

Kendal BID Board Meeting

Tuesday 2nd July 2024

Item 1 – Apologies and Attendance

Apologies: Tina Dulson, Karl Tchumak, and Lee Hughes

Not in Attendance: Sam Butcher

In Attendance: Joshua Macaulay, Denise Thompson, Helen Ladhams, Kim Davies, Peter Brendling, and Nick Taylor

Item 2 – Approval of Previous Meeting Minutes

The minutes from the Kendal BID Board meeting on 4th June 2024 were approved by the present board members.

Item 3 - Finance and Expenditure Report

OPENING BALANCE:

£11, 872.95

EXPENDITURE:

£9,270.26

LEVY AND OTHER INCOMES RECEIVED:

£66,545.26

CLOSING BALANCE:

£69,147.95

Peter reported that a further £47,000 (approximation) has been collected and will be deposited to the BID balance soon.

Item 4 – Collections Reports

Joshua suggested that it would be beneficial to generate a quarterly collections report for the outstanding and uncollected levy balance for the board to take proactive steps in order to put a system in place and reduce the amount that is currently owed to Kendal BID. The board approved the idea and further added that Kendal BID's grants and funding opportunities will not be accessible for the Kendal BID members who are not up to date with their payments.

Peter will liaise with 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.

Item 5 – AGM Feedback

Joshua shared that the annual AGM was not as well-attended as hoped, however, he and Peter received some helpful feedback from the attendees. Joshua stated that there were queries regarding Kendal BID's support for local retail businesses to which the board members mutually agreed that they are keen for suggestions in which support can be extended to the retail sector but have not had many proposals or ideas. The board discussed potential ways in which Kendal BID could support the local retail businesses, and it was suggested that the BID could support local retail businesses by promoting and sharing their content and information across Kendal BID's social media channels. The board members agreed that this would be beneficial and want to do more to support the retail sector and are open to all suggestions of how to do this.

The board members also reconsidered whether there were enough available funds – after the projected annual budget forecast distribution and expenses – to consider hiring an administration and communications officer for Kendal BID, however, Kim highlighted that it was necessary to retain a float and to be aware of making any decisions that will reduce the funds substantially. The board agreed that Peter will start posting advertisements for businesses across the social media channels with additional focus on the businesses that haven't already been advertised.

Peter stated that concerns of ballots not being received had also been raised at the AGM, which the board agreed was a matter to discuss with Westmorland & Furness Council, as the balloting process is managed and administered is not something that Kendal BID is a part of. Peter will speak to Anna at Westmorland & Furness Council regarding the process and feedback at the next meeting.

Item 6 – Board Director Application: Nigel Byrom

Joshua shared that Nigel Byrom from Byrom's Furnishers had expressed interest in becoming a Kendal BID board member. The board acknowledged that he has been a long-established business owner in the town with experience that would be beneficial. The board members voted and unanimously agreed for Nigel to become a member of the board at Kendal BID.

Item 7 – Delays From Westmorland & Furness Safety & Events Committee (Approving Events)

Peter expressed that lack of response and communication from the events committee at Westmorland & Furness Council. He mentioned that he had contacted them on numerous occasions regarding the events and festivals. However, there has been no acknowledgement. He also highlighted that other individual had experienced the same issue.

He highlighted his concerns regarding the time-sensitive nature of the festivals and events, and the delay in acquiring the necessary approvals from the committee.

Joshua responded that it would be worthwhile for Peter to discuss this with Sam regarding timeframes for the approvals and acknowledgement of receiving requests and applications for approval.

Item 8 – Review of Current Projects

Town Trails – Peter shared that the trails were live as of 1st July 2024.

Kendal Pride Festival (14th – 16th June 2024) – Board members fed back that there was a less visible effect of Pride in the town centre, and it seemed to have a different feel to the year prior. Denise emphasised that the poor weather conditions will have affected the overall success of the festival, its activities and the overall footfall.

Peter shared that the event was very well-received and had received positive feedback.

Kendal Folk & Blues Festival (22nd June 2024) – Peter shared that the event was very well-received and had received positive feedback.

Unity Festival (20th July 2024) – Peter mentioned that he will pay the event organisers the agreed grant sum of £300.

Family Festival (27th July 2024) – Peter reported that the festival has been well-prepared, especially in relation to the planned activities and events on the day such as archery, a climbing tower, crazy gold and several other engaging activities. The board expressed their mutual opinion that it sounds as though the event will be thoroughly enjoyable for the visitors and businesses, as well as a huge success. Peter also said that there will be a substantial attention and efforts dedicated to social media advertising in the runup to the festival.

Kendal Torchlight Carnival (28th September 2024) – Peter has updated the projected expenditure spreadsheet and is awaiting a response from the event's organiser regarding the further information on footfall and a detailed outline of expenses required as a condition to granting the £12,000 grant.

Kendal Live Music Festival (4th – 5th October) – Joshua reported that all the bands and venues are booked, and it was outlined that if any of the venues are not up to date with their levy payments, then they will not be able to participate in the event.

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

Kendal Mountain Festival (21st – 24th November 2024) – Joshua fed back to the group that he had discussed the basecamp with Jacqui; however, it had been concluded that the possibility would be based on resources. Joshua will continue to liaise with Jacqui.

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

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

Discover – Peter shared the quarterly review with the board, which accentuated the increase in traffic and an increase in long session times of three minutes and more.

Peter also reported that the issue with the stickers will be reprinted to ensure that their adhesive quality is optimal and to a high standard.

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 reported that a new Green Grant application had been received from the owner of Home Designs for £1000 to contribute towards the purchase and installation of solar panels for the business’ energy efficiency purposes. The board members reviewed the application alongside the breakdown of expenses and approved the grant.

Shop Front Grants – Peter shared that two applications had been received. The first was from Home Designs for the maximum £500 grant sum, however, the board concluded that further information regarding the schedule of works is required prior to reviewing the application more closely. Peter will feed this back to the business owner.

The second application received was from Jo Vincent: Glass Studio for the maximum £500 grant amount. This would contribute towards the permanent signage for the studio and shop. The board approved the grant on the condition that the business owner is up to date with levy payments. Peter will feed back to the owner.

Item 9 – Town Banner

Peter expressed that he had now received landlord consent for a new town banner to be placed between Oxfam and Betfred properties in replacement for the one that was removed from the town hall. Joshua will instruct the planning application to go ahead.

Item 10 – Any New Projects, Submissions or Funding Requests

Nick shared that Kendal Futures are focusing on a scheme with the town council to restore the exterior of buildings that have not been well-maintained for substantial periods of time.

Item 11 – Urgent Business Arising

No urgent business arising.

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