

KENDAL BUSINESS IMPROVEMENT DISTRICT

Consultation process

The purpose of this document is to provide a summary of the consultation Under the Business Improvement Districts (England) Regulations 2004 where the BID proposer decides to seek approval of BID proposals it is required to send a billing authority (amongst other things) a summary of the consultation it has undertaken with those persons who are to be liable for the proposed BID levy.

The below provides a summary of the information provided by the Kendal BID Limited

Consultation Summary of Kendal BID to date

1. Implementation of a planned approach to canvassing that used a number of techniques and methods, over a period of 5 months, to raise awareness, gather intelligence and consult on the formulation of the renewal of the Kendal BID.
2. Establishment of an Advisory Group whose purpose was to simply advise the BID Board members of the way forward. It is not to be confused with the original BID Development Group as the BID is already established, the renewal will be working on the already established BID projects and activities. The Group was made up of both private sector and public sector representation in addition to having input from Martyn Nicholson (chair of Kendal Futures and member of the original BID Development Group). The group held one physical meeting and then all other correspondence was done by email.

A series of interviews with outside of the BID area businesses including Kendal leisure Centre and Gilkes were held to see if there was appetite to expand the BID area. Kendal Leisure Centre would be happy to make a voluntary contribution to join the BID and Gilkes gave a contribution, it was decided that it was better to remain within the same area.
3. The creation of a pocket sized information marketing booklet delivered by hand to all 650 + hereditaments within the BID area. The booklet was designed to remind businesses of the main projects and activities the Kendal BID had achieved over its lifetime. Businesses were asked to read and retain the booklet and to send comments and suggestions to the BID email (seeking feedback)
4. Newsletter distributed by hand and enveloped (branded as BID) to ask for feedback and also informing of the 4 drop- in sessions arranged over 4 days to all 650+ hereditaments
5. Flyer with a reminder indicating the times of the drop-in sessions plus social media coverage. Please note that neither SLDC nor KTC representation attended the drop-in sessions.
6. On the advice of the successful Lancaster BID, the Advisory Group and the Kendal BID Board we procured the services of an independent research company (same company that conducted research for Lancaster BID during their renewal)- DJS Research. The objective of this research was to assess levy payer views on the performance of Kendal as a trading environment and the impact of the BID in improving this performance. There were 6 objectives (the sixth response is not included in the Business Plan as it was for information on the likelihood of BID getting through):

1

Capture views on the performance of Kendal and its performance as a trading environment

2	Levy payer awareness and knowledge of the BID and its activities
3	Expectations of the BID and to what extent these have been met
4	Establishing the perceived value of the BID and its activities
5	Suggestions for future activities/benefits provided by the BID
6	Likelihood to vote for the BID and reasons why/why not

The research was split into 2 sections;

Phase 1

CATI survey with business owners/managers in Kendal

- 20 minute semi-structured questionnaire
- CATI methodology

Conducted in-house

	% of respondents	Town centre	Area 1 *	Area 2**
		87	33	11
Independent, one unit	83	67%	64%	45%
Independent more than one unit	27	21%	18%	27%
Branch of national chain	21	15%	15%	27%
* Kirkland area	** Wildman Street			

Phase 2

CATI survey with head offices of businesses trading in Kendal

- 10 minute structured surveys

Prepared by S Williams Kendal BID Manager

- CATI methodology
- Conducted in-house

7. Drop-in sessions: 26th May, 28th May, 29th May, 30th May . The sessions were well received and deliberately informal. Businesses responded well to having different times and a weekend slot. Individuals were able to join in conversations with other businesses and surprisingly quite a bit of networking went on. The main themes were collated and represented in the business plan

8- The 14th August 2018 was Kendal BID's AGM we muted the main points of the business plan, businesses attending were happy with activities and projects contained in the business plan. Please note that no representation from SLDC or KTC were present.

9- The Kendal BID Proposal was passed by the BID Board a draft copy provided to the Secretary of State and SLDC. SLDC critiqued to ensure compliance as did Chris Kolek- all changes have been put in place. CCC will receive a copy.