

Kendal BID Board Meeting

4th April 2023

Item 1 – Apologies and Attendance :

In attendance: Josh Macaulay, Denise Thompson, Sam Butcher, Lee Hughes Kim Davies, Karl Tchumak, Helen Ladhams, Nick Taylor and Peter Brendling.
Apologies received from Tina Dulson.

Item 2 - – Approval of previous meeting minutes

The minutes from the meeting were approved.

Item 3 – Finance and expenditure report

FINANCIAL REPORT March 2023

OPENING BALANCE
£76,181.75

INCOMES
£32.57

EXPENDITURE
£4,540.97

CLOSING BALANCE
£71,673.35

The Board asked for more financial information to be made available in the minutes. It was asked if this could be easily obtained through Quikbooks

Item 4 – Bid Ballot

The board discussed the BID's next term. It was felt that when the BID goes to ballot it should be for a "New term ballot" not a "re-ballot" as this allows for changes to things like the BID area. A proposal for a slightly increased BID area was considered and received favourably as the board felt it is difficult in reality to exclude parts of the town from BID activities and a one town approach would be much better for the success of the town.

It was agreed that the calculations for determining the amount of levy each business pays should remain the same. A consultation is required with all businesses existing and new who will fall within the new BID zone and it was agreed that British BID's be approached to do the ballot consultation process and assist with redrafting of the business plan for the new term following the feedback from the consultation.

Item 5 – Festival Charities

Denise proposed that our festival's raise money for charity. It was suggested that charities should be local and this was a great way to do something positive for the area. The Board approved this in principal. More information is needed with regards the regulations on street collections for charity.

Item 6 - Grants

No new application have been received.

Item 7 - Review of current projects

Town Trails – The board approved the go ahead for the Summer Trail and requested it be ready for the start of the Scottish school holidays

Festivals :

Cycle Festival – Peter reported that the road closure application had been approved and the organisation of the festival was on schedule.

Food Festivals – The road closure applications had now been submitted for all of the festivals. Peter reported that he had spoken to Catherine from Kendal Farmers Market. They can hire to the BID their gazebos at £30 per gazebo. Catherine is also going to talk to all of the FM stall holders about attending. Peter reported that apart from the Farmers market, he had had more interest from musicians that food and drink providers.

Family Festival – Peter reported that there had been interest in the family festival from Scouts, Guides, GT7 football academy, RSPB and others. Stramongate school would be happy for the school grounds to be used

Gaming Festival – Peter stated he had a meeting with Matt Burke about the Gaming festival and he would be submitting a proposal for the next Board meeting.

Christmas Festival – Peter reported that unfortunately the company that had previously been approached for hire of cabins had already hired their cabins out to Beeham Nurseries.

Music Festival – Josh reported that bands and venues have been signed up with more to come and that advertising to the public would also start this month.

Discover App – It was felt that not enough is being done to promote Discover and it does not come up on the first page of google. It was suggested that these issue are raised with Discover at the next meeting we have with them. Denise also reported that we had not received any updated statistics as these were done quarterly.

The virtual tourist information touchscreens for the high street are progressing and QR information points. Josh reported that representatives from Kendal Town Council were happy with the totems in principle and suggested it might be a good idea to locate one outside the town hall replacing the existing static information point. Josh will request to present to the full town council (or at least the planning committee) when we have the proposal and planning application drawn up. The town council representatives also suggested that we use the content from the Visit Kendal website on the touchscreen totems which was warmly received.

Training Grants – Peter reported that he had not yet visited hairdressers to inform them about the training grants but was hoping to do so this month. No new applications have been received.

SEEDL training – The SEEDL online training package for BID levy payers was operating well with a number of businesses signed up and actively using the courses.

Quarterly Grow your own business forum – As Tina was not able to attend the meeting a date could not be confirmed but this will be followed up at the next board meeting.

Item 9 - Introduction of code of conduct and declaration of interest forms – Lee had made slight alterations to the forms. These were signed by board members and held by the BID Manager

Item 10 - Any new project submissions or funding requests

Green Grant – Most businesses are struggling with energy costs and it was agreed that BID should help businesses with this by providing a green grant to make improvements and adaptations to their business that are good for the environment but also will help them keep their energy costs down. Things like insulation, draught proofing, making energy efficiency changes, new boilers, energy efficient radiators etc. It was agreed that a grant of up to £1000 would be offered to BID businesses to contribute towards works like this. A condition of the grant would be that approval for any improvement had to be obtained from the applicants landlord (where there was a landlord).

Unity Festival Grant - An application was received and approved to the amount of £1000.

PR and Social media package – We were contacted by a company who were offering PR, videography and marketing packages and they wondered if BID businesses could benefit. The board agreed that this was not something we would fund direct however it would be good to share the deal offered with all the BID businesses and this will go out in the next newsletter to BID members.

Item 11. Administrative support

It was suggested at the last board meeting that an additional member of staff could be beneficial as Peter the BID Manager is having a very large workload as BID activity ramps up including running many of our own festivals, various grants and all the other day to day BID activities. The board all agreed that this would be beneficial and this would be a good use of money in order to more things for the area and get more benefit from BID. Josh and Peter will review how the workload / responsibilities could be split between two people and come back with a proposal to the next board meeting.

Urgent Business arising – It was raised that businesses had been feeding back to BID that format of the Torchlight event last year (having a different parade from each estate converging on abbot hall) had been much less beneficial to businesses within the town. A board member also fed back that they had reports that segregating the different estates was encouraging rivalry and gang like separation between communities. Helen Ladhams who is involved with torchlight said that wasn't going to be the format this year and as such BID are happy to continue to support torchlight.

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