

Kendal Business Improvement District

Meeting of the BID Board

Tuesday 3rd September 2019

5.30pm – 7pm, Fantastic Kendal, Kendal

Minutes

Item	Notes
Welcome, Introduction, apologies.	Attendees: Richard Moore, Jan Nicholson, Adrian Thledman, Nick Pitt, Aaron Gilby, Josh Macauley, Brian Harrison, Sarah Williams Anna Brisley
Updates	<p>Council (Anna Brisley):</p> <ul style="list-style-type: none">*The signage has now been updated, signs have been changed to show how far it will take for the public to walk to their destination. Instead of changing all the maps they have stuck a sticker on for the TIC which you can't peel off once dry.* Need to chase the GDPR officer for the GDPR agreement for Kendal BID so that they can use the data collected from the Kendal WiFi.* Operating Agreement with KBIDS solicitors <p>Local authorities:</p> <p>Meeting booked for the 17th September with Kendal Town Council to talk about the funding of festivals going forward additional ideas on how to raise money through sales of festival related items.</p> <p>Shopappy:</p> <p>SW: 26 businesses have so far signed up. SW explained that the click and collect element was confusing businesses and that Shopappy were looking o change that focus. SW explained that we are trying to achieve a package for smaller businesses that puts them on par with larger businesses.</p> <p>Website:</p> <p>SW: The BID website has been updates and now is more functional, unlike some other BID's it is business focussed and not really for public use. Visit-Kendal.co.uk, funded partly by BID, is the public face.</p> <p>Antiques Trail:</p> <p>SW: Is now at printers. Phil Walker from The New Union complained that non BID businesses were featured on the map. The trail is for consumers and satisfying their need for a rounded</p>

	<p>experience, therefore the decision was made to add them in. BH explained that if we took the precluded areas/ businesses with all the funded activity then we would never end up funding anything. None of the Antiques shops within the BID zone have an issue with their inclusion.</p> <p>Coach Parking: SW: Explained that this trial is going really well and that we need to have a package ready for them including events, we are hoping that coaches will start booking in advance. There has never been a negative comment about the coach parking which has definitely helped promote Kendal and bring people in. SW explained that Al Strong (during the members quarterly meeting) had commented on the £15 gift cards been given to all those that arrived on the coaches was ridiculous, SW explained that it was only the driver that received the card. BH explained that in the past three days we have had three new coach companies who have booked for the first time the one from this afternoon he is very happy with the package and they are planning eight future trips up to Christmas and that's from Northampton.</p>
<p>Member Meeting</p>	<p>BH: The meeting was held 13th August there were five people who attended the meeting, we gave them the floor and went round the table to ask what they wanted to know. There is one question which was asked which the board needs to settle <i>"please could the BID provide a full transparent account of spends to date fully itemized from the start of the year, as of the moment people are struggling to see where the actual money is going"</i> Al Strong from Macaroons by Al. It was agreed that a fully itemised account was not only additional and unnecessary work but also no other BID provides this and it is the job of the Board to decide how money is spent.</p> <p>Explained that a navigation tap on the website has been created that explains where and how to find expenditure.</p> <p>The conclusion is that we will produce official accounts, produce annual/general meetings accounts. We hold an AGM meeting for members. We hold individual member meetings which is what he requested. We don't feel that we need to be more open transparent and we welcome questions. A short letter is going to be drafted for Mr Strong, this will be sent to the board for amendments.</p>

<p>EA-KTC Flood Relief Scheme Working Committee</p>	<p>BH/ SW: Explained that it is imperative that EA monies are matched to ensure that we get the most out of them. KTC flood risk scheme committee has been in existence since Feb 2019 and they are tasked with ensuring that the environment agency do a tree strategy and an arts strategy.</p> <p>Heritage Lottery Scheme SW/ BH visited a successful scheme that took advantage of a variety of pots of money to match fund with lottery funding. There is potential to achieve a grants fund to redevelop buildings in the town but it will need a great deal of collaboration. Background work is being done.</p> <p>KTC SW: Explained application (that all Board members had had in advance) from KTC requesting funding for Christmas. The Board was asked to decide if they wanted to ask additional questions and if this money was a good use of resources. Not going to turn it down but need to discuss the plans they have got. SW explained previously that we have given a contribution towards the tree and that we need to be careful that we are adding value not gap funding. SW explained that Kendal farmers market are willing to put some money in to help with some activities.</p>
<p>Kendal TIC office</p>	<p>BH: explained that the BID is paying for the services for Sarah who provides Fantastic Kendal TIC which is used as our main contact point. For the last year the TIC has been known as the BID point. Sarah is happy for the premises to be used as an office/ storage and hub for services. Only reason they have been able to do coach booking is because it goes through here. Sarah used to operate from her house and go to cafes for meetings. SW offered Kendal BID limited cooperate directorship and at the time everyone said no. NP noted that it was not right that SW should foot the bill for meetings etc and that KBID should provide some funding for the use of the office and hub- NP to liaise with SW to work out a correct figure. SW was concerned however that BID had limited resources.</p>
<p>AOB</p>	<p>SW noted that she had entered Kendal BID into the British BIDS awards BH asked if the Board were happy for him to look at doing an AFD 2020. All agreed yes.</p>