

Kendal Business Improvement District
Meeting of the BID Board
Tuesday 1st October 2019
5.30 PM – 7 PM, Fantastic Kendal, Kendal



MINUTES

| Item | Notes |
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| <p>1. Welcome, introduction, apologies.</p> | <p>Apologies: Geoff Cook (CCC), Aaron Gilby (WHSmith) and Adrian Thiedman Present: Nicholas Pitt (Praxis), Brian Harrison (Chair), Matt Williams (SLDC), Chris Taylor (third sector), Lynday Johnston (Delicious), Richard Moore (Temple Heelis), Dereck Jone (GLL Leisure), Danielle Walls (THW), Julia Dunlop (KTC), Jan Nicholson (Kendal Hostel), Sarah Williams (PM Kendal BID) and Josh Maccauly (Ye Olde Fleece Inn)</p> |
| <p>2. Minute taking</p> | <p>Permission to record meeting Remember everything to do with equality and diversity. BH welcomed Lynda from Delicious as a potential new Board member representing food and drink.</p> |
| <p>3. Finances and projected expenditure</p> | <p>BH asked SW to explain the accounts as they stand. SW explained our biggest issue is that we never know how much we are getting and at what time of the year we will get it. The benefit of hindsight we would have spent nothing in year one and then always be a year behind in expenditure. Difficult to budget and determine spend at certain points of the year. We try to keep as much back as possible as we just do not know when money will be coming through. It may be that the next chunk of money we receive is in February 2020. We have an outstanding amount of just over 3k owed to us by SLDC for the August levy collection but there is still another £25k to come between now an April. Cash flow is awful to work out. SW explained elements still owing. SW explained the coach parking incentive scheme again for the benefit of new comers. SW explained that 27 coaches were welcomed in August alone, making it good for the charity that is Better Leisure, the taxi company involved and businesses that accept the Kendal Gift Card. SW explained that we spend around 10% of our existing levy goes to SLDC to collect it, we paid the same cash amount when we had 30k more in the pot as the number of businesses remains the same. SW explains that most years we get a chunk in November of levy, CT asked if this tended to be a final chunk, SW explains that it dribbles in until the end of March. SW explained that we pay SLDC to collect moneys, including court costs. MW asked if the collection of levy in dribs and drabs was typical and could SLDC do any more. SW explained yes it was and no there is nothing more that SLDC could do. SW mentioned that she was looking at LEP monies but Kendal is perceived to being too rich to attract LEP funding- we do not have high unemployment etc. SW explained that the detailed expenditures were from now until the end of March not immediate expenditures- there will not be a big surplus. BH noted that accounts are being discussed now so that if any one asks a board member re potential for grant aid they can legitimately say that there are limited funds and reducing fund. SW explained that BH and SW had met with KTC with regards to looking at cutting costs and working more collectively with the festivals. A meeting will be arranged mid</p> |

January. KTC are in a similar position to KB that we do not have unlimited funds. SW explained that if you put in 1 road closure for the all the points in the year it is one lot of admin cost instead of 6 * £600 and it is true for a number of different areas. SW explained that the idea of a tool kit needs to be fronted again, explained that CCC have just recently said that every banner change in the town that involves a cherry picker will need to have a licence costing £62. The board needs to decide if they want to object to charges like this on the basis that it is preventing the growth of the town. CT asked that were we suggesting that we have a pool of equipment. SW explained that we were looking to have a meeting with all the festivals to discuss potential cost savings. This will also free up funds for other festivals. BH stated that all festivals should be asked to get at least 3 quotes. Nick Pitt asked if we could perhaps make this part of a Kendal BID business plan for sustainability? BH it could be, we need to ask what the festivals want and can do. DJ commented that marketing from the festivals is also too much and we are awash with leaflets- potentially the leisure centre could become a place where big banners could be placed for certain festivals. NP also mentioned that the Westmorland Shopping Centre could be used or advertising. RM explained that he had met with SW to discuss remuneration as her role had significantly grown. It was agreed that the role be split into 2 roles BID Manager and Administration as one role and Project Management as a second. Respecting privacy the remuneration figure agreed will not be disclosed in the minutes but is in line with council remunerations as a benchmark.

4. Xmas promotion/ events calendar

SW explained that one of the main outputs we needed to provide was an events calendar, but it is suggested that we need something that would not only advertise Xmas but go beyond for the duration of the following year. SW suggestion was to produce a brochure that would put the town into zones and highlight everything that was in Kendal. It would also contain an events calendar that could be easily updated – slotted in rather than fixed in. The brochure would have a separate sleeve for Xmas to extend its life into 2020. Felltarn have provided a quote with management of the project as well. Comments welcomed on the proposal. A4 suggested- a town directory which incorporates everything that BID is involved in. BH suggested that it should go further than just the BID area to increase the overall offering of the town. NP said that he would not use paper, BH confirmed that everyone that came into the TIC requested paper versions. NP suggested QR code connecting to the on line copy. Zones were discussed so that visitors can find their way to certain areas- it will tell a powerful story of what Kendal has to offer. JM noted that he did not know if there was anything in the past that really showcased all the great things in the town quite so easily as this proposal. DJ wanted to ensure that the leisure centre would be in the guide. BH noted that we could include a programme of things that would be on the calendar including triathlons etc. Ct asked how do we get everything on the calendar at the beginning, SW replied that the calendar would be a slide element and could be updated and redone as the year went on. NP noted that we must measure return on investment, with shopping centres they measure on number of new leaflets. New leaflets taken = new visitors. Measure this by what means – QR codes and free stickers? Has to be low cost.

Hopefully this time next year we would have been able to tap into the Kendal WIFI and use that data to help us target market certain demographics.

SLDC – should be on the visit-kendal website and high profile on the wifi portal. MW asked if the current leaflets were not fit for purpose SW replied that the current leaflets are fantastic; the walking trails will not be covered by the brochure, the culture and welcome to Kendal are overviews and that we believe they are going to combine the 2.

DJ noted that we need to make the 'leaflet' element more efficient – no duplications.

RM- how will they be used and where will they be distributed from. They re not DL sized. An item like this has to live with they have to live within businesses- cafes, hotels, hairdressers and coach companies, TIC, Station. Like the Living magazine. NP said he would pay for an advert in this brochure – it could become cost neutral. BH question is do we want to proceed? JN rom an accommodation point of view it is ideal. RM- can we afford it? SW yes, the costs presented go through to March next year so we should have more money in by then. All in favour. RM timescale is important? done by Christmas – mid November. NP asked about printing costs- they would be looked at. NP pledged £500 for a quarter page advert. JD said that holiday cottages were also a good way. JN proposing, CT seconding all unanimous.

Felltarn have asked permission to opt in – al happy to accept.

5. Xmas bands

SW proposed that we explore the possibility of doing 3 Saturdays of music and atmosphere. BH wants more promotion of the gift card. DJ – have we looked at winter markets? DJ ken to explore for next year. SW explained that we had previously done this and it didn't work and if we bought in others it would detract sales from the bricks and mortar businesses. SW to investigate Suggestion to look at 2 Saturdays only for the bands. SW to investigate costs. CT said local groups could be asked to sing etc. SW said that BH and her were looking at an ice rink in Kendal.

BH said that there was another suggestion for xmas and that was to utilise the brackets already in existence. The suggestion was to hang xmas flags throughout he town. A number of the board thought that this would be tacky and that we ought to aim higher, making the bunting better for instance. BH to investigate who did the bunting and if we could do something – JN said that plastic bunting kept guests awake in the hostel. SW id she had received 3 quotes for 150 flagpoles at 16 each, just over 3k to supply. Concerns over state of flags and bunting.

JM stated that flags and banners should be removed asap after an event and should be policed to ensure that happens. SLDC said that was a highways issue.

Flags to be left at the moment and people to come back to us on what they consider would be a god alternative to bring the town together during events. BH proposed JM seconded to think again. BH said that we need to have different bunting. JM said that when there is an event on the bunting can look amazing but neds to be moved asap after the event.

AOB

DJ said that Better Leisure are looking at putting in a BID to British cycling for 50k to create a cycle hub in the leisure centre- match funding from better leisure and the council. Struggling to find someone to quote on the top carpark- members suggested Chaplows. Hub for cyclists and more importantly the connection via cycling to the town. The bid is

being backed by Wheels for all. BH suggested the link into the EA.

DW announced that she was leaving the board through to leaving her job with Thomson, Hayton Winkley and going to work for SLDC. BH thanked her for al her hard work and commitment. SW mentioned that we are looking for a new vice chair.

Introduction of Lynda Johnston from Delicious as a new board member- al were happy to accept.

It was agreed that BH could replace DW as signatory on the bank account.