

Kendal BID Board Meeting

7th June 2022

Item 1 – Apologies and Attendance :

Jan Nicholson and Nick Pitt gave apologies.

In attendance: Richard Moore, Josh Macaulay, Denise Thompson, Kim Davies, Lee Hughes, Brent Ainsworth Sam Butcher and Peter Brendling.

Item 2 – Approval of previous meeting minutes

The minutes from the May meeting were approved with one amendment made. At the time of the meeting the bank balance was approximately £25,000 with an expected remittance of £55,000 which had not cleared at that time.

Item 3 – Review of current projects

Town Trails - Josh reported that the town summer trail had been approved in principal at the April meeting and that the print costs were to be investigated. Tina reported that she had received quotes between £95 and £120 for a print run of 5000. A budget of a maximum of £250 was approved for the print. It was reiterated that it was important to get back competition entries to gauge the success of the trails.

Festivals – Tina reported that the Unity Festival which is only a couple of weeks away (18th June) looked to be well organised and with several exciting and innovative features. Tina recommended a contribution of £1,000 which would entitle us to a stall at the festival to promote the BID and our aims. Denise offered to help on the stall. Josh believed funding had already been approved.

The Rum and Gin festival would not happen until 2023

Other established Festivals are progressing.

Shop front Grants - Peter reported that 10 businesses had now been paid the grant and the rest had been informed and we are awaiting Bank details. Micro Dot which had been approved had moved and therefore no-longer needed the Grant and the Hostel had withdrawn its application.

There were three more shop front applications. A vote was taken on whether to extend the shop front grant fund as the original allocation of 12 businesses had been met. This was approved. It was suggested that a sub-committee be set up to approve further applications.

Coach Initiative – Peter reported that he had been informed that Cumbria County Council were not happy to allow coach parking at the rear of County Hall. He also stated that both the Town Council and SLDC would support the proposal of parking in the Sainsbury's car park. Josh suggested going back to County Council and finding out the true decision maker (Asset Manager).

DSCVR App – Denise and Peter reported that the weekly zoom meetings had been re-established. Progress was slow but being made. DSCVR had produced artwork for both business card and postcard sized promotional messages. New tiles for additional categories had been added and work had started on adding the BID to the app. It was suggested that DSCVR was advertised on the Festivals board on the approach to town. It was suggested finding out if it would be possible to advertise on the banners above the high street. Peter said that good photos of the Town were needed. It was suggested to approach Jonny Gios.

Training Grants - one training application. However, the training application was from a business out of the Levy area. Peter suggested that rather than offering grants, the BID should offer training courses instead. It was felt that this was a good idea and particularly social media courses. Training and grants should be offered for courses that will improve business not for courses that are essential for businesses to operate..

Making the Marketplace into an events space – Josh reported that the road closure 249 application would be submitted for 2023. For this year for festivals from September onwards a 16a application would be submitted and a meeting to progress the application had taken place.

Kendal Live Music weekend – Josh proposed a Live Music Weekend, similar to Lancaster Music Festival. Josh proposed it would be held over 20 venues with 100 live performances. The Timetable to be. June – Recruit venues and Acts, July - Match acts to venues, produce marketing material. August – Advertise September – Advertise Josh proposed a budget of £3,000 it was felt a larger budget was needed. A budget of up to £10,000 was approved. It was asked if the marketplace was to be used. Josh confirmed that it would. A question was asked about marshalling and security. It was suggested to approach the Torchlight volunteers. It was asked if an outside bar was proposed. It was felt if so an early close (9pm) would be best. Brent volunteered to oversee the bar.

Christmas Weekend - Josh outlined a proposal for a Christmas weekend and the costs this included the cost of cabins, road closure, Grotto, Santa, Decorations, reindeer facebook advertising and flyers/ posters the total cost was estimated to be £7130. There would be income for hire of cabins by businesses, a main sponsor and 4 other sponsors bringing in income of £3,100. The concept was approved and Josh is to take this forward.

Consideration of a new Kendal TIC – This was to be proposal put forward by Jan Nicholson, but due to time constraints and as Jan was not present this item was deferred to the next meeting.

Introduction of code of conduct and declaration of interest forms – Tina proposed that a Code of conduct be formally introduced and agreed to by Board Members. The concept was approved and a final code be drawn up. It was also approved that a conflict-of-interest form be drafted and be used going forward.

Training for BID Manager and Board Members. Training for the Bid Manager and for Tina Dulson as the nominated Director was approved. Once they had been trained they are to disseminate the information to the other Board Members.

Approval to support amendment to the Flood defence planning application – It was approved.

New project submissions and funding requests – a request for funding was submitted from the New Shambles for CCTV to help counteract vandalism. The request was for £500.

It was felt that agreement would be needed from the landlord to ensure continuation should the shop tenant's change.

Urgent Business arising – Tina gave an update from her meeting with Kendal futures. Including an event at The Venue, Town council approval of materials for stramongate, the levelling up fund, a feasibility study on setting up a Conservation Management plan and commissioning of a feasibility survey on replacing the one-way system.

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