

Kendal BID Board Meeting

Tuesday 9th April 2024

Item 1 – Apologies and Attendance

Apologies: None

Not in Attendance: None

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

Item 2 – Approval of Previous Meeting Minutes

The minutes from the Kendal Bid Board meeting on 5th March 2024 were approved by the board members with the following amendment: the acknowledgement of the board assigning Helen and Nick with voting rights at all meetings moving forward.

Item 3 - Finance and Expenditure Report

OPENING BALANCE:
£18,159.86

EXPENDITURE:
£5,408.97

LEVY REVENUE AND OTHER INCOMES RECEIVED:
£13,681.24

CLOSING BALANCE:
£26,432.13

Peter confirmed that the Kendal BID balance is expected to increase by approximately £5,000 from BID levy collections.

Joshua referred to the broader concerns around the BID collections and shared the data of the uncollected levy from the recent years. He highlighted that the total amount of uncollected BID levy is approximately £80,000. The board focused on and discussed several possible approaches to collecting the outstanding payments, as was proposed by Lee and Kim. Denise emphasised the importance of being conscientious in the collection approach that the board members decide upon.

The board agreed that they are happy with Westmorland and Furness Council to remain responsible for generating and sending the Kendal BID levy bills to the levy payers on the basis that clear evidence and assurance of satisfactory enforcement is presented to the board. Therefore, Sam will report back to the board regarding the council's procedures and approaches to collection and enforcement in direct relation to the BID levy bills and outstanding balances. Once Sam has fed back to the board members, they shall decide how to proceed with the matter. The board highlighted that provisions must be specified as well as incorporated into the agreement with Westmorland and Furness council. The board unanimously agreed that payments over the covid period will be excused.

Item 4 – Review of Current Projects

Town Trails – Peter expressed that he had attempted contact with an independent artist, however, was not able to get through on both occasions. Regarding the maps and trail design, Peter presented the sample copies of a map by another designer which, he expressed, were able to print a minimum of 1000 at £2.12 per map – where they would design the map on Kendal BID's behalf. If the quantity was increased then the cost per map would inevitable increase on this basis.

However, the board agreed that the map and its overall design were not as elaborate and good value as the trail design maps from Felltarn. The board members agreed and confirmed that they would move forward with Felltarn, and Peter will progress with this.

Kendal Walking Festival (25th May 2024) – Peter stated that the news release for the walking festival was done. He referred back to the previous meeting, in which the festival grant application was discussed, and the board had agreed that more information regarding the breakdown of costs from the event organiser was required. Peter shared the updated application with more details regarding the cost breakdown. The board agreed that there was sufficient information for the amount required for advertising, however, disclosed that the amount requested for the event was vague. Therefore, the board will allocate the grant in two individual stages, where advertising funds will be allocated. Peter will feed the information back to the event organiser as well as request that a report of the event be provided in order for the board to review and grant amount requested for the event.

Kendal Pride Festival (14th – 16th June 2024) – Peter confirmed that the grant funding amount of £4,300 had now been paid to the event organisers.

Kendal Folk & Blues Festival (22nd June 2024) – Peter stated that more acts and musicians have signed up for the event, the program is progressing well and is on track.

Unity Festival (20th July 2024) – Nothing new to report.

Family Festival (27th July 2024) – Peter reported that everything is running smoothly for the event. He shared a concept that he suggested would be beneficial to the success of the event, which is a company that works with empty shop spaces and units. The spaces can be used for a maximum period of 13 weeks (rent will be paid to the landlord, and business rates will not be charged) where a popup business owner is able to occupy the space and proceed with their services during the period. Peter also iterated that the empty spaces could be used for games, activities, crafting, clothes-swap shops etc. Peter is to check who would pay the energy bills during the short term occupancy.

Kendal Torchlight Carnival (28th September 2024) – Peter stated that he has contacted Annette regarding the road closure for this event and is waiting to hear back.

Kendal Live Music Festival (4th – 5th October) – Joshua shared that he is in the process of booking and confirming acts and musicians for the event, as the venues are confirmed. He added that grants and potential funding avenues are also being explored.

The board discussed whether there was a way in which the event could charge for entry, and Joshua suggested that it may be worthwhile for the Family Festival to adopt this. Peter suggested whether there is an opportunity to charge vendors, and Kim proposed that there was an ideal opportunity for charity collections at the event, to which the board agreed.

Gaming Festival (11th October 2024) – Nothing new to report.

Christmas Lights Switch On (21st November) – Helen shared that all is in hand and there is nothing new to report at this point.

Kendal Mountain Festival (21st – 24th November 2024) – Joshua mentioned that he is to follow up with Jackie regarding the basecamp at the event.

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

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

Karl highlighted that an event or festival wasn't running from January to April and proposed whether it would be worthwhile to hold an event for continuity in order to help local businesses during this period. Tina suggested the idea of a masterclass with locally-sourced produce and an experienced chef. The board agreed that the event should be an indoor event and will discuss this prospect further for the following year.

Discover – Peter introduced a company to the board that would be able to cost-effectively display information relating to Kendal BID as well as promote a range of local businesses - an alternative to the totem, which the board agreed was too expensive. The concept would that indoor screens (with access to a wi-fi connection) would be installed and used for advertisements for businesses that are interested.

In relation to advertisement, Kim asked whether we still had leaflets circulating regarding the events and new as well as existing businesses in Kendal. The board noticed the lack of Kendal BID's presence on the Visit Kendal website. Peter is to contact Anna regarding this matter and report to back to the group in the next meeting.

In light of new businesses, Joshua confirmed that he has occupied Bootleggers, for which the aim is to be in service for Kendal Music Festival.

Training Grants – Peter shared the grant application submitted by The Factory Brews Limited. The grant amount requested would be used for acquiring two personal licenses. The board approved the grant.

Quarterly "Grow Your Business" Sessions – Tina and Denise expressed that the recent session was not as well-attended as had been anticipated. Denise shared that the session was incredibly insightful. The board considered whether offering more specificity for different business fields would be more appealing. The board is to discuss this further, and have agreed that a £10 fee is to be requested from individuals who sign up for the next quarter's session.

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

Shop Front Grants – Peter shared that two grant applications had been submitted. The first application from No Bull Marketing requested £500 towards the business' signage costs. The board acknowledged that funding can only be considered and granted for existing levy payers who have been a paying their levy for a minimum period of 12 months. The board agreed that they would happily review the application in 12 months if the business is still active and paying into the Kendal BID levy.

The second grant application submitted Bronya Emily School of Dance requested the sum of £500 for signage costs. The board approved the grant allocation.

Item 5 – Any New Projects, Submissions or Funding Requests

Kendal Mint Cake Visitors Story Centre – Peter distributed a proposal document, which detailed the concept, potential location, financial approximations (cost breakdown) as well as potential funding avenues. Peter mentioned that his meeting with Sam regarding the Kendal Mint Cake Visitors Story Centre was insightful and positive, as he shared that Sam had acknowledged that Westmorland and Furness Council would be able to support the project's progression and application process. The board mutually agreed that they are still keen on the concept. Peter said that he is sourcing potential locations for the project.

Item 6 - BID Office

Joshua conveyed that the new Kendal BID office would benefit significantly from having new carpets fitted. The board agreed that this modification would allow for the building to be equally accessible and welcoming. Peter restated that the best quote for the carpet and fitting service that he had received was from Westmorland Flooring, which the board approved. Peter will contact the company to organise this. Peter will also purchase the oil radiators for the office. Peter mentioned that he requires some assistance with setting up the broadband, which Karl offered to assist him with.

Item 7 – Urgent Business Arising

No urgent business arising.

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