

Kendal Business Improvement District
Meeting of the BID Board
Tuesday 3rd July 2018
5.30 PM – 6.30 PM, Kendal Hostel, Kendal



AGENDA

Item	Notes
1. Welcome, introduction, apologies.	Apologies: Adrian Thiedman, Peter Gaynor, Eloise Heely Attendees: Simon, Brian, Geoff, Jan, Sarah, Richard, Rob Crawshaw (cllr), Graeme Vincent (Cllr) Danielle
2. Minutes/ actions from July Equality and diversity plus respect for others	Signed as a true account
3. Coach Tourism - NPD - Package - Welcome/ parking guarantees	SW explained that she had been to meet with Staintons coaches in a bid to understand how the coaches seen works. Key things needed are a drop off point, parking within easy accessibility to the town centre and incentives for the coach driver and tour guide. Geoff was asked to look into providing 4 coach parking spaces behind the County Hall. It was explained that a welcome host and contact would be needed for coaches in Kendal.
4. Kendal in Bloom	Brian explained that 20 businesses are taking part in Kendal in Bloom through Kendal BID. Kendal BID is supplying the infrastructure and arranging the baskets but the businesses will be paying for their own baskets and watering them.
5. Business Plan	The new Kendal BID DRAFT business plan has been circulated to SLDC and the BID Board. It will go to cabinet in September. It has been requested it remains confidential until the final version.
6. RAF 100- Flags, spitfires etc	The woollen spitfires are due up in the shopping centre as well as the butting and flags in the rest of the town.
7- AOB -	SW left the room. BID Managers remuneration. – The meeting was advised that BID Manager Sarah’s contract runs out next month and a resolution to this problem needs to be found urgently. The meeting agreed unanimously that initially Sarah should be offered an extension to her existing contract to run for the initial term of the BID. Proposed by Richard Moore, second Simon Thomas. Further and following discussions on the merits of long and short term it was agreed that in further recognition of her

service to BID, subject to BID renewal, Sarah should be offered a contract arrangement to run alongside the life of the new BID period. In recognition of her service to BID the post will not be advertised simply because to do so would be unfair on any applicants because in reality there is not actually a job vacancy.

Kendal Specific promotions shop. – There is a proposal that BID should financially assist with a Kendal Focused Tourist Information Shop. This outlet would work alongside the existing tourist information shop that serves the wider Cumbria area and selling Made in Cumbria products. The new shop would be managed by BID Manager Sarah with the assistance of volunteers it would be not for profit. There has already been an offer from Sarah that BID could have an agreed level of control over this venture, but that was potentially problematic because of the restricted life of the BID.

Concern was voiced over what could be seen as favouritism and financial support for a member of the BID team.

It was proposed that any BID support would be subject to a normal application and BIDS due diligence process. It should be the value to Kendal business and tourism that should be judged not the individual applicant, as presently happens with festivals.

Proposed by Richard Moore, seconded Simon Thomas