

Kendal BID Board Meeting

3rd October 2023

Item 1 – Apologies and Attendance :

Apologies were received from Karl Tchumak, Helen Ladhams, Sam Butcher, Eben Hartley

In attendance: Josh Macaulay, Tina Dulson, Denise Thompson, Kim Davies, Lee Hughes, Nick Taylor and Peter Brendling.

Item 2 - Approval of previous meeting minutes

The minutes from the meeting were approved.

Item 4 – Finance and expenditure report

FINANCIAL REPORT August 2023

OPENING BALANCE
£25,391.81

INCOMES
£ Nil

EXPENDITURE
£14,021.20

CLOSING BALANCE
£11,370.52

Item 4– BID renewal

Peter gave feedback from the telephone survey that had been conducted. With 106 businesses having been called.

The feedback was generally positive and with the BID festivals and the summer trail as being the best received BID projects.

The Board felt that there were further amendments needed to the business plan to highlight all that the BID had achieved and all of the projects/ festivals that would not continue with out BID support. These included Torchlight, Kendal Music Festival and the family festival.

Item 5 – Review of current projects

Town Trails – The Summer Trail was now finished for the year and will be a project for 2024

Festivals :

Gaming Festival – Peter reported he had been in email conversation Rory Fleming the Regional Manager for the Westmorland Shopping Centre. He did not know anything about the Gaming festival. Peter said, he will speak to Matt from the Gaming Festival and suggest he should contact Rory.

Christmas Festival – The Board felt that the Christmas Celebration should go over two days (Saturday and Sunday), with Saturday being late opening (9pm) Peter is still investigating getting wooden cabins made but has also got agreement that the Farmers Market Gazebos could be used.

On a general point, the Board felt that the town needed a stronger market and are keen to see this happen. It was suggested that the organisers of Keswick market were contacted to see how that is run, finding how the stalls are uniform and what commitment stall holders have to give. The Board felt the market should promote new and Kendal based businesses

Music Festival – Josh reported he felt the event was now organised, with venues and bands booked. He was organising posters etc.

Denise asked if the event was going to be filmed.

Kendal Mountain Festival Base camp – Josh has spoken to KMF. They would be happy to provide a range of talks etc to use the marquee in the Marketplace. Peter is to ask Glyn, how much space would be available.

Discover App – Peter presented the latest statistics to the Board. Josh felt that we were getting value for money from discover. The Board revisited the QR code window sticker and information post offering from Discover and approval was given to go ahead with the Silver Package but to look to increase the number of window stickers offered.

Following on from the last Board meeting, where it was agreed to go ahead with the Totum, it was felt this should now wait until after the new term ballot.

Josh requested that Eben, have weekly meetings with Georgia to promote Kendal's events more.

Training Grants – No new applications

Quarterly Grow your own business forum- Tina said that, Colin would be able to take on some workshops in January 2024.

Green Grants – No new applications

Shop Front Grants – The application for new signage by Kendal Vapes was turned down as it promotes the sale of items the BID did not feel it should be associated with.

It was felt that the application that had been previously put on hold from Lakeland Fireplaces, should now be approved.

Item 7. Any new projects, submissions or funding requests – Zine Fest's grant application was declined as it was felt, there was little benefit to Kendal businesses.

It was suggested they approach Unity Festival to tie in with them.

Funding of 288.00 (2 x £12 a month) was approved to fund the administration of Bar watch. It was suggested that Kendal BID should commit to being a long term funder of Torchlight.

This should be a joint agreement with Town Council and Westmorland and Furness Council.

12. BID office – No major changes

10. Urgent business arising – None

Close