

It’s your BID

Kendal Business improvement district is run by Kendal businesspeople for Kendal’s businesses. Kendal BID’s Board is made up of business owners and managers who volunteer their time to help our business community.

The Board take on projects and initiatives which they believe will be of benefit to Kendal’s businesses. It is important that the work they do delivers the BID key objectives:

* INCREASE IN FOOTFALL
* INCREASE IN BUSINESS CONFIDENCE
* INCREASE IN POSITIVE IMPRESSION OF THE TOWN & FESTIVALS
* INCREASE IN VISITORS FROM OUTSIDE THE AREA

It is also important that the projects and initiatives are ones that the you the business community believe are important to the you. We would therefore welcome your feedback on the BID and the projects and initiatives. We would also welcome suggestions of new projects and initiatives.

Please complete the form below to let us know how much you believe each of our previous, current and planned projects was or could be of benefit to your business and also to Kendal’s business community. Please rate each project between 1 and 5 with 5 giving the most benefit and 1 the least.

**Shop Front Grants**

This will be the second year of our Shop Front grants. A grant of up to £500 is awarded to a business to improve the outside appearance of their property. Objective: to improve the shop front and the ambiance of the town.

Benefit to your business 1 2 3 4 5

Benefit to business community 1 2 3 4 5

**Training Grants**

Providing grants for specialist training to help improve business services.

Benefit to your business 1 2 3 4 5

Benefit to business community 1 2 3 4 5

**Summer Trail**

A trail aimed at families during the school summer holidays with pictures to find in shop windows throughout the town. Objective: To increase footfall and spend, encourage visitors to the town whilst raising awareness of the diversity of Kendal’s businesses.

Benefit to your business 1 2 3 4 5

Benefit to business community 1 2 3 4 5

**Financial Support to non-BID organised festivals**

These including Torchlight, Kendal Cycling Festival, Unity Festival, Pride, Whisky Festival, Comic arts (gaming) Objective: To increase footfall and spend, raise awareness of Kendal as a destination, increase visitors.

Benefit to your business 1 2 3 4 5

Benefit to business community 1 2 3 4 5

**BID organised festivals.**

The return of the Kendal Music Festival and the new Folk and Food Festival, the Family Festival and the Christmas Celebration. Objective: To increase footfall and spend, raise awareness of Kendal as a destination, increase visitors.

Benefit to your business 1 2 3 4 5

Benefit to business community 1 2 3 4 5

**The Discover App**

An app that encourages people, both visitors and local’s to visit and discover Kendal’s businesses with an average of 900 people using the app each week. Objective: increase footfall and spend, raise awareness of Kendal as a destination, increase visitors.

Benefit to your business 1 2 3 4 5

Benefit to business community 1 2 3 4 5

**SEEDL on-Line Training**

Over 200 training modules that are free to all BID businesses and their employees. With courses in a wide range of subjects including business basics, customer service, sales and marketing, social media, mental health awareness. Objective: to help businesses improve their service and promote what they do. Therefore, increasing business confidence.

Benefit to your business 1 2 3 4 5

Benefit to business community 1 2 3 4 5

**Virtual TIC totem and QR information points & QR Shop codes**

A new initiative, which will provide the town with a tourist information point which has been missing for several years. There will also be Information points throughout the town giving information about the area they are in, telling them about the shops in each area and other useful information. Connected to this will be QR codes to go in shop windows which when scanned will give information about that shop. This can be tailored to each business, so you might want a link to your website, display your pricelist, show your menu. Whatever is appropriate for your business.

Benefit to your business 1 2 3 4 5

Benefit to business community 1 2 3 4 5

**Business section of “Visit Kendal”**

Supporting funding of a photographer to visit BID Businesses, take pictures and write a description of businesses for the Visit Kendal website and posting on social media. Objective: To increase footfall and spend, raise awareness of Kendal as a destination, increase visitors.

Benefit to your business 1 2 3 4 5

Benefit to business community 1 2 3 4 5

**Kendal BID recognises that not all projects will be as successful as hoped and therefore have stopped some projects if either of the below dropped projects were beneficial to your business please tick it.**

Parking perx

Kendal Card

**Which if any of the following are important to your business. Please tick those that are.**

Improved parking

Cleaner Streets

Later night parking

Safer town centre

Better public space

Improved signposting

Better street lighting

**What else would you like to see the BID doing for Kendal’s businesses and the Town**

Please return this form to BID Manager, Kendal BID, 18 Highgate, Kendal LA9 4SX.

Or email to manager@kendalbid.co.uk tel 01539 886622