

**Kendal Business Improvement District**  
**Meeting of the BID Board**  
**February 6<sup>th</sup> February 2018**  
**5.30 PM – 6.30 PM, Slate Kendal**



**AGENDA**

<b>Item</b>	<b>Notes</b>
<b>1. Welcome, introduction, apologies.</b>	Apologies: Danielle walls, Sylvia Emmott Attendees: Simon Thomas, Richard Moore, Jan Nicholson, Sarah Williams, Geoff Cook Proxy vote: Chris Medcalf
<b>2. SWIPII</b>	There was some discussion on what should happen with SWIPII it has been made clear that there are some businesses that are not taking full advantage of it. BID has funded the loyalty card scheme for 3 years at a cost of £400 per business- it was agreed that this has proven invaluable for the town with over 20,000 local people signing up and regularly using the service. The Board decided that in order to continue SWIPII businesses would need to make a contribution. All voted yes. NB following the Board Meeting additional information and suggestions provided by Sarah meant that the Board has amended the decision to the following: All businesses who have benefitted from SWIPII for more than a year will be asked to pay a contribution of £100. Those that have a unit and not used it correctly (4) will be asked to return the units, and those businesses that have had it for less than a year can continue with it free. Sarah will ensure that all businesses will be asked according to status. It will then mean we can let others in the town have ago.
<b>3. Food and Drink Fest 13/14<sup>th</sup> April</b>	The board heard from Simon and Sarah that they wished the board to underwrite up to £2k a food and drink festival with the premise that businesses would be asked to have a table in the town hall for free to encourage people to understand the offering in the town. Businesses would be asked to provide a voucher for visitors that could be used throughout the month. The objective is not to keep people in the town hall but to get them out in the town. All agreed. Sarah will send out to food, drink and night time businesses to sort out. Town hall to book etc
<b>4. Financials</b>	Financials were presented to the board to explain that we have nearly 100k of financial commitments for the coming year already and that care had to be taken not to over commit.
<b>5. Market hall request</b>	The Market Hall traders had requested £1100 towards Christmas lighting and also money towards advertising in a market specific publication. The Board felt that they were happy to provide funding for xmas lighting (Sarah to send letter and sort mechanism to facilitate) but they felt that the levy money spent on an advert in this particular publication would not benefit the markets. BID offered a free part page in the Westmorland Gazette taking advantage of BID competitive rates (Sarah to organise) £750 was requested by Elephant Yard to help with Mountain Goat advertising for the Yard. The board were happy to accept on the premise that part of the advert must contain

the BID logo and advertising the rest of the towns shopping venue.

**6. Updates: on river renewal / Gilkes cocktail party court case**

The consultation continues, the article in the Gazette detailing the park run's for New Road has lead to a number of very positive feedback.

The renewal continues, Gilkes had said that they would be happy to join a new BID but have since said they will make a contribution. Sarah will continue to identify others.

The cocktail party will take place in Yard 46 and there is a lot of interest

**7. AOB: Water**

The court case against XXXXXXXXXXXX (XXXXXXX was suing SLDC and Kendal BID) for costs because he lost a previous court case regarding paying the BID levy.

The Board heard that the zero waste Kendal group were looking to produce stickers that businesses could put on their windows to indicate that they would be happy to refill plastic bottles with water. The board was happy to pay for these- sarah to sort out with the group and designer.