

Kendal Business Improvement District
Meeting of the BID Board
Tuesday 19th February 2019
5.30 PM – 7 PM, Fantastic Kendal, Kendal



AGENDA

Item	Notes
1. Welcome, introduction, apologies.	Apologies: Attendees: Adrian Thiedman, Richard Moore, Geoff Cook, Jan Moffat, Julia Dunlop, Peter Gaynor, Brian Harrison, Simon Thomas, Danielle Walls, Sarah Williams
2. Actions from previous minutes Equality and diversity plus respect for others	All completed- newsletter written and distributed by hand, copy of EA letter included, application for board membership plus feedback on swipii and Kendal Branding.
3. Lakes Alive application	The Lakes Alive application for £5k was discussed, the board felt that the activities were great but they lacked the publicity to draw people into the town. As with all grant applications this year a 10% reduction was offered based on 10% less levy being collected. A top up would be offered later down the line if the levy payments proved to be higher. The conditions of grant were more publicity and a local procurement policy. £4500 granted unanimously
4. Mountain Fest request for additional funding	KMF requested a further £1000 to help with their new roadshow around the UK, promoting Kendal and promoting the Festival. The Board heard details of the package available and all agreed to provide £900.00 SW to provide details
5. Future Highstreet application	SW has met with SLDC to discuss the Future Highstreet application- it is the district council only that can put the application in. SW explained that the fund seems to be restrictive in nature and a bit lacking in focus. She suggested that the renovations to the town hall could fit nicely into this fund and SLDC should consider putting that element in. It was also suggested that BID, if successful, should take charge of a number of projects and that a focus on access for all and aesthetic appeal of the town should be a focal point. SLDC have chosen Kendal over the other areas in SL but do not feel that we are in a good position due to the positivity of feedback about the area.
6-Continuation of Swipii	Swipii has been paid for by BID and one of BID's major unique projects. SW explained that SWIPII have changed the concept dramatically so that customers are asked to link their debit cards to SWIPII and that all points are added on the basis of expenditure. SW explained that this was in line with all other loyalty systems and that she was disappointed that SWIPII, who had something unique, had joined the same bandwagon. There was also doubt on what would happen to databases. SW is in negotiations with SWIPII and businesses to see if this can be resolved. It was unanimously decided that BID would no longer fund SWIPII. SW to continue negotiations and to inform all businesses.

7- Coach Buddy proposal

SW explained that FK had had a good response from coaches, but it is reliant on WOM. JM forwarded her some information on Coach Buddy and SW has been in touch to ask if they can pull a package together that would help get the word out.

AOB

JD asked if funding would be available for the UNITY FESTIVAL organised by KTC. She was asked to complete an application form for presentation at the next board meeting. BH explained about his desire to have funding for an armed forces and services day- details were distributed to the board. It was unanimously decided (proposed Simon, seconded Jan) that Kendal BID would put forward funding up to £12k. BH explained that he would be asking KF to take down the flags in Kirkland as this was a monopoly of the advertising space and should be given to events like the torchlight who have been told that they cannot have the space. SW explained that if the board was happy she would be asking all nationals to become more localised in their marketing as a means to driving footfall into the highstreet. SW also promoted a workshop for small businesses on cyber security. SW also said she was happy to forward the KTC TIC report to Kendal BID. BH said that he was volunteering at the TIC on a Tuesday and that it was an amazing and much needed service but it will need financial support. SW asked if there were any objections to Jan taking over from Simon as the second signatory – everyone was in favour. NEXT MEETING 12th March