

KENDAL BUSINESS
IMPROVEMENT DISTRICT
NEWSLETTER



June 2020 (FRONT)

Lockdown News

Since lockdown began Kendal BID has been working hard to ensure that as we come out of restrictions, Kendal will be in the best possible place it can be.

- 1) **Within 6 days** of lockdown Kendal BID ensured that those businesses that wanted to trade online without setting up their own websites could do so easily and with the support of BID. This was through Shopappy. We subsidised a local BID taxi firm to deliver products safely and within government guidelines, this meant that within a 6-mile radius of Kendal, customers would only pay £3.50 for delivery. Those businesses that chose to participate have, and continue to have, regular orders- one payment for several businesses. The system also allowed for 'payment forward' vouchers this has meant that one business in particular has seen a regular income despite been closed for the duration.
- 2) We have created **complimentary floor decals** that are available for all BID businesses on request- helping with social distancing and branding our town and businesses together- we were the first in Cumbria to do this. To buy these individually can cost up to £25 per sticker.



NEWSLETTER

June 2020 (BACK)

Company no. 08986243

3) We arranged 2 Zoom meetings for businesses that have formed the basis for the **Kendal recovery plan**. Key Objectives;

a) **To educate locals and visitors** alike about all that Kendal has to offer through innovative marketing applications (to include Kendal on Display, Passport to Kendal, Worker Awards, The Kendal Directory)

b) **To create positive messages** that drown out the negative keyboard warriors amongst our business and local community (to include marketing plan, micro promotional films, website support).

4) Provided **regular government updates** on Covid-19 both on social media and also on www.kendalbid.co.uk In addition to required templates

5) Enabled **joint PPE procurement** through a national buying group guaranteed to deliver

6) **Lobbied and made public** our attempts to let Kendal businesses have sight of the traffic mitigation plans once work begins on Aynam Road- we are still trying to get sight of these.

THE HIGHSTREET LANDSCAPE HAS CHANGED If you are a business in Kendal then it is really important that you use the tools available, put in to Google 'Google My Business- Drive Customer engagement on Google' and find out how to drive customer engagement with your local customers.

Look out for the colourful vinyl's that we hope to have covering some of our empty units in the town, creating a better atmosphere whilst we rebuild and restock post Covid-19

Please send us your up to date email address so we can contact you quickly if needs be kendalbidreply@gmail.com