

Kendal BID Board Meeting

Tuesday 5th March 2024

Item 1 – Apologies and Attendance

Apologies: Tina Dulson

Not in Attendance: Karl Tchumack

In Attendance: Joshua Macaulay, Kim Davies, Lee Hughes, Helen Ladhams, Peter Brendling, Sam Butcher, Denise Thompson, and Nick Taylor

Item 2 – Approval of Previous Meeting Minutes

The minutes from the Kendal Bid Board meeting on 6th February 2024 were approved by the board members.

Item 3 – Administration and Communications Position Update

The board members discussed the BID's fund projections and, based on the current available funds and current levy income, agreed to place a hold on filling the administration and communications position.

Item 4 - Finance and Expenditure Report

OPENING BALANCE:
£27,155.88

EXPENDITURE:
£8,999.02

CLOSING BALANCE:
£18,156.86

Joshua reiterated that the VAT rebate will boost the current available balance but the bank balance is low. Peter updated the group the current position of the levy income had fallen short of the projection that the levy income should amount to approximately £140,000 per year but as far as we can see only circa £85,000 has been collected so far.

The board members agreed that the next step is to ask Westmorland & Furness Council for further details on the levy collected total balance as well as any remaining levy income that has been collected and not yet paid. The board will then review the available funds once they have received further information to determine the best way forward for distributing the BID's budgeted funds in the new term.

The projected annual budget was reviewed. Joshua stated that it is particularly important to carefully consider the allocation of funds to the festivals such as Kendal Torchligh Carnival, and whether this should be revised moving forward in order to ensure that BID can meet all its financial obligations. Helen responded that the funds allocated to Kendal Torchligh Festival

from the Kendal BID budget are very much required, and it may be difficult to reduce the current allocated amount. The board mutually established that significant consideration must be given to reducing the outgoing expenses, too. Peter suggested whether the administration and communications position should be stalled for a longer period of time. Denise responded that this position is required to maintain communication and strong rapport with local businesses and levy payers throughout the year and should not be stalled for longer than is needed. Denise also emphasised the importance of having a financial reserve for the board to ensure continuity with ease – the board agreed.

Item 5 – Footfall Monitoring

Peter mentioned that Kendal BID is doing very well and is 8th overall from all the BID areas according to the statistics from Place Informatics. The board members agreed that January had been a good month. Peter also informed the board that the information services company can offer further services such as data accuracy based on specific location information (via phone signals) for £1,800 per annum. Denise suggested whether to allow the levy payers to decide and, thus, publish it in the newsletter. The board agreed. Peter will publish the details on the newsletter from which the decision to expand the services will then be made and discussed.

Item 6 – Review of Current Projects

Town Trails – Peter fed back the response that he had received from Felitarn regarding the price increase, which was that they would decrease the cost from £3,200 to £3,000. Several board members queried whether the services could be sourced elsewhere for a lower cost. The board reviewed last year's trail design and have agreed that it would be worthwhile to receive other quotations for the purpose of comparing services in correlation with achieving good value. Peter will retrieve further quotations for the board to review and make a decision.

Kendal Walking Festival (25th May 2024) – Peter presented the grant proposal to the board. Upon reviewing the proposal, the board felt that further information was required from the event organiser in relation to the cost breakdown. Peter will feed this back to the event organiser, and the board will once again review the proposal once the necessary financial breakdown has been provided.

Kendal Pride Festival (14th – 16th June 2024) – Peter updated the board that Kendal BID's grant funding of £4,300 had been allocated and sent to the event organisers for the family-friendly events (displayed on the current Finance and Expenditure Report), and there were no additional updates.

Kendal Folk & Blues Festival (22nd June) – Peter stated that currently nine acts have signed up for the event. He also mentioned that the owners of Ruskins would also like to be a part of the event and would like to source their own acts/musicians. He also mentioned that the marketing and advertising of the event is provisionally scheduled for the end of April/beginning of May.

Unity Festival (20th July) – Nothing new to report.

Family Festival (27th July) – Peter shared that interest has been shown for business to be a part of the festival.

Kendal Torchlight Carnival (28th September 2024) – Nothing new to report.

Kendal Live Music Festival (4th – 5th October) – Joshua reported that all venues (except for The Wine Bar, which will be confirmed with Tina at the next meeting) had been confirmed. He further suggested that, paying heed to the current situation of BID's available funds and projected annual budget breakdown, it would be worthwhile to reconsider the budget of this festival. The board discussed the possibility of providing venues with one or two acts for free and offering additional acts for a fee if the venue wanted more performances. The board agreed that the cost of the festival could be reduced by decreasing the number of acts, and the budget has been reduced from £20,000 to £12,000 for the event in light of BID financial constraints. Joshua shared that the acts/musicians for Kendal Music Festival will now be contacted and confirmed.

Gaming Festival (11th October 2024) – Peter updated the group that the event organisers have moved the date of the Gaming Festival to 11th October 2024.

Christmas Lights Switch On (21st November) – Helen shared that all is going well for the event and there is nothing more to report.

Kendal Mountain Festival (21st – 24th November 2024) – Joshua mentioned that he will need to schedule a catch-up meeting with the event organisers, and currently has nothing new to report to the board.

Christmas Celebration Festival (1st December 2024) – Nothing new to report.

Kendal Whisky Festival (6th – 7th December 2024) – Nothing new to report.

Discover – Peter stated that all is going well and that he has managed to display the stickers in several more businesses windows.

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

Quarterly “Grow Your Business” Sessions – Peter updated the board that the session on 11th March has been advertised, and five individuals have signed up so far.

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

Shop Front Grants – The board established that the entirety of the 2023/2024 Shop Front Grants fund had been used. They agreed that any new grants will now be considered when the 2024/2025 Shop Front Grants budget has been allocated.

Item 7 – Any New Projects, Submissions or Funding Requests

Coach Driver Voucher Scheme – Peter shared that it may be worthwhile to reduce the voucher amount from £20.00 to £10.00 due to the low bank balance, which the board approved. He also shared his draft design of the voucher and asked for suggestions regarding the best way to individuate each one. It was suggested that the coach drivers must have identity and proof of vocation documents, and a signature on the voucher is also required. Peter will further clarify the terms and conditions for voucher redemption and allocation. It was agreed by the board that the vouchers could be collected from the new Kendal BID office during specified working hours.

Kendal Mint Cake Visitors Story Centre – Peter reported that he had met with representatives from Romneys to gauge their interest in the proposal, who are keen on the concept. Peter also queried the prospect of applying for funding, to which Sam responded that it would be worthwhile approaching Westmorland and Furness Council.

Item 8 - BID Office

Peter mentioned that the painting of the three main rooms of the office had been completed by himself and Tina. He also shared the quote for the flooring from Westmorland Flooring for new carpets in the three rooms (including the fitting service). The board agreed that it was a reasonable quote for the carpet and fitting services, however, would like to be presented with two further quotations from other companies in order to make a well-informed decision. Peter will source further quotations for the carpets and fitting services, and will report back to the group at the next board meeting.

Joshua presented several suggestions (varying in cost) to the board regarding the office's heating options, which included either: using electric heaters, which would be cost-effective to purchase but would consume a significant amount of electricity; having wall-mounted heaters installed, which would cost more initially and would consume a considerable amount of electricity; installing energy-efficient heaters, which would have a significant upfront cost but wouldn't cost a significant amount thereafter. The board ultimately agreed that oil-filled radiators are effective and would be suitable for the new Kendal BID office space.

Item 9 – Jan's Invoice

Joshua stated that Jan wanted the invoice to be reviewed again in the board meeting, and shared the revised invoice from Jan with the board. The board members have mutually agreed that further proof of purchase is required before the invoice can be rightfully approved for payment. Joshua will feed the board's response back to Jan.

Item 10 – New Directors

Joshua shared that Brent Ainsworth and Jan Nicholson have stepped down from their Kendal BID responsibilities and formally resigned from the board. Joshua emphasised the importance of recruiting new directors to be a part of Kendal BID. Peter mentioned that he has had some interest from new directors. He will follow up with the interested individuals and report back to the board at the next meeting. The board agreed that Nick and Helen will be given voting rights at the Kendal BID meetings moving forward.

Item 11 – Urgent Business Arising

A funding application had been received from Kendal community theatre for a Kendal May festival with procession, songs, dance and stories to celebrate the coming of summer. The board highlighted that the funds in the BID account were only enough to cover Peters wages and other financial commitments already made and BID has no further head room for additional spending until the levy income shortfall is resolved. As such, the application will be deferred until the board have received more information from Westmorland & Furness council on the levy income position.

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