

September 2017

Directors Info Sheet:

New Road;

Brian, Simon and Sarah met with Lawrence Conway, Giles Archibald and Graham Vincent regarding the New Road Scenario. We were given the chance (albeit very quickly) to come up with some items that could help mitigate the perceived negative effects, to our levy payers, of the removal of car parking from New Road.

The following items (requested by BID) were presented as part of Grahams speech;

- 1- Parking Hours:
  - a) That the chargeable period be changed to 9-5 not 9-6 during the week
  - b) That the chargeable period be changed to 10-5 on Fridays/ Saturdays and Sundays to allow people using the carparks after evenings out to have time to collect cars without being charged (encouraging less drink driving)
- 2- SLDC HOUSE Car Park:
  - a) To reverse the flow of traffic allowing all three levels to be used
  - b) To remove all contract and visitor parking to the lower level
  - c) To re-open the carpark overnight
  - d) To reduce the number of disabled parking bays and move them onto the middle level
- 3- Blackhall Road Car Park:
  - a) That the £1 park all day is extended to this carpark to allow potential parking for market trader vans and larger vehicles
  - b) That the disabled bays can be used for drop off points for children attending Stramongate school
- 4- A commitment by the council needs to be agreed for a length of time for £1 park all day. The length of time being until such time a park and ride scheme is put in place or an alternative and suitable area is agreed to replace the provision of New Road.
- 5- A commitment needs to be made by the council, with a specified time scale, to find a new area that can be used and is suitable for either a park and ride (funds need to be made available to pump prime this as well) and/ or partnerships with land owners using existing infrastructures
- 6- 'NEW' New Road:
  - a) That the New Road space be made into a multi-purpose area with the ability to be used for festivals, recreation, entertainment etc
  - b) Grants need to be targeted to make best use of the Councils spend commitment - substantial 'clean' match could mean that the Council can then underspend and commit to funding element outlined in 5.
- 7- A survey be carried out on actual users of New Road.

September 2017 Directors Info Sheet:

Christmas Trails

**Kendal's Cracking Christmas Trail – November/December 2017**

Due to the success and positive feedback from the Summer Trails, a new seasonal trail for the Christmas period would once again provide an increase in footfall and business awareness in the BID zone as well as giving children and families a fun activity to participate in during the school holidays and weekends within the golden quarter.

BID zone businesses will benefit from colourful artwork in their windows, an increase in footfall past their door, and will have added opportunities to market themselves due to participation in Kendal's Cracking Christmas Trail.

Kendal's Cracking Christmas Trail will once again reinforce the Kendal branding to a wide audience and continue to help build the profile of family events available throughout the year in the town. Kendal Gift Card and Swipii will also benefit from raised awareness from advertising on the trail maps.

The vision is for BID members to choose a product or service that they feel best represents them and have that featured as the object of the trail. Each BID member will be given the opportunity to take part in the trail in this way.

Participants will make their way around the trail, ticking off the featured products and services as they discover them. This provides an added incentive for shoppers to purchase Christmas gifts along the way.

Any other festive attractions within the BID zone can be incorporated into the trail, such as Santa's Grotto and the Christmas Tree. There will be the opportunity for businesses to offer 'Trail Treats' at their own discretion to provide an added incentive for participants to visit their premises.

**TOTAL: £4400.00**

(Please note that this total does not include any printing costs for flyers, trails or window designs.)

As with the Summer Trails, a weekly competition will be held to win a Kendal Gift Card. It is proposed that the trail runs for approx. 7 weeks: from mid-November until children return to school at the beginning of January.

Maps will be available to collect from around 10 key locations around the BID zone and in the wider area.

September 2017, Directors Info Sheet

#### Kendal Farmers Market

As you are aware the Farmers Market was declared illegal by CCC Highways in March 2017, after 19 years of trading. The farmers market is an integral part of Kendal as a market town and bricks and mortar businesses benefit from its existence- hence the need for BID to be supportive.

Sarah called a meeting with SLDC and CCC Highways to discuss how this was going to continue. Councillor Thornton reiterated that the stopping of the market was not an option. Sean Thomas (SLDC) assets manager suggested that a Rivals Market Policy could be permitted, although in the short term this would probably suffice Sarah suggested that it still left a guillotine over the farmers market every 12 months and something more permanent needed to be found not only for the framers market but for other markets that could in the future wan to happen (ie Sunday street food or antiques markets etc)

It was suggested that we mover to change the Charter. Sarah to provide details of the 'guru' on market charters to SLDC/ CCC to confer with and a meeting would be arranged for November to discuss progress.

