

**Kendal BID**  
**Full Board Ordinary Meeting**  
**Minutes 02/11/2021**

**1. Attendance and apologies**

In attendance:

- Josh Macaulay [JM] (Chair and representing health and personal care)
- Richard Moore [RM] (Representing office and professional services)
- Tina Dulson [TD] (Representing tourism, hospitality and evening economy)
- Simon Thomas [ST] (Project manager)
- Jan Nicholson [JN] (Representing hospitality)
- Matt Williams [MW] (Representing SLDC)
- Brent Ainsworth [BA] (Representing food and drink)
- Sam Berry [SB] (Representing small retail)
- Denise Thompson [DT] (Representing the service sector)
- Robin Ashcroft [RA]
- Carly Jones [CJ] (Admin manager)

Apologies from:

- Nick Pitt [NP] (Vice Chair and representing large retail)

**2. Approval of previous meeting minutes**

The minutes of the previous meeting were agreed and adopted.

**3. New Directors welcomed**

JM requested input from DT and SB regarding the service industry for ideas going forward.

**4. Review of actions.**

- a. Miconex – ST to confirm severance package (ongoing)
- b. Festivals – CJ confirmed that any outstanding invoices for festivals had been paid (complete)  
NP and ST expressed that they thought there would not be enough time this year to arrange the Teen-age market (postponed)

Highstreet task force – MW reported that they had strong branding. JM questioned whether or not we get involved. ST suggested a joint project.

DT and BA suggested involving the Young Farmers and Girl Guides/Scouts (ongoing)

**ACTION** – ST and MW to get a project proposal

- c. Website – ST to email Emily with content to build the website (ongoing)
- d. Headshots – remaining and new board members to email through (ongoing)
- e. Grant forms – ST reported a total of 8 applications from levy payers (complete)
- f. DSCVR – ST scheduled regular meetings with the DSCVR team to work along side them with the new town app (complete)

## **5. Review of current projects**

- a. Town trails – TD agreed with Fell Tarn a £650 budget for the town Christmas trails. ST suggested this should be linked with the DSCVR app to help direct people around Kendal. The Board discussed the £650 budget and agreed that £550 is a fair amount to pay per trail. Proposed by JM and a unanimous decision made by the board.
- b. Parking Perx – ST explained to the board PP in more detail. TD expressed that the scheme is very targeted PP stickers and advertisement of the app would encourage people to register. JN enquired as to how many businesses are currently signed up.
- c. BID website – ongoing content for the website is being composed. DT suggested incorporating links with social media with a “Kendal live” aspect via video links to express different offers and promotions in Kendal. DT also suggested discussions with Kendal college to potentially incorporate their media students in getting involved with potential filming to help the public get to know the people behind various businesses.
- d. Aesthetics – DT discussed options of making Kendal “a greener town” in order to reduce cost for businesses. RA questioned how we could assist reducing waste and recommended speaking directly to Cumbria County Council.

**ACTION** – ST, DT and MW to investigate how to move forward researching buying power and how the BID could assist.

- e. Coach initiative – JN encouraged new directors for any new ideas.
- f. Business directory – the board questioned the necessity of the business directory going forward with the new town app.
- g. DSCVR app – ST confirmed the regular meetings.

## **6. Town centre parking**

- a. JM suggested communication with Sion Thomas from Westmorland shopping centre to extend opening times for the multi-story carpark. It was discussed that this would be likely due to the addition of the college.

## 7. Urgent Business

- a. BA discussed enquiring about covered seating in the market square creating an outdoor food hall, it was suggested removable seating may make the proposal more desirable. RA expressed that Kendal would benefit from a “pavement culture”. The board discussed potential problems and how to pursue negotiations. RA suggested that it would likely be a legal angle in order to get permission.

**ACTION** – JM to open dialogue with CCC and speak to the highways consultant

- b. RA discussed ways in which to make more “human Kendal” suggesting potential use of the Town Hall for things such as pop-up shops.
- c. Kendal would benefit from a “pavement culture”. The board discussed potential problems and how to pursue negotiations. RA suggested that it would likely be a legal angle in order to get permission.

**ACTION** – ST and MW to investigate pop-up shop options.

Meeting closed.