pitt [NP] (Vice Chair and representing large retail)
- Richard Moore [RM] (Representing office and professional services)
- Jan Nicholson [JN] (Representing hospitality)
- Denise Thompson [DT] (Representing the service sector)

Apologies from:

- Matt Williams [MW] (Representing SLDC)
- Carly Jones [CJ] (Admin manager)
- Brent Ainsworth [BA] (Representing food and drink)
- Simon Thomas [ST] (Project manager)

2. APPROVAL OF PREVIOUS MINUTES

- A. Minutes of last meeting (07.12.2021) approved and adopted without amendment

3. PROJECT MANAGER POSITION

- A. The board discussed our current project manager service and the options for who will be the 2022 project manager
- B. The board discussed and debated the pros and cons of continuing our current project manager contract into 2022 and reflected on the project manager service we have had to date.
- C. The board took a vote on whether to continue the current project manager contract into 2022 or re-tender the contract. The board voted unanimously to end the current contract and open the contract to new applications for 2022.

4. REVIEW OF ACTIONS

#	ACTION	FEEDBACK
A	ST to investigate what it would entail to run a teenage market and report back info by way of project consideration form	No feedback provided from project manager. The board resolved to not peruse this project further. Action closed.

B	ST to investigate what provision BID could put in place to form a group buying discount with different services	No feedback provided from project manager. NP agreed to take over this action and make enquiries with some services such as waste which we could offer a centralised group buying discount through.
C	JM to get update from our consultants on progress regarding how we can improve access to the marketplace	JM reported back that our highways consultant is working with SLDCs high street consultant and they will be producing a full report at the end of December with their recommendations of how we can open up community access to use Kendal marketplace
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	No feedback provided from project manager. JM agreed to take over this action and speak to landlords (neon sheep, wainwright centre, new shambles etc).
E	ST to request information on the proposed Kendal cycle festival to see if we can support it	No feedback provided from project manager. TD agreed to take over this action.
F	ST to chase and obtain information on businesses, sign ups and downloads of parking perx	No feedback provided from project manager. RM agreed to take over parking perx.
G	ST to approach Northern Rail to enquire about advertising on trains from Oxenholme to Windermere	No feedback provided from project manager. This action to be put on holiday until new project manager recruited.

5. UPDATES ON CURRENT PROJECTS

A. TOWN TRAILS (TINA)

- The board discussed that there wasn't clarity on the plan for the trails. Discussions between fell tarn who produce the trails and the project manager seem to have stalled.
- The board agreed that the feedback we have had on the trails is that businesses find them valuable, particularly as an activity to bring parents and children into their businesses and the board agreed that the trails should continue
- The board agreed that trails could be run in both paper format and electronically via the DSCVR app
- **ACTION** - TD to reconnect with felltarn and put together an annual schedule and costing of trails for board approval

D. FESTIVALS (TINA)

- JM updated that Whisky festival was a success and we are waiting for details from the festival organisers in order to pay over our grant contribution to them

- The board expressed an interest in supporting the proposed Kendal cycling festival as a grass roots Kendal festival which would provide revenue for local businesses.
- **ACTION** - TD to take over responsibility for reaching out to the cycle festival organisers to get information and see if they would like to fill in a funding request form

E. PARKING PERX

- The board noted that we hadn't had much feedback on parking perx regarding how successful its uptake has been amongst local businesses and the public.
- The board noted that there was supposed to be weekly meetings between parking perx and the project manager since its launch but no intelligence or impact assessment has been provided to us
- RM agreed to take over director responsibility for parking perx
- **ACTION** - JM to contact parking perx to update them that RM will be the new director oversight and CJ will be the day to day contact. JM also to request intelligence on parking perx deployment

F. BID WEBSITE (BRENT)

- The board noted that no progress has been made on the website since JM created the template and handed it over.
- **ACTION** - JM agreed to take over this project and will complete the website update ready to handover to new project manager when they are in post

G. SHOP FRONT GRANT SCHEME (JOSH)

- Three grants have been received and approved which are Shelley Knowles hairdressers, Harrys in the town and The New Union each to receive £500
- Feedback has been received from the conservation officer regarding the first two applications to say they are acceptable and requesting an image of Harrys hanging sign which we will provide. New Union application to be forwarded for conservation officer review also
- Application forms are awaited from Pavers and Oo La La who have been prioritized as businesses with high aesthetic impact on the town centre which the grant could help
- **ACTION** – JM to chase up outstanding application forms
- The board discussed a second round of funding to make provision for a further six shop front grants and unanimously voted to approve that keeping the £500 grant amount the same from BID but SLDC have also offered to match fund that.

H. ENCOURAGING COACHES INTO KENDAL INITIATIVE (JAN)

- JN reported that enquiries are increasing again now for coaches into Kendal
- JN is working with the County hotel too in providing coach assistance and going well

I. BUSINESS DIRECTORY (RICHARD)

- The board discussed that there has been difficulties getting a paper business directory into fruition due to there being regular changes in the businesses of Kendal as businesses open, close and move.
- The board agreed that the business directory has been superseded by the DSCVR app which essentially provides a digital directory of Kendal businesses. As such it was decided that this project is to close.

J. DSCVR town guide app

- The DSCVR app has now launched and the board discussed the need to market and boost its profile for it to have a good impact
- A £150 budget was approved at last meeting for facebook ads but this couldn't be actioned because a debit card was needed and the BID bank (Cumberland) said we couldn't have a debit card on a dual authorization account. JM proposed that the Cumberland banking facility is not meeting the needs of BID and we move the BID account to Santander who have a better product. The board voted unanimously to approve a move to Santander.
- **ACTION** – JM to open a new account for BID with Santander
- The board discussed that the admin manager is to be asked to send out communications and advertising about the app. DT offered to assist and suggested live stream posts could help gather traction similar to those done by Glasgow Live.
- **ACTION** – CJ to undertake communications work to promote DSCVR with both levy paying businesses and the public and liaise with DT

6. NEW PROJECT OR FUNDING SUBMISSIONS

- A. Teenage market – The board resolved not to adopt this project
- B. BID buying group – The board decided to await more information from NPs enquiries before making a decision on whether to adopt this as a project
- C. Kendal cycle festival - Awaiting funding request form from organisers

- D. Training and development grants – DT proposed a training and development grant scheme (proposal form attached). It was proposed that was a great way to provide BID benefits to businesses who aren't hospitality or retail such as the service sector. The grants would be paid to individual businesses to contribute towards upskilling their staff and to enable them to attend training courses. The business would have to demonstrate the invoices they have paid out which the grant would then fund. The board voted unanimously to adopt the project and approved 15 grants of £300.

ACTION – DT and CJ to work together to create an application form with terms and conditions so applications can be received for board consideration and approval alongside some criteria / objective scoring criteria on how to judge applications if the number of applications exceed the allocation

- E. SB proposed that a food and drink festival would be a great thing for the town. It was discussed that this could be held in the marketplace if we can use one of the permitted closure dates or perhaps on the common land of new road with SLDC permission.

ACTION – 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

7. KENDAL PEOPLE'S CAFÉ NEED A NEW HOME. CAN WE HELP?

- A. JM explained that BID has received communication from Tim Farron that Kendal people's cafe are looking for a new premises and could BID help / know anywhere that they might be able to relocate to through our network of business contacts?
- B. NP confirmed that Westmorland shopping centre sadly didn't have any suitable units at the moment. Other suggestions were Kendal Parish Hall, Wainwrights yard and Neon Sheep.

ACTION – 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

8. POP UP SHOP / SEEDING UNIT FOR NEW START UP BUSINESSES. CAN WE HELP?

- A. SLDC agree with BID that a pop up shop facility provides a great facility for small businesses to start up and test concept in Kendal but the premises they used to use for this purpose is now long term let and they council property stock hasn't got anywhere else available and suitable. Could BID take over this?
- B. JM suggested there was a strong business case as it fills an empty to unit saving a landlord the business rates fees, provides some income albeit small and starts up businesses that could move into their other units. Perhaps BID could do the administration of a pop up shop unit to make it more desirable for a landlord to provide a premises. The board were generally supportive of the idea.

ACTION – JM to contact local landlords with empty units to see if any of them would be willing to let a premises be used for a pop up shop

9. STRICKLANDGATE HOUSE HAVE REQUESTED BID EXEMPTION IN LIGHT OF CHARITY STATUS

- A. JM explained the case made by Stricklandgate house and their request for relief from the BID levy
- B. The board discussed the request. A director pointed out that who is charged the BID levy is laid out in the BID arrangements under the legislation (The Business Improvement Districts (England) Regulations 2004) and not within the jurisdiction of the board to amend unless it is the end of a BID term and a formal re-ballot is held of all levy payers.
- C. The board took a vote and unanimously voted that there is no relief or exemption available for any premises on the grounds of them being a charity

ACTION – JM to feed back to Stricklandgate house

10. URGENT BUSINESS ARISING

- A. JM and RM raised that they had received communication from the BID accountants terminating the service they provide to BID due to lack of responses from the project manager and admin manager meaning that BID now has 4 VAT quarterly VAT filings overdue
- B. JM explained that this came as a surprise as he had only been copied into one email from the accountants requesting information which he had asked the project manager and admin manager to action.
- C. All directors expressed concern at this situation and agreed the seriousness and importance of this matter.
- D. The board directed that an investigation be undertaken by the chairperson into why and how this happened with the project manager and admin manager.
- E. All directors agreed that if possible we should try to recover the relationship with the accountants and given them assurances that procedures have been put in place to ensure these filings are completed in time in future.
- F. **ACTION** – JM to conduct a full audit of accounts for the last 2 years
- G. **ACTION** – JM to undertake an investigation and present the findings at the next meeting
- H. **ACTION** – NP to try to recover the relationship with the accountants

11. MEETING CLOSED

CONSIDERATION OF PROPOSED NEW PROJECT FORM

Title of project Training and development grant
Outline / description of project To provide Bid levy payer's the opportunity to apply for a training and development grant of up to £300 including travel expenses. This grant should be used to further develop the skills of an individual, / business thus improving the capabilities of the business. This grant gives the business the opportunity to retrain and possibly offer a new service to their business which should lead to increased revenue.
Primary intended outcome or objective To increase an individual's level of skill and expertise To improve the standards of the business To Engage a staff member/Business owner with The Kendal BID objectives
Strategic fit with business plan and BID priorities <ul style="list-style-type: none">• Voice for business (champion the priorities for business to others)• Firm foundations (Invest in town infrastructure to make Kendal a great place to live, work and visit)• Kendal is a destination (Market Kendal as a destination through schemes, tourism and marketing)
Finance and costs A maximum of £300 including travel expenses
Time cost These will differ depending on the types of training offered.
Proposed benefits To support and retrain small business owners. To provide continued professional development opportunities. The opportunity to engage disenfranchised businesses to the new outlook of Kendal Bid.
Concerns, risks and disadvantages

There should be a maximum number of grants available Subject to financial status of the Bid. Evidence of the actual training and receipts of all costs relating to training must be provided. Consideration to business that have never gained financial support from previous grants deemed priority.

Conclusion

Hopefully this proposal will help improve the skill set of businesses in Kendal and engage business owners that have previously not engaged with the Bid before. This grant will allow the individual business owners the opportunity to gain continued professional development for their business funded by Kendal Bid.