

Kendal BID
Full Board Ordinary Meeting
Minutes 07/12/2021

1. Attendance and apologies

In attendance:

- Josh Macaulay [JM] (Chair and representing health and personal care)
- Tina Dulson [TD] (Representing tourism, hospitality and evening economy)
- Simon Thomas [ST] (Project manager)
- Brent Ainsworth [BA] (Representing food and drink)
- Denise Thompson [DT] (Representing the service sector)

Apologies from:

- Nick Pitt [NP] (Vice Chair and representing large retail)
- Richard Moore [RM] (Representing office and professional services)
- Jan Nicholson [JN] (Representing hospitality)
- Matt Williams [MW] (Representing SLDC)
- Sam Berry [SB] (Representing small retail)
- Carly Jones [CJ] (Admin manager)

2. Approval of previous meeting minutes

One amendment that the shop front grant applications be reduced from 8 to 3 completed.

3. Review of actions.

- a. Teenage market – JM spoke to SLDC whose opinion was that it would be too big a commitment for them to take the lead on at the moment but would be supportive at another time. ST reported that there was space in the shopping centre if we wanted to organise it ourselves.
ACTION - ST to investigate further as to what it would fully entail and report back.
- b. BID buying power for group discount – ST revisited previous research and reported the issues with existing contracts. The board decided it was worth investigating further for other services. ST suggested that we need to decide which suppliers of various services we need to approach with a proposal.
ACTION – ST to follow up in January 2022.
- c. Making the market place more usable – JM reported that he has instructed a Highways consultant to work along side SLDC consultant to try and resolve legal

issues with CCC. JM reported that Kendal Futures had discovered several precedents of Highway declassification which could be cited (ongoing)

- d. Pop up shop options- JM reported that MW had informed him that SLDC had no empty properties available for pop up shops at the moment (ongoing)

ACTION - ST to contact the shopping centre and the yards to see if there are any shops available.

4. Review of current projects

- a. Town trails – The board decided that it was too late in the year to do a town trail and that trails should be routed through the DSCVR app rather than printed maps. It was suggested that Kendal college be approached for potential artwork for the next trail.

- b. Parking Perx – ST reported that he had not yet received the figures from PP
ACTION - ST to chase and obtain information on Businesses, sign ups and downloads of the app.

- c. BID website – ongoing content for the website is being composed. DT reported that she had obtained the relevant contact details for Kendal college to commission some “Kendal live” video content for website and social media. JM suggested having a page on the BID website for tenders to provide services to Kendal BID.

- d. Festivals – ST reported receipt of an application from Kendal whisky festival for £1000 to assist with costs of hiring the Town Hall. JM proposed that they be given a grant of £1000 subject to a fully completed proposal detailing contributions from other sources. Seconded by BA and passed unanimously. ST reported receipt of an initial enquiry from the proposed Kendal Cycle Festival, the board requested further information.

ACTION – ST to request information.

The board decided to revisit the vegan market project with a view to holding one in Spring 2022.

ST reported that he had met with the LICAF team to discuss their move to Bowness in 2022. They were keen to continue links with Kendal and BID and would host events and exhibitions in Kendal as well as promoting it as a place to stay for artists and visitors. The board decided to investigate opportunities to continue the relationship.

- e. Aesthetics – JM reported that SLDC were keen to be involved with next round of shop front grants and offered the services of their conservation planning officer to assist applicants. They also offered to match fund our grants for future applicants.
- f. Coach initiative – JN not present (ongoing)
- g. Business directory – RM not present (ongoing)
- h. DSCVR app – JM requested that a budget is formed and approved for potential social media boosts and general advertising to Hotels and Guest houses as well as the general public. The board approved a budget of £150 for Facebook ads for the DSCVR app.

ACTION – ST to approach Northern Rail to enquire about advertising on trains from Oxenholme to Windermere.

5. New project submissions

DT suggested that BID investigate training and development grants especially for service industries. The board agreed to that this could be worthwhile.

6. Opening up Kendal market place.

Discussed earlier in meeting (section 3.)

7. Urgent business arising

N/A

8. Meeting Closed