

**Kendal Business Improvement District**  
**Meeting of the BID Board**  
**Tuesday 6<sup>th</sup> March 2018**  
**5.30 PM – 6.30 PM, Kendal Youth Hostel, Kendal**



**AGENDA**

| <b>Item</b>  | <b>Notes</b>   |
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| <p><b>1. Welcome, introduction, apologies.</b><br/> <i>Eloise</i></p>  | <p>Apologies: Chris Medcalfe<br/> Those attending: Danielle Walls, Simon Thomas, Sylvia Emmott, Derek Armstrong, Eloise Healy, Brian Harrison, Geoff Cook, Sarah Williams, Graham Vincent, Jan Nicholson, Richard Moore<br/> Round Robin to welcome Eloise Healy to the Board</p>  |
| <p><b>2. Minutes/ actions from February Equality and diversity plus respect for others</b></p>   | <p>Minutes were signed off as a true record of the meeting. The Board was asked to consider equality and diversity in all discussions as well as be respectful to others opinions.</p>   |
| <p><b>3. New Road</b></p>  | <p>A brief update was given on New Road by Brian Harrison and the board were asked to consider a list provided. It was agreed that SLDC would finance a number of story boards for the New Road site to sell the benefits of a green space. Simon agreed to contact all interested parties (list supplied by (Brian and Graham) to contact a meeting to see what could go on the story boards. Sylvia told the Board that a poll was being called for that would see Kendal Town Council paying £14000 for a cost of a ballot. The meeting is due to take place in the Shakespeare centre on 15<sup>th</sup> March. A question will be decided and voted on.</p> |
| <p><b>4. Branding and going forward</b></p>  | <p>Sarah and Simon let the board know that the Kendal Branding is actually not free to use as we had thought and the actual cost is around £32. This will be bought up with KF.</p>  |
| <p><b>5. Fantastic Kendal (Local and Visitor Hub)</b></p>  | <p>Sarah Williams asked if the board would consider becoming Corporate Directors of the Fantastic Kendal HUB, there were concerns raised and the matter was dropped. Derek expressed concerns once again for the security of his staff in the MIC shop if a new TIC was created. Brian stated that they may have to change their business model.</p>   |
| <p><b>6. Mystery Shop Trial</b></p> <p><b>7. AOB Update from KF from Martyn via Simon</b></p> <ul style="list-style-type: none"> <li>- <b>Industrial BID potential</b></li> <li>- <b>KB not recognized as contributor to leaflets</b></li> <li>- <b>Costs reclaim from XXX business</b></li> </ul> | <p>The Board were asked to fund a small mystery shop trial (£250-£300), the thought was that if BID were to get through into another term then this is perhaps something they would push to do, coupled with training and an awards event. Agreed expenditure.</p> <p>Sarah noted that KB had not been recognised as contributor to the Kendal Leaflets- Sylvia to look into it<br/> A XXXXX business was successfully thwarted in their attempt</p>   |

- **Chris Kolek**
- **Woolly Thoughts**
- **Spirit of Kendal**

to sue BID for costs. The board were asked if they wanted to try and recover costs and were advised that they would probably end up paying more than they would recuperate. BID agreed to pay £750 towards solicitors costs (reduced price) and draw a line under it.

It was noted that previously Kendal BID thought that Chris Kolek was responsible for bidding for a review of Kendal BID, this was in fact a member of SLDC staff who had instigated the review and not Chris.

Woolly Thoughts – Felltarn Friends were awarded nearly 7k to create and manage the summer trails.

An update on Spirit of Kendal was given and it was noted that there was little take up from the night time economy and how disappointed Simon and Sarah were at the lack of commitment. The event will still go ahead

Brian presented quotes for some summer events in the market place at the moment the board felt that there were not enough funds to cover this cost.