

APRIL 2018

## WELCOME TO ANOTHER NEWSLETTER FROM KENDAL BUSINESS IMPROVEMENT DISTRICT

Many of you will have participated in the telephone surveys as part of the BID renewal process. Whether you are for or against BID, we would like to thank you for your participation and honesty.

## The Lakes International Comic Arts Festival

Kendal BID funds this with your money.



If you want to participate in this years' Comic Art Trail then please get in touch with [marianne@comicartfestival.com](mailto:marianne@comicartfestival.com)

## Advertising your Business

You may have seen that BID has been running adverts in the Westmorland Gazette. We will be utilising the pages to focus on particular areas of the town for example 'Focus on Wildman Street' or Focus on Kirkland'. If you think your business would not benefit from free advertising then that's ok but if you would like to be included, then please send me an email.

[sarah@kendalbid.co.uk](mailto:sarah@kendalbid.co.uk)

**SUBJECT:** ADVERT

**DEADLINE:** 31<sup>ST</sup> MAY 2018

## Save The Date

We would love to see you at the Annual General Meeting for Kendal BID Ltd.

14<sup>th</sup> August 2018

Venue to be confirmed.

## Summer Trails, Displays and RAF 100 FESTIVAL

This years' displays will be around wool and RAF 100, we have a fabulous local artist doing the designs.

The trails will link into them (see attached) but even more exciting is BID will be bringing a real SPITFIRE in to the town. This will be displayed over 2 days with a mixture of parades and an **opportunity** for any BID business to host a 1940' tea party. Interested??? Email for more details; [sarah@kendalbid.co.uk](mailto:sarah@kendalbid.co.uk)

**SUBJECT:** TEA PARTY

## Britain In Bloom

If you are interested in having a hanging basket for Britain In Bloom, please email for more information:

[brian@bandmharrison.co.uk](mailto:brian@bandmharrison.co.uk)

**SUBJECT:** HANGING BASKET

**DEADLINE:** 15<sup>TH</sup> MAY 2018

(please remember that all those businesses that have participated in hanging Christmas trees have the infrastructure in place for hanging baskets, provided by BID)



## Unity Festival

The Unity Festival builds unity, promotes integration, fosters good relations and celebrates all that we have in common as humans. Schools in the area will be running a competition to have students designs made into flags. If you would like to have a flag [brian@bandmharrison.co.uk](mailto:brian@bandmharrison.co.uk)

**SUBJECT:** FLAG

**DEADLINE:** 15TH MAY 2018

(please remember that all those businesses that have participated in hanging Christmas trees have the infrastructure in place for flags, provided by BID)

## Beer, Wine & Food Trail

We were asked to keep this going all year because of its popularity. We are producing an updated version in the next few months.

If you are an **accommodation provider**, then please get in touch and we can supply you with some of the leaflets- they are brilliant for your guests.

If you are **new to the town and serve food, beer or wine** and want to be added to the trail then please get in touch. Email:

[Sarah@kendalbid.co.uk](mailto:Sarah@kendalbid.co.uk)

**SUBJECT:** TRAIL

**DEADLINE:** 15TH MAY 2018

## Festival Funding Fact

Kendal BID has now committed funding to all the 4 major festivals. Without the funding provided through your levy it is unlikely the festivals will remain in the same guise in Kendal.

Nearly a quarter of the Kendal BIDs budget goes in supporting the festivals.

## Trial Voucher Booklet

We are trialling a voucher booklet for a few businesses in town. Let's see if it works, then maybe some more businesses will join in!!

## A Visit by Malcolm Wilson and one of the World Rally Championship Cars

We bought one of Colin MCraes rally cars into the shopping centre and the response was amazing. Malcolm Wilson was on hand to answer questions and social media went crazy.

## 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.

Facebook/ Instagram and Twitter

## Kendal Mintcake & More

As one of the major funders for

[www.visit-kendal.co.uk](http://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

[Sarah@kendalbid.co.uk](mailto:Sarah@kendalbid.co.uk)

[www.kendalbid.co.uk](http://www.kendalbid.co.uk)

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