

Kendal BID Board Meeting

Tuesday 5th December 2023

Item 1 – Apologies and Attendance

Apologies were received from Denise Thompson

Not in attendance: Jan Nicholson

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

Item 2 – Approval of Previous Meeting Minutes

The minutes from the Kendal Bid Board meeting on 7th November 2023 were overall approved with the following amendment: Brent Ainsworth is to be added to the names of attendees.

Item 3 – Administration and Communications Position

As Peter had reported back in the previous meeting, the previous administration and communications officer was hired on a short-term basis, which has now come to an end. The board approved that the position be made permanent, and Peter stated that he will post a live advertisement for the vacant position after the meeting.

Peter presented a Social Media Management Package to the board which could be used in the interim until a new admin and comms position is filled. Package Cost: £550 per month for generating and the management of posts and communications on Facebook and Instagram accounts (plus a further £50 per management of additional channels/platforms).

Lee proposed that it may be beneficial whether to invest in the foundations of social media marketing and communications, so that it will be easier for the prospective administration and communications officer to pick up when they are in post.

There was also a quote provided for a 2-day marketing training course for up to 10 people at the price of £2,400, which includes a day and a half of prep (however, the venue, food and drinks are not included in this service). The board felt this was expensive and wanted to investigate other options to see if better value could be achieved through other quotes from other social media and marketing companies.

The board agreed to the following: for Peter to seek further quotes for a similar Marketing and Communications Package so that the board may decide what is the best value.

Item 4 - Finance and Expenditure Report

OPENING BALANCE:
£68,442.51

EXPENDITURE:
£19,868.91

CLOSING BALANCE:
£48,574.20

Peter will follow up with SLDC collections regarding the funding and collections for next year.

Item 5 – BID Ballot Result

The positive results of the recent BID Ballot signifies the growing support for the Kendal BID, as it has been renewed for another five years.

Voting Comparison Table for 2019 and 2023 BID Ballot Results

	2019	2023
Total Votes	271	173
Votes (For)	165	129
Votes (Against)	106	44
% Votes (For)	60.89	74.57
Total Rateable Value	5,411,200	3,025,000
Total Rateable Value (For)	3,287,900	2,525,450
Total Rateable Value (Against)	2,123,300	499,580
% Rateable Value (For)	60.76	83.49

Item 6 - Review of Current Projects

Town Trails – There will be a health trail over the Christmas period. More information regarding the town trails is to be discussed at next meeting.

Gaming Festival – Peter reported back to the group that this event is going ahead. It has received support from Kendal College, Ruskins Bar, and the Town Council. Everything seems

to be steering in the right direction, and gaining traction in the media. The board agreed that £5,000 be granted to support the preparation of the festival.

Christmas Markets – Peter mentioned that he has put up advertisement posters and a press release has been organised. There will be a Santa's Grotto in Market Place – Craig Russell has agreed to adopt the role of Santa and Helen Ladhams will be Santa's Little Helper.

Mountain Festival – The board agreed that this festival was a success where a substantial amount of business was done with some sales at a record high.

Joshua confirmed that he has procured a space as a base camp for next year, so that this may draw more visitors into the town. He also mentioned how it would be wise for businesses to understand all terms included when offering support via venue hire and use of space.

Cycling Festival – Time would be required to go through with road closures. Peter will send an email and follow this up (proposed date: 1st May 2024 – however, this is not yet in the calendar).

Folk and Food Festival – The board felt the festival was well-received, however there could have been more food stalls which were difficult to secure, and food was having to be outsourced. It was considered whether moving forward the festival should be exclusively as a Folk Festival.

The board unanimously agreed that this festival should be modified to be a Folk Festival with a budget of £5,000. Peter is to confirm which dates will be reserved for the Folk Festival in June 2024.

Live music Festival – Joshua also fed back that some levy payers had suggested introducing a quarterly mini music festival which would focus on music from a range of different genre each time and the one main festival still in October. The board was supportive of this in general and it will be considered at the next meeting.

Road closures – Members of the board highlighted that there was an agreement from the councillors (Power of Local Authority, Section 249), which removes the need for road closures in the marketplace. This process has been stalled. However, Joshua is to pick this matter up again with individual councillors. There was a proposal to pass a formal resolution (with a vote on resolution – push and mandate required).

Family Festival – This is scheduled for the first week of the summer holidays. Unity has not disclosed any dates regarding this festival. The board have agreed to Peter's suggestion that the budget for this festival be increased to £8,000. Dates for this festival will be 20th – 21st July 2024).

Comic Arts Festival – Peter will touch base with the organisers to check if the location has been confirmed for 2024.

Discover – Peter spent part of the previous week gathering feedback for the new Discover QR code stickers. He fed back that they have been very well received. 50 have been distributed so far.

Training and Green Grants – Stricklandgate House: Peter requested more information about the quote that was received for the insulation work that the business would require a Kendal BID Green Grant for. The business owner clarified that the proposed insulation work is significantly more complex than a standard insulation service, and has also attempted to source other quotes but has received no response. Peter also mentioned that the business is also applying for the Lottery Grant to support the costs for soundproofing and maintenance work. The board unanimously agreed that a grant would not be allocated until further clarity is received, as they have concerns about the costings and how best to responsibly manage the Kendal BID funds to effective value. Peter will feedback to the levy payer.

About Time: The board agreed that because the business is on the market for sale, it would not be appropriate to grant BID funds for assets which would then be sold as part of any business sale.

Quarterly “Grow Your Business” Sessions – Peter and Tina will feedback and confirm the details for this at the next meeting.

Item 7 – Jan Invoice for Coach Services

The board agreed that in order for the invoice for gift bags that were made up by Jan to be processed and paid, proof of purchase is required. The board members would approve the payment once the receipts are received for the invoice relating to the items mentioned on the invoice provided by Jan.

Item 8 – Any New Projects, Submissions or Funding Requests

Tina proposed outsourcing barwatch security staff over the specified days in the run up to Christmas:

- Friday 15th December 2023
- Saturday 16th December 2023
- Friday 22nd December 2023
- Saturday 23rd December 2023

The rate is £21/hour from 7pm – 12am on each of the suggested dates. Tina also explained that if the board agree to move ahead with paying half of the total costs, then there will be security officers available from a central hub in the town centre on the specified dates, which is beneficial to keeping the streets safe during the busy evenings.

The board approved this funding request with Joshua’s additional suggestion that the service be extended to include security on Sunday 24th December 2023 and Sunday 31st December 2023, as these are some of the busiest days.

Item 9 - BID Office

Joshua confirmed that, as agreed by the board, Westmorland Group has taken the head lease for the new Kendal BID office, and the electricity should be switched on in the upcoming two weeks. Kendal BID will occupy the first floor space, and Westmorland Group will occupy the

second floor office space. He explained that the commercial rates for the two floors that Westmorland Group are leasing is £6000 per year. Therefore, the Kendal BID office will only pay for the first floor office space.

Joshua mentioned that the Kendal BID office will also have a meeting room for the monthly Kendal BID board meeting. For bills relating to the offices, Josh asked to propose some percentages on a sub-letting business. Josh proposed the possibility of installing a sub-meter to track electricity usage for the Kendal BID office space, so as to as accurate and fair as possible when dividing electricity and utility bills. The board agreed for Joshua to have a sub-meter installed at the office.

Joshua will leave copies of the new office's keys for the board members to see the interior structure of the new Kendal BID office.

Item 10 - Urgent Business Arising

There is an issue with accessing the CCTV recorder as the store from which it was bought and set up by is closed and does not appear to be in business anymore. Joshua to follow up with The Old Shambles to find the recorder so it can be brought back into action.

Lee noted that the recent Whisky Festival was enjoyable and a success, and proposed whether it would be worthwhile to support it in 2024. The board agreed the funding could be released from the previously approved funding application.

Josh highlighted that the loss of the advertising banner across the road at the town hall was a great loss to the areas economy and to local festivals. Sam and Helen mentioned that the banner that came down from the Town Hall, as the weight was being tested, but cracked the wall. Josh stated that a listed building application has not been submitted yet, and emphasised the significance of the building as an asset to the town. Sam and Helen are to follow up what progress has been made within the council to bring the banner back to use.

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