

Shopappy

I've spoken to Sarah on Shopappy and looked at the Shopappy website.

I was involved in initial discussions and at no time was a franchise mentioned. Sarah confirms there is categorically **no** franchise involved between Kendal BID / Sarah and Shopappy, that I think was your primary concern and most certainly no conflict of interest. Kendal BID is allowing, as it did with SWIPII, the opportunity for its levy payers to try this at very little cost. The sustainability of Shopappy externally to BID, (in 3 years) is most likely going to be a franchise that may be one person/ business in the Northwest or North of England. Anyone can buy the franchise but is not Kendal BID's or Sarah's intention to do this. Sarah has enough work through her own consultancy work externally to BID with a number of national companies. There is no gain for Kendal BID or Sarah in this offer. To explain how Shopappy fits the BID tool kit I believe it's best illustrated if I set out in the whole. The individual tools can be taken up either individually, some, all or none, it's member choice. The marketing tools arranged by BID are as follows –

1. Visit Kendal website was initially funded by BID but maintained by Kendal Futures; Sarah is in regular contact with them to help promote it for Kendal on behalf of BID and through Fantastic Kendal. Throughout the many newsletters there has been a reminder to businesses to register and to push their businesses through blogs and correspondence. You are aware of this as the trails which feature your business are prominent.
2. Kendal Gift Card – allowing all BID members access to a town wide gift card, over 150 members have adopted the scheme. This card has no specific membership fee.
3. Swipii – allowing all BID members access to a custom loyalty scheme – now free.
4. Seasonal Trails – BID trails are intended to get potential customers to pass your business as they follow the trails. How businesses encourage those potential clients into their business or indeed don't is totally up to them.
5. Kendal TIC – BID assisted with a TIC start up to provide Kendal focus visitor information such as trails and leaflets, recently it is providing a shop front outlet for products from local start up businesses Your business has also benefited from the display of the leaflets such as the cider festival
6. Virtual High Street – The opportunity for BID members to offer potential shoppers a virtual visit to their shop or business. This is Shopappy and we believe it completes a marketing package offered to BID members that is very similar to the big nationals at a fraction of the cost. BID are funding the set up cost, members will pay an annual member charge of £99+VAT per year. Please consider if a virtual visit to your pub with full details of the product range including events etc might encourage potential customers. This is especially significant with all the Facebook changes and charges. It is also something that means the towns offering for the consumer is greater as a whole. The click and collect service is possible but that would very much depend on member demand and type of business, and is certainly something for future. There is more detail on the BID website.

40 Coaches per day

I've spoken to Sarah and Simon on the 40 coaches a day into Kendal article.

Both of them tell me this was a mis-quote on the part of Westmorland Gazette. Sarah said that she didn't ask for it to be removed as she thought no one would think that 40 coaches per day was believable.

Some statistics that will put the record straight. –

1. At the time of the article there had been around 40 coach visits using the BID scheme to date
2. The numbers of coach companies now taking advantage of the scheme is in the region of 35.
3. From my personal experience during my last three Tuesday afternoon volunteer sessions in TIC there has been one coach booking each afternoon, two being from new firms to the scheme. The word is spreading after a volunteer attended a coach tourism exhibition to promote the Kendal facility.

Antique trail.

The idea and request for funding support came into BID from Robert Aindow at Sleddell Antiques, Wildman Street. Robert's proposal was for him to approach Kendal businesses, compile the trail information and create the format. He requested £2200 from BID to cover cost of final design work and a 1,500 print run- this was agreed by the board in June 2019 After print had been agreed it was pointed out that two business in the trail are outside the BID Zone. Robert comments as follows - He has NO objection to advertising the 2 businesses out of the BID zone as together they will provide that offering for the customer. He often recommends people go to those businesses if they cannot find what they are looking for in his business and it works both ways. Again, it comes back to working as a community to provide a great town offering not working for your own business only. This is about an offering for consumers who are visiting the town or locals and should reflect all which will bring footfall into the town as antiques make a resurgence.

If my thoughts are of value, please consider if BID established such a condition and declined grants on grounds of activity not specific to businesses in the BID Zone. Torchlight, Lakes Alive and Woolfest could not be supported by BID because parts of their activities are outside the BID Zone. Almost the same could be said of Mountain Festival and Comic Art because they invite non BID members to trade at their events.

Sarah's Facebook posts.

Simon Thomas is the ex BID Chair, he is a BID member and BID pays him a retainer to continue monitoring activity on the BID Facebook site. I have checked your comments with Simon he replied as follows - I have never been "required" to remove comments from Sarah although I have removed comments by Sarah, and others as well, if I thought they were contentious or becoming a problem.

I did take down a post that Sarah put up about the To Let sign on the old Greggs building. The reason was that it was attracting the wrong kind of attention and I didn't think that it was what she really meant to say. In hindsight I'm sure Sarah would agree that it shouldn't have gone on at all.

I have spoken to Sarah and she accepts that at times her frustration overflows into postings. I have asked in future that before she posts on behalf of BID she passes the content by either Simon or myself to which she agrees. What she posts personally is totally her concern?

I hope other's will also consider their postings because some aimed at BID are slanderous at worst, often very personal and on occasions anonymous.

Armed Forces and Blue Light Tribute.

After the perceived success of RAF 100 that was in part organised by RAF Cadets and RAFA the BID Board asked me to investigate another military themed event. After investigating potential assistance, the event organisation was taken on board in the main by members of Kendal & South Lakeland RAFA Group. A normal application was submitted to BID for grant assistance and the Board agreed with the criteria that as with the RAF 100 Spitfire event BID members should be given sole rights to providing

food and refreshments from their business premises . Some BID members had previously complained that festivals usually bring in catering etc that takes money out of their pockets.