**Kendal BID Board Meeting**

1st August 2023

**Item 1 – Apologies and Attendance :**

Apologies were received from Tina Dulson

In attendance: Josh Macaulay, Jan Nicholson, Denise Thompson, Lee Hughes, Kim Davies, Karl Tchumak, Helen Ladhams, Nick Taylor. Sam Butcher and Peter Brendling.

Guests; Helen Watson – Moriarty, Anna Clough

**Item 2 – Presentation from Helen Watson- Moriarty & Anna Clough**

Helen Watson-Moriarty spoke about Visit Kendal which Kendal BID contributed £8000 to set up.in 2017. It currently has an average of 13,000 hits per month It is fairly unique as it is Ad free.

Anna Clough Gave a presentation on the work she had been doing and what they hoped to achieve going forward.

The meeting discussed proposed maps and leaflets. Josh proposed a joint events calendar, that would include all of the events. Anna said this was something that could happen.

Approval was given to fund Anna’s work by a further £5000. A further £5000 was approved for the printing of the Kendal leaflets.

The board also discussed the need for destination marketing.

**Item 3 - Approval of previous meeting minutes**

The minutes from the meeting were approved.

**Item 4 – Finance and expenditure report**

**FINANCIAL REPORT July 2023**

OPENING BALANCE

£44,7990.60

INCOMES

£ Nil

EXPENDITURE

£15,274.93

CLOSING BALANCE

£29.524.67

**Item 5 – BID renewal**

Peter reported the business plan now would not be going to W & F cabinet until October. This will allow more time for consultation. The Chairmans foreword is still needed for the business plan. There was discussion about the consultation, Peter said he had put out an indeed advert for the position of telephone market researcher and was waiting on applicants.

At the last meeting the chair had agreed to progress the consultation and drop-in sessions. It was decided that there should be a sub-committee formed to further the consultation process.

**Item 6 – Wildman Street and Flood defences**

Peter reported that he had been approached by a representative for the businesses in Wildman Street, regarding the lack of available parking near Wildman Street due to the flood defence works. Peter stated he had written to the Environment Agency to express our support of these concerns.

**Item 7 – Walking paths along the Kent**

Peter reported that he had been in discussion with Graham from Lakeland Lawnmowers about a new footpath along the Kent. The Board was happy to support the idea of the path.

**Item 8 – Flood Defences**

Peter also spoke to Graham about the flood defences along Aynam Road. Graham explained how he had been instrumental in working with Pilkington Glass to develop and get approval for a far better glass wall. Graham was asking if he could put in a small grant application to partially cover his time. The board felt this would be acceptable.

**Item 9 - Historic fountain**

Graham also asked for the BID’s support of moving a historic fountain to the grounds at Abbot Hall. The Boards was happy to support this.

**10 – Review of current projects**

**Town Trails –** Peter reported the trail was proving popular and a reprint of the map was required.

**Festivals :**

Family Festival – Peter reported that the family festival had been very successful with at least 500 people attending. There had been some very positive feedback on social media.

Gaming Festival – Peter has now received an email from Matt the event organiser, who stated that things had moved on and there was potential for a much larger event which would hopefully take place next year. There would be a small event this year which is planned for October.

Christmas Festival – Peter reported he had found some cabins to purchase but they were quite small and expensive. He is talking to a joiner about getting some made.

Music Festival – Josh reported that things were progressing as planned.

**Discover App** – Peter reported that Discover would be able to use the Visit Kendal software on their totem should this be the route chosen.

The Board found the statistics from Discover hard to interpret and requested an annual breakdown.

They also requested a copy of the contract between Discover and the BID.

**Training Grants** – A training grant application from Brighter futures was approved.

**SEEDL training –** Nothing new to report

**Quarterly Grow your own business forum-** Tina was not at the meeting so there was no further progress.

**Green Grants –** The Grant form is now downloadable from the website. It is mentioned on the website, however a new page on the website will improve visibility.

**Shop Front Grants –** Applications have been received from NO Hands Rest and MP studios where granted.

**11. Any new projects, submissions or funding requests –** A grant application for Stout Wars for £1000 was approved/

**12. BID office –** Lee has now had a chance to go through the lease for 1 Finkle Street and felt that should there be a wish to go ahead with taking on the lease then there was nothing major to object too.

**13. BID staff**

• **New position communication and admin officer**. Josh is to look at putting together a job description and to advertise the position.

**10. Urgent business arising –** A question was raised about the Kendal Market and how the number of stalls could vary significantly each market and that many stall holders were from outside Kendal. Josh explained his understanding that Kendal did not have a strong market for a number of years and as such it has been difficult to attract traders, or be selective and competitive around which traders attend. At the moment it can’t be enforced that traders pre-book pitches or pay a significant fee because the market is not strong enough to demand this and traders would go elsewhere. We are aware that this is a priority of the council and Glynn the market place officer is rebuilding the market and its traders but of course this takes a long time. The board discussed whether BID could support the markets in any way to attract more traders, stronger traders and perhaps particularly traders who are from the local area.

**Close**