

WELCOME TO ANOTHER NEWSLETTER FROM KENDAL BUSINESS IMPROVEMENT DISTRICT

Kendal BID would like to thank all of its supporters that have enabled a further five years of assistance for Kendal town.

Election of a new Kendal BID Board

In April 2019 Kendal Business Improvement District will begin its second term. Alongside a new term there is the opportunity to create a new Board. The Board will ensure that the 2019-2024 BID Business plan will be achieved; ensuring that, where feasible, that the objectives that the BID levy payers asked for, are met within the five- year term.

Alongside this newsletter is a nomination form. If you are interested in being part of the Kendal BID board then please fill this in and return as per instructions. WE ARE ALSO INTERESTED IN HEARING FROM BUSINESS OWNERS/ MANAGERS IF THEY WOULD LIKE TO JOIN IN WITH BID TO MAKE THE TOWN BETTER BUT DO NOT FEEL THAT A DIRECTORSHIP IS FOR THEM.

So, what does it mean committing to be a member of the Board?

As a Board member you will become a director of Kendal BID Ltd, a not for profit company limited by guarantee. You will hold the same responsibilities to this company as you would being a director of any other Ltd. company. Your liability will be limited to £1 financially.

As a Board member you will need to commit to at least 1 evening per month to meet with the rest of the Board.

As a Board member you would also be expected to help drive the objectives of the Kendal BID Business Plan and be an advocate of Kendal BID- the Board would use your expertise in your sector to achieve the objectives.

As a Board member you will be responsible (along with the other Board members and the BID manager) to ensuring that the financial commitments of BID are met, and that BID is fully transparent to its members.

Are you paid to be a board member?

No, all directors are voluntary positions.

How long will I be a Board member for?

We expect that you will stay in term for a 2 year period, but we understand your business commitments may take over and this is not always possible. After 2 years you can go for re-election.

Who can become a Board member?

Any levy paying business owner within the BID zone can apply to become a BID Board member. Local managers of levy paying businesses, can also become BID Board member's but they need to have express permission from their head office.

Business Membership

Kendal BID is a membership organisation and it is essential that we can contact all our members. Hand delivering is an effective but not efficient way of communication, we would ask that you fill in the attached form and return as per instructions so that we can communicate with you electronically but also so that you become a member of Kendal BID.

SWIPII

If you are a Swipii loyalty business, you should have received communication from Swipii indicating that over the coming months they are fundamentally changing the way the Swipii system works;

- The I pad's and cards will no longer be a feature of the loyalty system

- Swipii customers will be asked to link a visa card to a Swipii app and gain points each time they use the visa card in a participating business.

- The system will be cheaper than the existing system.

Kendal BID has funded this loyalty scheme for the town over the last 3 years and is yet to make a decision on funding for future years. Please indicate by email if you would like to continue to utilise Swipii once switched or if this will not be something your business will continue with. It would also be good to hear from non-participating businesses if they would be interested in becoming a Swipii business in the future.

Looking forward to welcoming K Shoes into the Westmorland Shopping Centre and a great new refurbishment on the cards. This year should also see Travel Lodge completed and some much needed accommodation!

Kendal Branding

We are presently reviewing how we can get the Kendal Branding more widely used. Can you please indicate on the form attached if you are using, intend to use or not (and why) the Kendal branding?

Welcome to the town!

Just some of the new businesses that have taken up residence in Kendal over the last few months.

- 151 Records

- The La'al Studio Gallery

- The Little Gin Shop

- Neon Sheep

- Fantastic Kendal your new Tourist Information Centre

- About Time

- The blind Bus Driver

- The Little Bow

...to name but a few...

Letter to Environment Agency- attached is a letter in response to the consultation regarding the flood defences.

Social Media

Kendal BID is engaging with many of your Facebook pages it would be good to get a like back, if you haven't already then please do. As a business community we can all benefit from supporting each other.

Kendal Mintcake & More

As one of the major funders for

www.visit-kendal.co.uk

Kendal BID would like to remind you that you can feature as little or as much as you want on this website. Its down to you. For more information get in touch.

Keep in Contact

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Kendal BID is a Ltd not for profit company registered with Companies House **08986243**