

Kendal BID Board Meeting

Tuesday 6th August 2024

Item 1 – Apologies and Attendance

Apologies: Karl Tchumak and Sam Butcher

Not in attendance: Nick Taylor

In Attendance: Joshua Macaulay, Denise Thompson, Tina Dulson, Helen Ladhams, Nigel Byrom, Kim Davies, Peter Brendling, and Lee Hughes

Item 2 – Approval of Previous Meeting Minutes

The minutes from the Kendal BID Board meeting on 2nd July 2024 were approved by the present board members.

Nigel queried whether the Annual General Meeting would benefit from also having a set structure with minutes to record the key points, discussions and objectives shared. Joshua added that a structure would benefit and positively formalise Kendal BID and communications follow a conventional structure. The board agreed that a structure should be discussed and put into place head of the next AGM, where minutes are also recorded and shared with all levy payers, a balance sheet and chairman's report are generated and shared, and the members of the board are all present to respond to questions and queries, as they mutually emphasised the importance of transparency.

The board discussed the insurance policies currently in place for Kendal BID, and Peter confirmed that there are two: Public Liability Insurance and Management/Directors Liability Insurance. Peter stated that he will send the Management/Director Liability Insurance Schedule and Statement of Fact documents to all board members for their own perusal.

Item 3 - Finance and Expenditure Report

OPENING BALANCE:

£69,147.95

EXPENDITURE:

£12,108.91

LEVY AND OTHER INCOMES RECEIVED:

£57,182.62

CLOSING BALANCE:

£114,221.66

Item 4 – Collections Reports

Joshua summarised the purpose of generating a quarterly collections report for any board members who were not present at the previous meeting. He stated that the aim of this report would be to be able to have the information in one document, which can be referred to and used in order to create a recorded system of collecting as much of the owed levy total as possible. Peter shared that he had emailed Elaine at Westmorland & Furness Council to acquire business names, specific amounts currently owing, the period in which the payments are outstanding, and the overall unsettled balance on 9th July 2024. However, he had not yet received a response. Peter will liaise with Sam to acquire the information required by the board.

At the AGM a levy payer stated that they had not received their ballot papers and they had heard other businesses nearby report the same issue to them. Joshua explained that the Westmorland & Furness council electoral services manage the BID ballot, and this process is outside of Kendal BID's control. Peter raised this issue relating to the ballot papers with Anna at Westmorland & Furness Council. He fed back her response: if the business' rateable value is below £3,000 then they would not receive a ballot paper because they are not eligible to vote or required to pay the BID levy – only those required to pay the BID levy are eligible to vote. Those above £3,000 rateable value were all sent ballot papers.

The board members discussed the need to investigate the matter further and get a sample of businesses to see if they did receive ballot papers as the council are reporting. They agreed that it would be worthwhile to take a sample of levy payers in particular areas and assess the ratio of ballots received to those not received. Then they would be able to distinguish whether those who'd not received their ballot papers were affected by the rateable value threshold criterion. This samples process would allow for a thorough and well-documented follow-up.

Item 5 – Delays From Westmorland & Furness Safety & Events Committee (Approving Events)

Peter fed back the response that he had received from Sarah at Westmorland & Furness Council in relation to the delays in acquiring the necessary approvals (health and public safety) for events from the committee. The reply broadly stated that there is typically a 2-week response bracket from when the committee has received all necessary documents from the applicant and any external/public bodies/services cited on the application. The board emphasised the importance of a set timeframe as it would be beneficial for the time-sensitive nature of events. Joshua stated that he will write to the committee to ask them to commit to a set timeframe so everyone can work to the same shared expectation.

Item 6 – Footfall Figures

Peter shared the footfall figures with the board members and noted that 2024's figures are less than those from 2023. Nigel suggested that this may be due to the rise in the use of technology and online retail stores/services since the covid pandemic, which the board agreed would be a significant contributing factor to the decrease in footfall.

Several board members expressed that the town was not being advertised enough and hasn't had the reach that it potentially could have. Nigel suggested a dynamic approach to advertising, whereby an economical leafletted brochure is produced and circulated to feature regular events and markets, general business advertisements and offers, a graphic map etc.

He further elaborated that there are many assets to the town that may be overlooked by locals and tourists due to a lack of marketing and advertising visibility. The board shared some ideas that they have previously discussed, and Joshua suggested that the optimal solution may be a combination of past and present observations. The board mutually agreed that they will further consider and examine more ways in which they can assist and remove some potential barriers for independent businesses in Kendal, as they are keen to continue investing in the consistency, progression and success of Kendal's economy. Regarding the next batch of brochures, Peter will contact Anna at Visit Kendal for the quoted price of the next batch of brochures and share this with the board at the next meeting.

Item 7 – Totally Local

Peter summarised the nature of the Totally Local, a scheme suggested by Nick. He highlighted that the promotion scheme is designed to be led by business owners themselves to increase margins and boost business. The board acknowledged that the retail sector would benefit from further support, whereby cost-effective resources can be applied and adopted without being labor-intensive – with a particular focus on growth and margin expansion.

Item 8 – Review of Current Projects

Town Trails – Peter shared that the Town Trails are live and ongoing.

Unity Festival (20th July 2024) – Peter stated that the approved grant of £300 had been allocated. The general feedback from the festival was that, unfortunately, it was severely impacted by the poor weather conditions.

Family Festival (27th July 2024) – Peter fed back that the festival had been a success, and he had received significant positive feedback that the town's atmosphere was engaging, exciting, interactive and bustling with visitors.

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

Kendal Live Music Festival (4th – 5th October) – Nothing new to report.

Christmas Lights Switch On (21st November) – Nothing new to report.

Kendal Mountain Festival (21st – 24th November 2024) – Nothing new to report.

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

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

Discover – Nothing new to report.

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

Quarterly “Grow Your Business” Sessions – Peter expressed that there are no new updates.

Green Grants – Peter shared the application received from The Albion Social & Snooker Club in relation to installing solar panels to boost energy efficiency and reduce economic impact. However, the board stated that they would require further information regarding the unit before

they are able to decide. Peter will contact the owner and feed the information back at the next board meeting.

Shop Front Grants – Peter shared that several applications had been received, however, due to the limited time left, they would only discuss three of the applications, and had agreed that the remaining applications will be reviewed at the next board meeting.

The first application was received from Finkles Restaurant for the maximum £500 grant sum – to be used to contribute towards replacing the signage and external repainting. The board approved the grant application. Peter will feed this back to the business owner.

The second application received was from Ivy Bank Home & Gift for the maximum £500 grant amount. This would contribute towards woodwork repairs and repainting. The board approved the grant application. Peter will feed this back to the business owner.

The third application was received from 5 O'clock Somewhere for the maximum £500 grant amount. This would be used to contribute towards the costs for a new swing sign as well as window panels. The board stated that they require further information regarding the trading duration and an ownership-related query. Peter will request the information from the businessowner and feed back to the board at the next meeting.

The board also reviewed a retrospective grant application received for a D-Day event that was held at Kendal Rugby Club. The board members mutually agreed that the grant could not be approved due to its location set outside of the BID zone. Peter will feed this back to the event organisers.

Item 9 – Town Banner

Deferred until the next meeting.

Item 10 – Any New Projects, Submissions or Funding Requests

Deferred until the next meeting.

Item 11 – Any New Projects, Submissions or Funding Requests

Deferred until the next meeting.

Item 12 – Urgent Business Arising

No urgent business arising.

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