

Kendal BID Board Meeting

Tuesday 6th February 2024

Item 1 – Apologies and Attendance

Apologies: Jan Nicholson and Lee Hughes

Not in attendance: Brent Ainsworth

In Attendance: Joshua Macaulay, Kim Davies, Peter Brendling, Sam Butcher, Tina Dulson, Denise Thompson, Karl Tchumack, Nick Taylor, and Helen Ladhams

Item 2 – Approval of Previous Meeting Minutes

The minutes from the Kendal Bid Board meeting on 3rd January 2024 were approved by the board members.

Item 3 – Administration and Communications Position

Peter stated that he has received 42 applications to date for the administration and communications position. He has shortlisted 11 prospective candidates and interviews have been scheduled with 7 so far. He has reported that, overall, the search for a suitable candidate is progressing well.

Item 4 - Finance and Expenditure Report

OPENING BALANCE:

£43,940.88

EXPENDITURE:

£16,785.00

CLOSING BALANCE:

£27,155.88

The board members were made aware of the substantial VAT bill, which, Joshua highlighted, should balance out once the rebate is claimed.

The new bills will be sent from the beginning of April 2024, and Peter also reported that Kendal BID can carry the current funds over into the term.

Approval of Accountants Invoice – All present board members approved the invoice of £1320.00 for the completion of the Company's Financial Statements for the year ended 30 April 2023.

Item 5 – Review of Current Projects

Town Trails – Peter mentioned that a quote was received from Felltarn for design along with other services (print is not included in the price, which is minimal). The board noticed that there was a 28% increase when compared to the previous year. The board members wanted to understand the increase in pricing, so Peter is to feed this back to Felltarn and enquire about the price increase.

Kendal Pride Festival (14th – 16th June 2024) – Joshua shared an application for funding from the organisers. The board members agreed that the feedback from last year's pride festival was that it was very successful and attracted visitors from London, Liverpool and Manchester alongside the local residents' significant engagement with the festival in 2023. The board approved the grant funding amount of £4,300.

Kendal Folk & Blues Festival (22nd June) – No new updates to report.

Unity Festival (20th July) – Nothing new to report aside from acquiring the date confirmation of the festival.

Family Festival (27th July) – Nothing new to report apart from there being a real focus on health and wellbeing during the 2024 Family Festival.

Kendal Live Music Festival (4th – 5th October) – Joshua reported that he is in the process of confirming the venues, and the preparations are progressing well.

Gaming Festival (7th – 9th June) – Peter mentioned that all is progressing smoothly and confirmed the dates to be 7th to 9th June 2024.

Christmas Lights Switch On (21st November) – Joshua to pick up with Jackie from Mountain Festival regarding securing a space as a base.

Discover – Peter presented the statistics with the board members regarding public engagement. The engagement was up by 3% from the previous quarter, which is good progress. The number of businesses engaged was 448 this quarter.

Peter mentioned that the stickers with the QR codes will further benefit businesses if business owners send over content to Discover, who have been contacting business owners to acquire content.

Training Grants – Peter stated that no new Training Grant applications have been received.

Quarterly “Grow Your Business” Sessions – Tina confirmed that the session which was to be held on Monday 12th February has been deferred because there hadn't been many responses. However, the session on Monday 11th March is to go ahead.

Tina proposed that a specialised, individual coaching workshop can be held for half a day, which would cost £250, and that we have a consultant who is currently generating a 12-week action learning program. The board members approved the £250 payment for the half-day training session.

Green Grants – A green grant from About Time café had been declined last month as the board thought the business was for sale. The café owner has fed back that the business is continuing to trade but in a reduced size premises. Peter was asked to work with the business to revise the grant submission to meet BID criteria.

Denise suggested whether it is worthwhile to consider having a contact who could visit businesses to assess and advise on actions businesses take to be more energy efficient and lower energy costs. The board members agreed that it may be worth having an internal energy-efficiency assessment system for businesses in Kendal to access.

Shop Front Grants – Peter stated that no new Shop Front Grant applications have been received.

Item 6 – Any New Projects, Submissions or Funding Requests

Elite Car Show Approach – Peter presented an informal proposal from the organisers of an elite car show in Kendal. He explained the premise of the proposal, which is for an elite car show to be held in the town centre, and stated that they are currently gauging levels of interest in the event. The organisers would like BID support with road closures for the event. The board members agreed that this type of event would be a fantastic family attraction and very good for businesses, which would attract many locals as well as visitors from outer areas. Peter is to feed the board members' mutual response back to them.

Coach Driver Voucher Scheme – Peter suggested whether it would be worthwhile for Kendal BID to introduce a voucher for lunch as an incentive for coach drivers coming into Kendal. The voucher would cover the cost of food and drink for the coach driver, and one voucher would be allocated per coach. The board members agreed to the voucher amount of £20.00 per coach which Peter can put in place.

Kendal Mint Cake Visitors Story Centre – Peter emphasised the significance of Kendal Mint Cake – a valuable signifier of the town's cultural heritage and history. He stated that it is renowned and specific to Kendal with a valuable story connected to the manufacturing and trading of Kendal Mint Cake; new products have been created to honour the original invention. Peter suggested that creating a centre to engage with Kendal Mint Cake's history would also be an additional opportunity to draw coaches into Kendal. The board members discussed agreed that there would be several elements involved to execute the proposal, so it would be great to begin the process with Peter approaching Romneys to gauge interest in this attraction project. Then the board will proceed once Peter has fed back their response in the next meeting.

Item 7 - BID Office

Joshua confirmed that the power is now back in the property and the "To Let" sign is scheduled to be removed by Wednesday 7th February. Tina updated the board members on the interior furniture that she and Peter have purchased/acquired so far on behalf of Kendal BID. She also proposed that the fitting of new carpets, which the present board members agreed to. Tina will get quotes.

It was also mentioned that the building would need to internally and externally repainted. Joshua responded that he will organise for the property to be externally painted. Regarding

the internal re-painting work, Joshua and Tina have volunteered to set aside some time to re-paint the offices.

Item 8 – Finkle Street Concept Update

Peter shared a free-of-charge concept that was provided by Stuart Postlethwaite, which offered an initial idea of how to reimagine the space that the birdcage currently occupies on Finkle Street. The board members agreed that the concept has allowed for more focus on the project, whereby the board members can begin the process of considering how the space can be used to add value and attraction to Kendal's town centre, and how it would be funded.

Nick expressed that the £13.5 million from the Levelling Up Fund will be used to fund the projects that the funding was originally proposed for. He stated that it is positive to receive a new idea/concept for the space on Finkle Street in order to engage with how it could best serve the town and that a consultation process with Westmorland and Furness will be upcoming.

Item 9 – Annual General Meeting 2024

The board members have agreed for the Annual General Meeting to be held on Tuesday 14th May 2024. The Town Hall has been noted by Peter as the provisional location for this meeting.

Item 10 – Directors Elections

Josh suggested that we recruit more directors to the board to increase the board size. He also suggested that the board members can assign voting rights to a representative from Kendal Futures and Westmorland and Furness council, as long as voting rights to these board-nominated individuals do not exceed 20% of the board.

The board agreed that there should be a press release for new board members and asked Nick from Kendal futures and Helen from W&F Council to consider whether they would be happy to be assigned voting rights.

Item 11 – Urgent Business Arising

Kim stated that she had received a letter of directorship requesting further information. Joshua has agreed to look over this once she has sent it over to him.

Tina mentioned that PHS Washroom Services would like to reach out to business owners who require cost-effective washroom services. She informed the board members that it was worth getting in contact with the company if any business would like a quote drawn up for services. A proposal is being put together for costings. Several board members responded that they will get in contact for comparison quotes for their businesses.

Karl suggested whether it was worthwhile to have a central space from storage and access to items across all businesses. The board members considered this to be a valuable idea and one to discuss in future meetings.

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