

# Kendal Business Improvement District

## 3<sup>rd</sup> Meeting of the BID Board

Wednesday 14<sup>th</sup> May 2014

5.30 pm – 7.45 pm

Beales, Finkle Street, Kendal



## Notes of Meeting

Item	Notes
<b>1. Welcome, introduction, apologies.</b>	<p><b>Present:</b> Derek Armstrong, Colin Reynolds, Joanne Golton, Chris Kolek, Rory Black, Simon Thomas, Christian Hoyle, Paula Scott, Sylvia Emmett, Brian Harrison, John Osborne (note taker), Daniel Morley (Chair)</p> <p><b>Apologies:</b> Jackie Ward, Richard Foster, Gordon Watson, Giles Archibald (SLDC)</p>
<b>2. Brief Update</b> <i>- Banking, Levy Bills, local authority representation, operating agreement, meeting with Lakeland radio and website/ twitter</i>	<p><b>Bank</b> - DM, CR and ST visited Cumberland BS to set up the BID bank account. The application is on hold whilst administrative matters/glitches are resolved with Companies House (CK dealing).</p> <p><b>Levy/Funds</b> - CR and JG are liaising re transfer of collected funds to the BID account, when set up. This involves a simple, quick process, with the BID raising an invoice and SLDC authorising payment.</p> <p>£108,286 collect to date. One business is still in the process of having their levy reviewed. 31% of levies are currently outstanding. No reminders sent yet but a gentle one will follow soon followed by a sterner reminder.</p> <p><b>Operating agreement</b> – the final version is being checked and will be issued shortly.</p> <p><b>Lakeland Radio</b> – JO and DM met with Tony Johnson and Kim Brown. Tony is heavily involved in Lancaster BID. They agreed to talk to the news editor to see if any free airtime can be offered (ie as content)</p>

and some discounted advertorial was offered. JO offered to speak on air either on own/jointly with DM.

**Website/Communication** – JO and RB have met and are starting to strip out old pages on Web that relate to pre-BID matters. The newsletter Mailchimp account that is currently run through Kendal Futures is being re-assigned/set up to be used by the BID exclusively. CK's contact details are gradually being removed from the site and, for now, JO's details are on there with a BID email address. The BID Manager's details can be put on in due course. Photographs will soon appear for the Board members.

It is planned to issue a newsletter by email by the end of May.

JO has now taken over the Twitter account and sent some tweets eg re benches, forthcoming meetings etc.

**Lancaster BID** – CH attended the Lancaster AGM and is to be commended for doing so. He sent a detailed email re this. An impressive meeting and interesting to see what they supported with funding eg Christmas Lights. Lancaster felt they had spent a little too much on this and so caution should be shown with our own BID.

---

**3. BID Manager/ Co-ordinator**  
*- agree Job spec and recruitment process*

The role description and term was agreed (as per attached) and JO is to price up an advert with the Westmorland Gazette so that the role can be formerly advertised. Other publications may need to be considered and various members agreed to research this as back-up.

Care must be taken with funding as only £19,000 is available for management overhead and that must cover the BID manager's fee and other things.

RB will create an advert for use.

---

#### **4. Funding requests**

*- discuss funding requests from Comic art festival and Civic Society*

A formal approach has been made by the Comic Arts Festival. The Civic Society is expected to make an approach also.

Funding of £3,000 to CAF was agreed in principle but this is on conditions that:

- The BID are acknowledged as supporters and the BID logo appears on artwork/literature
- If a Kendal BID business wishes to display artwork/take part, there is no compulsory charge or donation required
- BID Board members can be involved in CAF meetings/organisation

The event could be advertised in the newsletter with a request to BID businesses to become involved.

DM reminded all of his email attaching a summary of the year's festival dates.

ST will continue to liaise on this and will communicate the above to CAF.

---

#### **4. Updates on Parking, totally locally, pop up shops and Appearance.**

*- updates from sub groups on agreed areas*

**Parking** – BH advised that there are a number of initiatives including work by Kendal Futures and the BID should not try and resolve this issue in isolation. It should work with the other bodies involved.

The plan is for the BID, on occasions, to supplement the lost revenue to SLDC promotional days when parking fees are reduced (eg £1 after 3.00pm as an example). BH will look into possible assistance at Christmas, Bank Holidays and

during the CAF.

It was noted that at times SLDC hold their own promotions, bearing the loss and it was agreed that the BID should not assist on those occasions, and should therefore look to assist at other times, thus increasing the number of promotional days.

Parking revenue figures need to be analysed and it is understood that figures will be available on/after 4.6.14. It was accepted however that initiatives for parking are only worthwhile however if they achieve the intended goal of increased footfall.

**Local Shopping** – ST gave a presentation on an idea of his entitled SPLASH (SPend Locally and Sustainably Here) which worked well with the idea of local spend having a “ripple” effect on the local economy. This was preferred over using the already established “Totally Locally” organisation. It was proposed that this initiative will be leaflet, web and app-based, including (possibly) a dedicated page on the BID website. Consideration was given to a loyalty card, though this may need more thought. DA offered to bring in a representative of the BEEP card to talk.

The local shopping details could appear on the landing page for the free Wi-Fi app that will be rolled out in Kendal in July.

Pop-Up Shops – CR has contacted Kendal Art Collective (painting/drawing-based), Splash Classics (music-based) and Kendal College (theatre-based) and invited proposals from them to create pop-ups. He is also to contact Peill and Co and Hyde Harrington regarding potential landlord involvement. It was agreed that smaller, local landlords were most likely to be involved.

JW is in contact with her Landlord to look at the shop space next door to her being used either as a pop-up or as the BID office.

**6. AOB**

**Boots/Abi Green** – Abi has moved to another branch of Boots. It was agreed after a proposal and vote that her replacement at Kendal Boots will fill the casual vacancy on the board.

**Chris Kolek** – this was Chris’s last meeting and he was thanked for all his work in making the BID happen.

**Stats** – JG commented that Kendal has 88% occupation of shops/units ie 12% empty units – below the national average.

**7. Dates for Meeting**

*- agree meeting dates for July/ Aug*

Wednesday 11th June – 5.30 pm

Wednesday 9<sup>th</sup> July – 5.30 pm

Wednesday 13<sup>th</sup> August – 5.30 pm