Kendal BID Board Meeting

Tuesday 7th May 2024

Item 1 – Apologies and Attendance

Apologies: Denise Thompson, Helen Ladhams, Nick Taylor, Tina Dulson, Sam Butcher
Not in attendance: None
In Attendance: Joshua Macaulay, Kim Davies, Lee Hughes, Peter Brendling, and Karl Tchumak

Item 2 – Approval of Previous Meeting Minutes

The minutes from the Kendal BID Board meeting on 9th April 2024 were approved by the present board members.

Item 3 - Finance and Expenditure Report

OPENING BALANCE:
£26,432.13

EXPENDITURE:
£ 7,186.08

LEVY REVENUE AND OTHER INCOMES RECEIVED:
£230.30

CLOSING BALANCE:
£19,476.35

Peter informed the board members that he had been updated on the levy collections and that a total of £50,278 has been collected so far.

Item 4 – Review of Current Projects

Town Trails – Peter shared that Fell Tarn have received their first payment. He also stated that the aim is for 150 businesses to be signed up and that everything is progressing accordingly in time for July.

Kendal Walking Festival (25th May 2024) – Nothing new to report.

Kendal Pride Festival (14th – 16th June 2024) – Peter restated that the grant funding had been paid and the festival is ready and waiting to go ahead.

Kendal Folk & Blues Festival (22nd June 2024) – Peter mentioned that the bands are signed up and the systems are booked. He has submitted an application regarding the birdcage. He

informed the board members that he had also applied for the relevant road closures, for which he has received confirmation of the receipt of his application. Regarding traffic management, a traffic management company is required under the road closure application and Joshua emphasised the importance of having this in place for the purpose of safety.

Unity Festival (20th July 2024) – Peter shared a funding application received from the festival's organisers, requesting £1,000. This amount would be used for activities, performance and demonstrations as well as to bring people together and increasing footfall. The board members acknowledged that £1,000 had been allocated for the previous year. Karl suggested that in order to make the decision on granting the funding, it would be beneficial to receive input from their fellow board members in order to make a collective, well-informed decision as attendance was low at this meeting. The present board members agreed that this application will be discussed at the next meeting.

Family Festival (27th July 2024) – Peter reported that everything is going ahead as expected for this festival, and he has plans to specifically focus on the marketing aspect a month prior to the event.

Kendal Torchlight Carnival (28th September 2024) – Peter shared an application from the event organisers, which requested £12,000 to fund creative workshops that provide street performances within the street festival, as well as cover the costs of the creative artists, community and school workshops and collaborations. The board members concluded that it would be beneficial, at this stage, for Peter to request further detailed information regarding the costings. The board agreed that the festival is fundamental in its appeal to families as well as adults and highlighted that it is one of the major festivals in Kendal – benefitting and positively impacting local retailers and hospitality businesses.

Kendal Live Music Festival (4th – 5th October) – Joshua confirmed that the process of booking in the bands has started. He also mentioned that the event's social media marketing and advertising campaign has been initiated to draw traction at this early stage with a focus on gradually increase its momentum over the next for weeks and months.

Gaming Festival (11th October 2024) – Nothing new to report. Peter stated that the dates are still to be confirmed and that there were no new updates on the event's website.

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

Kendal Mountain Festival (21st – 24th November 2024) – Joshua followed up with Jackie and Paul from KMF regarding creating a mini-basecamp in the marketplace this year to draw festival goers into the town centre. Peter is to contact the markets manager from W&F council to see what space footprint we could have.

Christmas Celebration Festival (1st December 2024) – Peter shared that this event is going ahead as expected, however, expressed that it may not be financially feasible to hire the cabins. The board members agreed that the farmer's market marquees would be requested for hire as a effective alternative instead.

Kendal Whisky Festival (6th – 7th December 2024) – Karl expressed that the interest in this festival is increasing rapidly. The board are aware that a funding application has not been submitted yet, and also discussed how the festival would benefit from occupying more space

as the interest in the event develops. The board will discuss this further at the next meeting when the other board members are present.

Discover – Nothing new to report.
In relation to advertisement, Kim asked whether we still had leaflets circulating regarding the events and new as well as existing businesses in Kendal. The board noticed the lack of Kendal BID's presence on the Visit Kendal website. Peter is to contact Anna regarding this matter and report to back to the group in the next meeting.

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

Quarterly "Grow Your Business" Sessions – The board members acknowledged that once the new Kendal BID office is ready, the meeting room would be a suitable space for the sessions.

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

Shop Front Grants – Peter shared that a new grant application had been submitted. The application from Charlie's Bar requested £500 to contribute towards the costs of painting, labour and scaffolding for the front and rear of the business' building. The board members agreed that to grant the amount on the basis that the business owner is up to date with their levy payments, which is a new condition to satisfy in order to access Kendal BID's grants and funding opportunities.

Item 5 – Visit-Kendal.co.uk

Peter expressed that he had received a response from Anna regarding the presence of Kendal BID on the Visit-Kendal website. He shared the document with the board members, which highlighted the website's positive impact on the board. Karl suggested that it would be beneficial for Kendal BID's logo to have a hyperlink, which would take an interested user directly to Kendal BID website. Peter will feed this back to Anna.

The board discussed the "What's On" leaflets (displaying all events and festivals in Kendal), which could cost £1,833 plus VAT for the print and distribution of 12,500 leaflets. Some board members highlighted the need for the leaflets as there is an appeal for access to printed information about events and attractions, as there is a clear demographic for the leaflets.

The board agreed to discuss this further at the next board meeting when all board members are present.

Item 6 – AGM 2024

Peter reported that the original finalised date for the AGM is Tuesday 14th May 2024. However, he proposed pushing it back to late May or early June. He also mentioned that he has spoken to Debbie at the townhall regarding the venue and is waiting to hear back. The board agreed that early June would be a suitable time to hold the AGM. Peter will propose a date for the AGM in June at the next board meeting.

Item 7 – Any New Projects, Submissions or Funding Requests

Peter re-proposed the concept of the screens for marketing and advertising purposes to the board members. Lee emphasised the importance of where the screen are located, as it would be most beneficial to businesses if it is in full view to attract tourists and visitors. The board members agreed that where the screens are placed is key to the concept being viable in its purpose. Joshua shared that, without the interactive component, the screen concept for advertising and marketing businesses may not attract as many tourists as the board would hope. The board agreed that the interactive element is significant and will discuss this further at the next board meeting to reach a conclusive decision.

Item 8 – BID Office

Peter updated the board members of the progress of the new office: the carpets should be completed by the end of the current day, the broadband issue is fixed after Karl's assistance and support, and Peter has purchased the oil radiator for his office space. Joshua offered to provide a television screen for the office's meeting room, which he will arrange over the coming weeks.

Joshua restated that the annual cost for Kendal BID to rent the shared office space alongside Westmorland Group Holdings is £3,500. The board have agreed that this will be paid in regular monthly instalments to Westmorland Group Holdings, and Lee will draft a licence to occupy agreement.

Item 9 – Urgent Business Arising

The board agreed that it would be beneficial for there to be a page on the website where interested directors and levy payers are able to apply to become a board member. Peter will follow through with this and express the board's search for new board members in the newsletter.

Close