

Kendal BID Board Meeting

Tuesday 4th June 2024

Item 1 – Apologies and Attendance

Apologies: Nick Taylor

Not in attendance: None

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

Item 2 – Approval of Previous Meeting Minutes

The minutes from the Kendal BID Board meeting on 7th May 2024 were approved by the board members with the request to amend Karl's surname.

Item 3 - Finance and Expenditure Report

OPENING BALANCE:
£19,476.05

EXPENDITURE:
£ 7,603.10

CLOSING BALANCE:
£11,872.95

Peter shared with the board members that he had been informed on the progress of levy collections, which will significantly improve the current BID balance.

Item 4 – Review of Current Projects

Town Trails – The draft of the map was shared with the board members by Peter. He mentioned the interactive aspect of the tear off element to the map and, more specifically, whether it would be worthwhile to keep this. The board had no objections to this element as it is still serving its broader purpose of advertising.

Kendal Walking Festival (25th May 2024) – Peter stated that the festival was reported to be a success, and iterated that the initial grant application from the event organisers was agreed to be provided in two instalments, as the initial instalment of £603 was paid for the purpose of advertising the event prior to the date. However, the board agreed that £500 for the music and film element of the festival, as the board agreed that the footfall of the event wasn't enough to reflect the amount being requested in the original application. Peter will feed this decision back to the event organisers.

The board also elaborated on the conditions of grant applications for festivals and events, which would entail the event organisers providing the board with proof of expenses and receipts as well as a feedback form highlighting the overall footfall as well as general success of the event.

Kendal Pride Festival (14th – 16th June 2024) – Peter reiterated that the festival organisers had received their grant, and the festival had been advertised well.

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. He shared a concern regarding the Bird Cage, which currently has scaffolding up. This is due to be removed on 21st June 2024. Peter has requested to use Westmorland Homecare’s gazebos, which Joshua agreed to, and will aim to acquire another two gazebos from elsewhere.

Unity Festival (20th July 2024) – The board reviewed the grant application received the previous month for £1,000 from the festival’s organisers. The board members agreed upon reviewing the application and considering the potential footfall that they will grant a sum of £300 based on the new BID guide of weighting grants against footfall with the £ per person not exceeding the footfall. Peter is to feed this back to the event’s organisers.

Family Festival (27th July 2024) – Peter reported that everything is running smoothly for the event and is receiving more interest as time draws closer to the event. Peter will be prioritising the press release for the festival.

Kendal Torchlight Carnival (28th September 2024) – Joshua shared that the funding application was reviewed in the previous meeting but mentioned that it would be beneficial to revisit this as there are several questions that will be important to ask to the event’s organiser.

The board agreed that they would like to receive further information regarding the footfall and the expenditure and have agreed to the full £12,000 grant. Peter will update the expenditure spreadsheet and feed back to festival organiser.

Kendal Live Music Festival (4th – 5th October) – Joshua stated that everything is coming along rather smoothly, and the marketing for the festival will become the point of focus in the coming months.

Gaming Festival (11th October 2024) – Peter shared that a date hadn’t been posted yet.

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

Kendal Mountain Festival (21st – 24th November 2024) – Josh stated that he will follow up with Jackie as he is yet to hear back from her regarding the basecamp.

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 the date for the next session is to be arranged.

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

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

Item 5 – Visit-Kendal.co.uk

Peter shared a review document from Anna at Visit-Kendal.co.uk, which displayed how the website has aided the digital exposure of Kendal BID. The board mutually agreed that the website is an asset to the economy of the town and have approved the renewal of their services for another 6 months in principle. Peter will feed this back to Anna.

Joshua shared that a “What’s On” leaflet used to be produced and distributed, which may be worthwhile considering bring back as part of encouraging tourists to revisit the town. The board have agreed that Peter will ask Anna about the distribution locations and reach and feedback at the next meeting.

Item 6 - AGM

Peter brought to attention the error of the incorrect date for the AGM printed in the newsletter, which he will rectify. Other than that, Peter shared that everything is in order for this.

Item 7 – Town Banner

Peter shared the response received on behalf of Oxfam regarding the town banner, which stated that consent would be required from the property’s landlord. Peter will contact the landlord and send photos of the banner in order to progress this.

Item 8 – Any New Projects, Submissions or Funding Requests

Peter shared that there are no new projects, submissions or funding requests.

Item 9 – Urgent Business Arising

Peter stated that County Hall is up for sale.

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