

Kendal Business Improvement District
Meeting of the BID Board
Tuesday 5th November 2019
5.30 PM – 7 PM, Fantastic Kendal, Kendal



agenda

Item	Notes
<p>1. Welcome, introduction, apologies. Apologies: Chris Taylor, Aaron Gilby Present: Matt Williams, Adrian Thiedman, Derek Jones, Josh Maccauley, Lynda Jonston, Julia Dunlop, Nick Pitt, Sarah Williams, Richard Moore, Brian Harrison, Jan Nicholson</p>	
<p>2. Minute taking Permission to record meeting BH: Remember everything to do with equality and diversity.</p>	
<p>3. Vice Chair vacancy BH noted that there was a vacancy for Vice Chair as Danielle was unable to continue on the board due to a change of job. Nick Pitt offered himself for the position, all in favour.</p>	

4. LEP (local Enterprise Partnership) Bid's

Better Leisure DJ talked about BL providing specifics for events and those events are starting to increase. The problem is that BL is losing the good events because of the quality of the facility. Seating and sound system is out dated. BL are spending 23 million on enhancing the Sandes Centre to attract more and better entertainment BL Kendal wants to be in a position to piggy back on these acts and provide them with a second venue. BL is one of Kendals biggest event spaces.

DJ is looking at ways in which to enhance the facilities we have got, attract more events and acts to the town and that in turn supports the town (evening economy, hotels etc). All goes in line with Kendal as an events town. A leisure Facility strategy was written by SLDC stating that the BL facility has another 15-20 years, so any investment would have this reassurance. SW stated that BID is putting in a EOI to LEP for a grant to help with these costs. Challenge is that the money has to be spent by March 2021. BH stated that there were other things involved to working towards a world class venue for the area.

AT we don't have test gigs in Kendal, he asked about the Brewery and the link to the Brewery. DJ said that they used to have a partnership with the Brewery. AT said that the hire of BL was more than a West End theatre- costs have come down. DJ Reminded the Board that BL is a social enterprise and the purpose of which is to be sustainable and ensure that more people participate in healthy and cultural activities in partnership with SLDC. MW stated for SKDC it was vital for the area. DJ stated that the leisure centre had received a lot of investment and the bit that is missing was is the entertainment bit.

Part of the Bid would be to look at providing large screens as well- bringing the community together.

JD said that Coronation Hall seems to also get loads of money.

JM stated that you take a great act to an amazing venue they feel they want to go back, take an act to a dated venue they don't want to- it does not give a good impression of Kendal.

BH – SW to put together an EOI to the LEP. In December the Kendal Vision document will be ready and he will bring all the various consultation docs together and pull out the relevant pieces. BH asked if the board was happy for SW/ BH to continue down this route or does BID distance itself? DJ stated that KMF were very interested.

SW – expanded on the RIVER LEP potential application. SW explained that KTC have a flood group that is there to ensure that the EA adhere to the planning restrictions. SW explained that she had presented to them as she felt that it would be an absolute travesty if we allow all the match funding being put into the river flood defences to go without being matched. Time is of the essence and managing expectations the fact that BID has only just been bought in at the eleventh hour will probably mean we will not have enough time. SW explained there is a tree strategy and an arts strategy- it is not clear if the EA have to develop these strategies or actually action the strategy. SW explained she had bought a group together to try and put an EOI into the LEP. MW- there is an SLDC planning element he is keen that comments are given. Challenge is that we have a scheme that has been approved by planning that is practical and EA's motivation is about flood defence not making it look nice. MW also stated that some of the enhancements will also require planning. SW said that we need to put in the EOI and then work on the rest.

There is no deadline for an EOI. MW said that EA wants to begin in February.

5. Xmas update

SW – The Kendal Brochure is in progress. Nobody commented on the idea to divide the town into districts so left it as everyone liked the idea. Everybody concurred.

SW- xmas event in the market place- stuck with legals at SLDC. SW explained that Matt from Kendal college is leading on getting acts involved. SW explained that SLDC had received an event plan, insurance documents, risk assessments and everything.

6. Grants requested

WEBSITE BH – noted the development of the visit-kendal website was helped by BID financially, with the view that we would support it going forward. Coming up to another set of funding and Paula from Futures (Futures administer the website) has asked for some more funding. They are looking for £4k. Initially there was a desire for the website to feature paid for advertising to encourage sustainability. We have asked Futures how far they have gone down that route in 4 years and the message that has come back is "We did produce a sustainability plan prior to the website launch which was mainly limited to minimising the resources and time needed to maintain the site whilst still ensuring its quality. In terms of longer term funding this plan did raise the possibility of selling advertising space on the site and that this or alternative options would be explored when required by a task and finish group. To date this has not been required thanks to the funding from Kendal BID and KTC and my role via KF. If the BID is unable to offer funding then this will be developed. DJ asked 'isn't that the answer?' SW noted that it would have been prudent to develop that from inception and the funding that KTC and KB had put in could have been spent on other things. DJ led on the website and said it was disappointing that this had not progressed as this was the output from the beginning. JM asked about the visitor figures- slow at the beginning, SW stated that BID and the TIC push visitors towards that website rather than their own. MW said it is really positive for Kendal, it needs to continue. SW gave the stats and noted 80% of visitors found the site via google. SW asked JD if KTC had requested a sustainability plan- she did not know. JM asked how much did they need £4k, GC noted that this is very similar to the request for funding for TIC – people don't pay. JM noted that the difference would be that there is more opportunity for the website to become sustainable. JM suggested that if we did consider giving them more money it would be conditional that we would match their private investment. AT suggested that they look at other funding such as the growth hub. BH stated that unless more money is provided to attract advertisers that it will not happen. The request for funding is 19/20 it was noted that we are 6 months in to 19/20. The money would be spent on employing Anna (administrator) and can only surmise that some will be offset against Paula. SW said that Anna was amazing and was very good at what she did. JM said that we should go to them and say this is what we are prepared to give and you need to provide us with the match. DJ seconded the proposal. No one against.

REPRINT OF BROCHURES There are three brochures produced by KTC and funded partly by us. SW noted that she was informed a few months ago that they were going to potential to merge them but had nothing since- asked JD if she could update us on it. KTC had just received 4k from Kendal BID but they are requesting for next year- SW noted that a reprint had not been done and FK had had to print the walking trails themselves. JD said she would ask for an update, GC said that Julia and himself were at a disadvantage and they needed to be informed earlier so that they could the update. SW accepted that observation and said she would try and give more notice.

7. AOB

BH bought up the subject of funding for the TIC, BH offered for SW to leave the room but everyone was happy to continue with her present. BH explained that NP was given the task of coming up with a commercial value for the use of the TIC by KB, including the administration of the gift card and of the coach parking. £4436 per calendar year, BH suggested that if this paid then it would be paid on a monthly basis. BH asked if there are any questions on that proposal.

RM asked for the science behind the amount and NP said he would forward. NP said it had been underwritten by Praxis asset manager. NP said it was a standard model used for proportionate calculation. 3 days plus electricity etc. BH said that we could have gone to an independent estate agent but we had the expertise on the board. MW agreed serviced office space was difficult to come by. BH asked if RM would like to wait for the figures or could there be a vote now. SW noted that until money from the levy came through, she didn't feel that BID could afford to pay.

BH said that there was an application put into KTC to help run the TIC, and KTC had recommended that it be reduced to 5k. GC corrected that although management had recommended it be reduced that they may not take that into consideration. BH said it was valuable that GC was here. BH said that the TIC (personal view) said that it was far more valuable than a 1 or 2 day festival; from the amount of people that come through and the coach parking etc. BH noted that he volunteers once a week in the TIC. The offer of 5k p/a is the equivalent of £13.70 a day. If it wasn't for volunteers then it would not be viable. BH stated that he would like to someone should explain to the council that it is not sustainable and that at present it is unfairly being supported by Sarah personally. It is not commercially viable because there are not loads of retail sales but there are literally hundreds of people passing through a week, picking up things like event information, entertainment inf, where to eat and drink, bus services etc. If the TIC is lost, we will lose this and we will lose the coach parking and we will not have a front for the KGC.

BH explained that we may have to sit down later and prioritise expenditure and it will be up to the board what you consider more important to the town. SW explained that the 10k was so that she could pay someone instead of her having to take up the slack for volunteers been sick or on holiday. In 4 months she had 1 day off. SW explained the town is getting quarter of a million pound service for next to nothing and if she hadn't of provided the service then no one else was going to do it and without a proper infrastructure for tourism then the high street as we know it will not continue to thrive 27000 people cannot sustain the town we need tourism to go forward. The TIC collates demographic information, in summer over a 1000 a week, at least 50 people in a day now.

GC explained the background that one of the reasons why SLDC pulled out of the TIC was because it was difficult to quantify the result, SW explained she could quantify the results. When the decision was made, KTC decided it would still like to see a TIC facility in the town and decided it would fund 5k for 3 years and it is now the end of the 5 years. When the bid from Fantastic Kendal came in this time for double that- everyone's eyes were open (on the management committee) at this point in time it has only gone to the management committee that sifts through all the applications and this committee only has a finite budget- BH stated that we all do.

The view of the Management Committee was that 10k was over the top, they only have 60k in total for this activity. The actual decision will be at the full council meeting. NP asked if the 5k was considered a push back GC said that the budget was under extreme pressure. NP said that there was a possibility that 7.5k could be agreed GC agreed but something else would have to go. KTC is only funded by residents so if we decide we want to put the precept up then it is the residents of Kendal who will pay for it. JD does not sit on the management committee but its not that KTC think the ask is too big or cheeky for what's needed, it was just too big to commit to in view of all the other things. SW explained that for 1 year she has had to go through a million hoops to get this up and running, something that benefits the whole town day and day. The three main festivals are getting hundreds of thousands of pounds from elsewhere and yet KTC is looking at funding them for 3 year programmes and have funded them continuously. GC said it wasn't a different pot of money but a different exercise. The TIC is a new enterprise and until it got going and looking as if it was going to be sustainable KTC could not contemplate a 3 year deal. It does actually beg into question if this business model is sustainable.

SW stated There isn't another business model as much revenue is being created as possible. GC said it was not for KTC to bail out failing businesses. SW disagreed that it was a bail out. JM said it was up to us as a town to drive forward thinking, Kendal in his opinion is on the up and is regenerating and is growing- we need to enter into a cycle of success where we invest and make improvements and draw more people in to invest and improve more. TIC is part of that positive cycle. We could enter a cycle of failure where we start to not invest and reduce services, less people come, and we could go the other way. He thought Kendal had gone that way a few years ago and we are now really on the up and the TIC is a big part of that and if we can as much as we can push that forward-thinking Kendal will continue to succeed. BH concluded that he thought it was agreed that KB would put monthly funding in place for its share of the use of the building, we think that KTC is looking at funding for a possible 5k he asked the board to leave it at that. If it turns out that there is no funding forming anywhere else, then the Board will have to decide priorities. BH said that the TIC is in no way extravagant.

DJ asked what other models are being used. SW stated that mountain goat run the TIC as part of their business and Ambleside have more footfall and the PO. SW also explained that she had helped Ambleside divide the PO from the Tic as there was a real risk it would ruin the PO. Ambleside works on a volunteer basis now. Appleby is funded. Coniston and Hawkshead have the footfall to maintain a substantial retail section. SW explained it is almost ridiculous to compare them to Kendal. Morecambe and Lancaster are funded by the council very forward thinking, the infrastructure needs to be there. BH thanked NP for the professional figures. NP do they qualify for a brown sign? BH said that the signage had just revamped to direct people to the TIC. BH stated that the board will have to make the decision of a xmas event costing 4k for one day or a trail for example, how does it fit against a TIC that will be open for most of the year. Something might need to go. Priorities must be made. MW stated that sometimes it can give comfort to a council that there is evidence. A show of hands was given to show al those that would like to see the TIC funded. BH – our budget is tight, and that BID will have to make a budgetary decision.

JC commented that there was a meeting about funding local charities, not a single one received what they asked for- BH said people generally apply for more than they want. BH asked if the feeling of the board could be fed back to the council. £10k was to help fund someone to stand in when there is a gap in the volunteer generosity.

Kendal in Bloom- BH noted that he had sent out reports on Kendal in Bloom. The committee presently buys gift Card from Homebase for the various categories. BH said that he has suggested that they have KGC instead and it would be a good way of advertising the card. In return for funding the prizes, KB would get promotional material into the 2 newsletters and would be present at the presentations. BH asked for permission to the board that we supply the gift cards at a cost of £1000. JM said he wouldn't hesitate to support it. DJ we need to prioritise. The newsletter goes to every house in Kendal so good exposure. This will be next years BID budget. RM said good as long as we are suitably rewarded.

3rd Sector- correspondence from 2 third sector organisations questioning what they received from the BID. Chris to follow up. BH suggested they need to participate and SW explained that they have been given opportunities including collections through Torchlight which would not have been possible without BID funding.

AFD- the MOD has been registered for a grant and putting links to visit-kendal. Grant has gone up to 10k. Making progress. JM said that it needed to be a joint effort not all on BH shoulders. Using same Districts as brochure.

Legal Agreement- MW asked if there was any progress on the Operating Agreement. SW referred him to RM who said he was progressing it via a meeting with the SLDC solicitor.

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