

**Kendal BID**  
**Full Board Ordinary Meeting**  
**Minutes 03/08/2021**

**1. Attendance and apologies**

In attendance:

- Josh Macaulay [JM] (Chair and representing health and personal care)
- Brent Ainsworth [BA] (Representing food and drink)
- Jan Nicholson [JN]
- Simon Thomas [ST] (Project manager)
- Richard Moore [RM] (representing office and professional services)
- Tina Dulson [TD] (Hospitality)

Apologies

- Carly Jones [Admin Manager]
- Nick Pitt [Large Retail]
- Matt Williams [SLDC]

**2. Approval of last Minutes**

Minutes approved and adopted.

**3. Review of actions**

- a. Town Trails – ST reported the Unlock Kendal trail now is up and running.
- b. Business plan – JM reported that the Business Plan was ongoing.
- c. Parking Perx- ST had obtained a price for vinyls to advertise PP in WSC. Possible grant for publicity from SLDC still under consideration.
- d. Coach scheme leaflets – ST had delivered leaflets to JN. JN had checked County Hotel and restocked their dispenser.
- e. Ambassadors – ST reported that he had arranged a meeting with JN to agree a formal proposal to send to SLDC.

- f. Business Directory – TD agreed to chase Felltarn for draft copy.
- g. Food Festival – ST reported that CN Events suggested the cost of a food festival would be between £30-£50k. The Board decided to defer the suggestion until 2023.
- h. Town App – ST had contacted DSCVR and received a cost break down and an agreement to join this meeting

#### **4. Review of current projects.**

- 4.1 Gift card – The Board discussed the viability and relevance of KGC and suggested that we may discontinue it.

**ACTION: ST to meet Miconex and report back at the next meeting.**

- 4.2 Town Trails – ST reported that the current town trail was proving very successful and popular.

Following an enquiry about paid advertising on trail maps, the board resolved not to have advertising as it was not universally beneficial to all levy payers.

**ACTION: TD agreed to formulate a plan for trails through the year.**

- 4.3 Business plan - JM reported some progress on the Business plan and a draft to be circulated.

**ACTION – JM to circulate draft copy**

- 4.4 Parking Perx – ST reported that PP are engaged in onboarding businesses in Kendal. ST had obtained a price for vinyls to advertise PP in the shopping centre and suggested that PP might pick up the costs of design and print. The board discussed sites for display and suggested the former Thomas Cook unit might be suitable.

**ACTION: ST to contact PP to arrange.**

- 4.5 BID Website – JM suggested that in order to save money, we use Word Press to create a new BID website in house and migrate to the current site. The board agreed. TD and BA offered their assistance in adding content and formulating pages.

**ACTION: ST, JM TD and BA to liaise on delivery and report back.**

- 4.6 Aesthetics – JM reported that the shop front scheme is now live and encouraged Directors to display the posters provided and ST to add to business facing social media.

**ACTION: ST to add the shop front scheme to social media.**

**ACTION: JM to write a press release to publicise shop front scheme.**

4.7 DSCVR App – The board received a presentation and demonstration of the DSCVR App and were able to question the creators about marketing costs and content. BA proposed and RM seconded that we commission DSCVR to produce the App for Kendal subject to satisfactory T&Cs. The proposition was carried unanimously.

**ACTION: RM to review T&Cs and report back.**

## **5. New project submissions.**

**Food Festival:** The board agreed that the cost was too high at the moment to pursue this

**ACTION: ST was asked to pursue the possibility of a continental style market.**

**Stout wars and beer festival:** The board had received an enquiry from The Factory Tap for assistance in facilitating a Stout wars Festival in Kendal. The board decided to review this when a formal application had been received. They also decided that assistance would depend on involving more businesses.

## **6. Comms and PR.**

The board agreed that ST should set up new business facing social media channels to communicate more effectively with levy payers and retain current channels as public facing facility.

## **7. PM. Report**

ST reported contact with Joe Barratt of The Teenage Market following suggestion from MW. It was agreed to pursue the possibility of holding such an event in Kendal.

**ACTION: ST to liaise with stakeholders to try and arrange potential dates.**

Meeting closed.