

Kendal BID Board Meeting

Wednesday 3rd January 2024

Item 1 – Apologies and Attendance

Apologies were received from Denise Thompson, Brent Ainsworth, and Lee Hughes.

Not in attendance: Jan Nicholson, and Karl Tchumack.

In Attendance: Joshua Macaulay, Kim Davies, Sam Butcher, Tina Dulson, Nick Taylor, Sam Butcher, Helen Ladhams and Peter Brendling.

Item 2 – Approval of Previous Meeting Minutes

The minutes from the Kendal Bid Board meeting on 7th November 2023 were overall approved with the following amendments: Amend phrasing under Folk and Food Festival section, and include grant approval of £5,000 (as agreed by the board members) for the Gaming Festival.

Item 3 – Administration and Communications Position

Regarding the Social Media Management Package, Peter has fed back the comments from the board members in the previous Kendal Bid Board Meeting to the owner of the Social Media Management business about the costs. Peter is waiting to hear back.

In relation to the admin and communications role, Peter mentioned that he will post a new advert on Indeed this month.

Joshua updated the present board members on the progress of the new Kendal BID office: the electricity has now been connected by the energy company, the fuses will be replaced at the property so that power is live and working across the office.

Item 4 - Finance and Expenditure Report

OPENING BALANCE:
£48,574.20

EXPENDITURE:
£4,633.32

CLOSING BALANCE:
£43,940.88

Item 5 - Review of Current Projects

Town Trails – Peter has liaised with Amy from Felltarn that the board is keen to go ahead with the town trail this yet. Peter has asked her to provide pricing. He is waiting to hear back.

Gaming Festival – Upon waiting to confirm that the grant had been approved, Peter will contact the Gaming Festival organisers to relay that the grant had been approved, and he will get an update on the festival's progress.

Christmas – Peter shared that the feedback from the Christmas Festival was very positive and a success. He did suggest that the festival be held on a Sunday, and he has a contact for cabin hire.

Peter also suggested whether there is an beneficial opportunity to extend the Christmas Festival and stated that the costs of hiring the cabins would not be much more than hiring them for a day; the board members considered the possibilities of finding a suitable location for this to be logistically viable.

Kim emphasised that it would be worthwhile advertising all festivals at least a week prior to their commencement/start date. She also proposed whether it would be useful to generate posters with brief details of the festivals and their dates, so that the public are informed and aware in the run up to the festivals. It was mutually highlighted by the board members that the marketing and advertisement of events and festivals is an aspect that has been well-executed, and that this aspect could be boosted with ideas such as the poster with names and dates of the festivals.

- Country Fest – 1st - 2nd June 2024
- Kendal Pride – 14th - 16th June 2024
- Kendal folk and blues festival – 22nd June 2024
- Kendal Walking Festival – 25th - 27th June 2024
- Kendal Family Festival – 27th July 2024
- Kendal Christmas Lights Switch-on - 21st November 2024
- Kendal Torchlight Carnival - 21st September 2024

It was agreed by the board that the dates for the festivals will be made visible on the Kendal BID Board Meeting Agenda moving forward. He will also arrange a meeting with Anna and Peter to follow up on having a central portal for dates on the calendar.

Joshua highlighted the importance of Kendal being a great town for festivals as this is so important to the economy and success of the town. He suggested closing Stricklandgate – from Kendal Library to Ye Olde Fleece Inn to vehicles during Kendal music festival to create a more accessible space for locals and visitors. Helen highlighted that permission would still be required for festivals and markets. It was agreed by all board members that it is worth making the proposal for change and sharing the ideas discussed in the Kendal BID Board Meetings, and options must be explored to see what can be practically executed for optimum, positive impact.

Tina mentioned reviving The Bird Cage, and Peter mentioned that he has a contact who is keen to complete an outline sketch of The Bird Cage on a voluntary basis. Peter is to chase this up with the contact, as he has not heard back from him.

The board members agreed that a road closure on Stricklandgate would be significantly beneficial, however, it would be worth considering how public transport operators would be informed and notified ahead of such closures. Tina stated that communication with these operators in the town is key to going through with temporary road closures for the purpose of local events and festivals.

Cycling Festival – Peter shared a response from the organiser of the festival with the board members, which explained that there was very little financial support from Westmorland and Furness, therefore, there has not been much progress. However, the response also emphasised that the plans for the Kendal Walking Festivals are well underway and progressing rapidly.

Kendal Pride – The board agreed that Joshua will make a suggestion to the festival organisers to submit an application for funding.

The board members also agreed that it is worthwhile liaising with the Unity Festival organisers to avoid any potential overlap in the dates, as the organisers for this festival have not yet confirmed a date.

Folk Festival – Joshua shared with the board members that a suggestion had been made buy one of the levy payers for a quarterly music festival to be held in light of the success of the annual Kendal Music Festival. The board members agreed that the Folk Festival is exclusively now a music festival which supports the suggestion made, and they will reflect on the Folk Festival's outcome to consider the possibility of local, genre-led music festivals, such as this one. The board unanimously agreed that the music festivals are very appealing and attract new visitors into the town and community.

Peter and Tina expressed their willingness to help with the preparations in the run-up to the Folk Festival.

Family Festival – Peter expressed that he will start the process of organising this event, as the budget was increased.

Discover – Peter fed back that people is still very keen on the concept. He stated that he felt the wording was to generic, so he will look to see if this is something that can be changed to make the phrasing more specific to individual businesses.

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

Peter mentioned that he is looking to renew his personal license, as it is inexpensive - so he will move forward with this.

Quarterly “Grow Your Business” Sessions – Peter confirmed the upcoming dates of the sessions:

- 12th February 2024
- 11th March 2024

Peter suggested Stricklandgate House as the location for the sessions.

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

Shop Front Grants – Peter stated that no new Shop Front Grants have been submitted.

Item 6 – Any New Projects, Submissions or Funding Requests

Peter suggested that it is worthwhile adding “Publicity” as an item on the agenda, so that the Board are able to consistently maintain making steps towards gaining traction and publicity accordingly. He emphasised the vital role that publicity has played previously (e.g. via the radio and newspapers).

Joshua suggested that the new administrative and communications officer can feedback on this element at the monthly Kendal BID Board Meetings. The board members agreed that this would be an effective way to keep track of publicity progression for the Kendal BID Board.

Item 7 - BID Office

As previously mentioned, Joshua updated the board Members on the progress of the new Kendal BID office. He added that the submeter has been fitted on the floor that the Kendal BID will occupy – this will prove effective when invoicing Kendal BID for use of the electricity.

It was agreed that the rent would be split 50/50 with Westmorland Group as each occupy one floor of the building.

For the furnishings, it was unanimously agreed that the loose furniture will be something that Kendal BID would pay and be responsible for, and Westmorland Group will be responsible for the property’s maintenance.

Once the power is connected, Peter mentioned that he will make a list of items required for the office’s setup. Tina offered to assist with the purchasing of office furniture (pre-loved, second-hand proved to be a viable way to move forward, so as to keep the costs down).

Joshua shared that a contractual agreement will be drawn up, whereby Kendal BID would be able to give one month’s notice in the event that they opt out of the lease.

Item 8 - Urgent Business Arising

CCTV (The Old Shambles) - Regarding the CCTV recorder issue, Joshua will continue pursuing this matter until the footage is acquired.

Banner – Sam stated that he spoke to Paul prior to Christmas, and there have been some discussions regarding the banner and suitable options. It may be relocated rather than repairs being made. Sam is to pick this matter up again with Paul, and feed back to the board members at the next meeting.

Joshua shared an image with the group regarding prospective placement of the banner’s new location (from Betfred to Oxfam). Peter reached out to both businesses. There has since been no response from Oxfam as of yet, and Peter is chasing the new address for the landlords of Betfred.

Joshua checked the details of the banner placement with a planning consultant, who had stated that the like-for-like placement would be something that is highly unlikely to be dismissed.

It was mutually expressed by the board members that the banner's a real loss to the vibrancy of the town, events and festivals. The board members also discussed other possible banner placement in and around Kendal.

Other Business – Peter has scheduled a meeting with Anna to discuss the outstanding balance for Kendal BID, billing for the new term, the new operating agreement, AGM and the BID Board Election.

It was collectively agreed by the board to advertise for new directors to join the board as BID Board Members. Peter will continually generate posts to express the Board's invitation to new Kendal BID Board Members.

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