

Kendal Business Improvement District
Meeting of the BID Board
Tuesday 3rd December 2019
5.30 PM – 7 PM, Fantastic Kendal, Kendal



Minutes

Present:

Brian Harrison
Sarah Williams
Nick Pitt
Aaron Gilby
Lynda Johnston
Julia Dunlop
Robin Ashcroft
Adrian Thiedman
Chris Taylor
Jan Nicholson
Richard Moore

Apologies:

Geoff Cook
Derek Jones
Matt Williams
Josh Maccauly

Permission to record meeting, reminder that BID considers equality and diversity in everything it does.

Correspondence: BH noted that GC in the previous meeting gave an explanation of why KTC were recommending a reduced grant for the TIC, a number of Directors were upset by some of the things that were said. BH wrote to KTC to ask for an explanation, the response was that the recommendation was to fund the TIC as per last year. They had noted also that the extra money was required for staffing purposes, there was nothing about the failure of the business model. Also noted that GC is not a representative of KTC on BID and BH noted that GC was perhaps only trying to help. BH wrote back indicating that the TIC needed to be considered as a valued entity and not as a failing business model. The town clerk on behalf of Cllr Stephen Coleman asked 2 questions to which BH responded on behalf of BID.

- a) Why KTC funding of the TIC is being discussed at a BID Board meeting? BH explained that BID have a different relationship with the TIC than KTC has with TIC and discussions were on the partial use of the offices and facilities.
- b) Any comments made by GC were merely for information as he is a member of the KTC management committee.

BH considers matter closed.

CT commented on part of the previous minutes where JD noted that not everyone gets what they request, CT observed that it was a negative comment. JD noted it was merely for the board members to understand that many grant applicants did not get everything they requested, by way of example. CT noted that he represents a few charities, one of which has been extremely well supported by KTC.

RA noted that the minutes were difficult to assimilate and suggested we contact a professional minute taker. SW commented that a number of the Directors wanted the exact wording in the minutes to be reflected in the minutes.

Markets Update:

SW requested an update on the markets as businesses in the market place had requested it and SW's involvement in the Farmers Market meant there was an interest in what was happening or due to happen. Sion Thomas responded saying that they would be going out to tender in January, RA explained the delay was to accommodate the market stall holders. SW explained that confusion has arisen because it was supposed to have gone out to soft tender a previously, and nothing came of it.

Kendal Directory:

SW provided conceptual mock ups of the Directory. The Board were reminded that it will be an A4 directory not an A5. Concept has 7 districts; each district is named and colour coded. They have divided to have at least one parking area, districts colour coded down edge to ensure ease of use. All the businesses and charities, services etc will be listed in the individual areas. There will be no contact details but grid references. Biggest district is Strickland district. Event calendar will also be inserted. All businesses/ charities have been given the opportunity to check their business is listed correctly via a PDF on Kendalbid.co.uk There were about 50 hereditaments that came back asking for tweaks. There is advertising space on every single page. Hoping to do a small initial run of 2500 copies to identify any errors. Carlsons Fishing Tackle (as was) is refusing to be listed.

CT asked if there will be stylistic consistency on type face and colours etc. SW explained that going forward the 'district model' would be translated into the other brochures (beer, wine and food etc). Kendal branding will also be present. It will be present on kendalbid and visit-kendal website. An email address has been specifically set up to accommodate any issues.

JD commented that it looks like it will be a substantial document – will people want to walk around with it, or will it be for reference only. SW explained that she thought it would be both, through experiences from the TIC and how people behave. SW explained that the electronic version can be updated quickly. JN asked if there was anything done to prevent businesses not identifying errors. SW explained that an advert was going in the Gazette and every business had been contacted by hand inviting comment. BH explained that the Wheeler report, commissioned by SLDC a number of years ago, said that Kendal has an issue with connectivity and people need to know on arrival what there is in the town and how to get back. The zone concept has been a concept for a long time. BH suggested that we use window stickers in businesses saying you are in the Strickland District etc. SW explained that the object of the Directory is not just a map, it is to push Kendal- look what Kendal has to offer. SW asked if she could distribute a district each to board members to look over and check for obvious errors as it is easy to become blind to errors if heavily involved.

Other areas such as dog friendly businesses etc may come in the additional specific brochures and will be added later to the brochure.

JN questioned the names, SW explained that she had asked the board for their opinion on names previously and all had been happy. There was no issue with changing them if suggestions were forthcoming. SW suggested everyone sent their thoughts asap, decision would be made by number of votes.

Christmas

All slots are filled on the stage for the 14th December stage presence in Market Place. We were unable to get permissions to get the 21st as well and only permitted to play from 10-3.30pm. Mixture of musical genres. BH said it would be a good trial. RM asked how it would be advertised- SW said now that permissions had finally been granted that it would be on facebook and in the Gazette next week. TIC will also be pushing.

Armed Forces Day

Permissions have been delayed; the request has been made. The preference from businesses is that it takes place on a Saturday and that we use the market place. Because it is a Saturday it clashed with the market and so we are having to look at closing market place and Stricklandgate and relocating the market for that day. It will take about six months, but we are on to it. SW noted that we have moved the market before. RA asked what the plans were in these areas. BH explained that vehicles and heavy footfall need to be on hard standing. Market place would have a marquee and stage with some vehicles. The shopping areas (centres) would have blue light charities and games etc due to feedback from customers that there was too much fundraising. The games would be in return for a small donation.

We have the agreement of WSC to use the main hall.

In the market place: Kendal Concert band, Jazz band and female vocalist.

In the Fleece: using the cinema to show the International Tattoo.

Townhall is not available.

New Road: inflatables and cadets

Walks

RA commented that it would be good to get businesses to provide a discount on production of their card. It would send a good message about Kendal welcomes and thanks the members of the armed forces. BH noted that he has been speaking to the AF discount card company who also do an emergency services discount card, he promised to ask for POS materials to distribute to businesses to encourage their participation. BH noted that the Armed Forces website has already listed Kendal's AFD. BH noted that the local regiment is keen to come down.

BH noted that we are actually on AFD 27th June, but it does rely on permissions to move the market. BH asked if the Board would be happy for joint advertising with Morecambe- all board happy.

Budget

Distributed budget. SW warned that we still do not have any guarantees that money will come in – still outstanding 10k. From previous budget 5.5k gone to Lakes Alive and second part of 13k for levy collection to SLDC. SW recommended that no other costs are to be put through. There are also deposits for 2020 AFD that must be paid.

Ice Rink/ Christmas

SW asked that any money carried over be ring fenced for Christmas 2020. SW mentioned that the ice rink people in Lancaster want to do the rink in Easter, thought it would be quirky. The problem is that it is 20k. All the costings were presented to SLDC a number of years ago – there is potential to make and to lose a lot of money. SW said that 2020 is not enough time. If we go for Christmas 2020 we cannot use the Lancaster people, other opportunities. We cannot use Abbot Hall because not allowed to spoil the grass, only other option is market place which over a period of 6 weeks (time period to make it economically viable) would mean moving the market for 12 times, difficult when they object to one day. RA asked if we had asked SLDC officers for suggestions to put an ice rink. SW replied that the question of location of an ice rink had been explored in detail including County Hall, no for all grassed venues.

JN wanted to see sheep on New Road in Easter.

JN suggested forgetting an ice rink and potentially look at live nativity or something like that. CT noted that a colleague of his created an event everyday in a different part of the town throughout advent. This could be adapted.

SW suggested that we do something twinned with Rinteln perhaps a Weinachtsfest with big tables etc. SW said that the biggest thing is that we reserve for Xmas, with the benefit of hindsight we should of not spent anything in the first 2 years and then we would have had the money to splash out going forward. CT explained that Kendal is far more difficult to make an impact on the town at Christmas

as the make up of the town makes it thus. Kirkby Lonsdale and Cartmel are more compact, making it easier to make an impact.

Proposal is that as much money as possible be held back for Xmas 2020 and that all board members come back with ideas on what we can do for Christmas with that budget.

Grant Applications

SW explained that with the boards permission she would spend time helping pull applications for external funding together- from lottery to LEP. SW explained that BH and SW went to Prescott to see how they had pulled together lottery funding – we have their application in full to use as an example. We do need to pull away from our dependence on asking the council for money all the time as they do not have the money, applications will need to be hundreds of thousands rather than a few thousand- it needs to be worth our while in time.

Music festival application- asked for 9k but feedback from board was to give around £1000- SW asked for guidance.

Another music festival person wants to organise another festival not asking for funding but wants help to pull in the right places. AT wants to pull together an entertainments committee. AT noted that the 'purple guide' adopted by SLDC, AT will send it round.

BH explained that a BID objective is to have a festival toolkit.

Charity update

CT explained that SW/CT were approached by a few charities to understand what BID could do for them as the third sector. Informal meeting held with SLACC and Stricklandgate House and attended by SW and CT. Explanation that you can be zero rated but you may have to still pay the BID levy, which means that third sector organisations are contributors to BID and then those that don't pay but have had grants from BID. The charities said that they had no issue in paying for BID they wanted to know what BID does for them. SW stated that for a number of years she has pushed for third sector representation on the BID Board (not her role to do it) hence the reason for CT being part of the Board. SW also explained that when things are handed to them, they should take full advantage of them, which she felt they had never done. When SW explained to them that BID funds Torchlight for example, which provides opportunities for collections and time to advertise their charities- without BID funding there would be no torchlight and no big cheque- they found it difficult to make that association. SW also explained that they had asked for help with social media, free courses had been offered that they did not take advantage of, but we were more than happy to come and talk through with them. SW explained that they had to read the newsletters when they come through the door, it is more than a one way thing. South Lakeland Carers has received numerous things as they had talked to us and participate with BID. Change business to Charities they are not businesses. CT has started to put together a list of charities in the area, CT happy to organise an informal get together for this sector to ensure they get the best out of BID.

AOB

RA explained that he had a meeting with KMF and that they had expressed the need to expand yet Kendal was getting close to capacity- SW explained that they had always had this issue. RA explained that they struggle with engaging with the business community. RA has suggested that Steve Scott join the BID Board as a representative for the festivals- they want routes into the businesses- dressing the towns for the festival. BH explained that trying to get the town to join in is not for want of trying, BH said that businesses felt that the trade from the festival stays in the Brewery and the actual town centre doesn't benefit. AT asked what RA involvement was with KMF, RA explained he used to be a Director. AT said from his perspective, every year as a local business they try and get an audience with KMF and they are told to go away and outside companies are bought in. The businesses slightly off the beaten track get nothing from the festival. RA said they need to have the

conversation. JN said that the light switch on should not be on the same weekend as KMF, BH said that it was changed to accommodate KMF. RA said he didn't believe that to be the case. AT said that marketing is an issue for all events, digital signage is important. BID have talked about large screens showing what is available in the rest of the town. Real time availability for parking infrastructure is still available.

Close of meeting next meeting 7th January 2020