

## September 2020 (FRONT)

### Projects;

- 1) **Monster Trails**- Quick promotion that enabled a donation to the NHS and to get people moving around the town.



10 Stickers only allowed by the organisers

QR codes used, no physical contact

80+ families moving around the town thus far

- 2) **Kendal Gift Card**-



Kendal based gift card, can only be spent in Kendal businesses, if you accept Mastercard you can accept this card, no additional fees (except your own Mastercard transaction fee), customer can spend in lots of businesses, use alongside your own gift vouchers, customers buying as gifts every week- be in it to win it! AND NOW free to all gift card businesses and their customers  
[www.collectionpot.com](http://www.collectionpot.com) PLEASE GET IN TOUCH WITH KENDAL BID

We can supply POS for social media, websites and window.

- 3) **Think Local, Buy Local**-



We joined up with SLDC and KTC with funding from ERDF to promote Local and staying safe. Banners, posters and shop jackets!

We pushed the venues that joined the eat out to help out and anything associated on social media

We have placed adverts in other publications reminding people to continue supporting local

- 4) **Window Jackets**-

We will be covering some strategic empty shops with interactive jacket vinyl's, guiding people to Kendal's key attractions and key shopping areas.

- 5) **Coach Parking**-



We are starting to get our coach parking enquiries for next year these have now been moved to a separate email [experiencekendalnow@gmail.com](mailto:experiencekendalnow@gmail.com)

We now have a meet and greet service established and there is the ability for passengers to be taken around the town on a tour. We are looking for businesses (particularly hospitality) that would be happy to go on a list that the tour guide can recommend for light lunches and drinks. PLEASE GET IN TOUCH WITH KENDAL BID

- 6) **Kendal Directory**-

The Kendal Directory was ready for print pre lockdown. The towns businesses have been affected by Covid so we are getting it up to date.

We will not be publishing any paper based items until March 2021. The Directory will be published to the visit-kendal website.

## September 2020 (BACK)

### 7) Trails/ emails and other-

No Trails will be printed until next year due to the possibility of spreading the virus on printed materials

We still have only a small number of email addresses for businesses; hence the printing of this newsletter **PLEASE GO TO [KENDALBID.CO.UK](http://KENDALBID.CO.UK) SCROLL TO THE BOTTOM AND SIGN UP FOR CONTACT.** This flyer has been left for 4 days before being delivered and will be delivered by someone wearing PPE.

## CHRISTMAS TIME

The Board recognises that It will be difficult to put plans in place for Christmas that

- a) Come up with ideas that please everyone
- b) Are safe to do in the current climate and an uncertain climate.

We are therefore going to be offering small grants for businesses to enhance their external business areas together over the Xmas period. There are rules;

- 1) Businesses must register their interest by **30<sup>th</sup> September 5pm** by emailing [Kendalbidreply@gmail.com](mailto:Kendalbidreply@gmail.com)
- 2) Businesses **must ensure** that they have also joined up to receive BID emails as this includes GDPR coverage and means we can legally contact you, this goes hand in hand with point 1.
- 3) Businesses will **not** receive individual grants; grants will be available to ensure that businesses work together to make the town more festive.
- 4) Once all registrations are received you will be allocated your group- hopefully by area and/or by similarity
- 5) A full set of conditions and procedures will be sent upon allocation of groups.

### 8) Inflatables-

We put a deposit down for a number of inflatables over summertime, in the Westmorland Shopping Centre. With Covid they were put on hold we are hoping to have them over the Xmas period.

### 9) VISIT-KENDAL.CO.UK-

We would value your opinion on the [visit-kendal.co.uk](http://visit-kendal.co.uk) website, please take some time and send us your thoughts positive or negative.

### 10) CONTACT DURING THE PANDEMIC-

We have been able to visit a number of you over the last few months, distributing floor stickers and 'buy local POS' and for a general catch up. We are sorry that this has not been our usual presence but unfortunately shielding and isolating to protect you and our own families has been a priority, as I am sure you most of you will appreciate. We are always available for zoom calls, telephone calls or email contact just drop us a line with thoughts and ideas.

Please use email: [kendalbidreply@gmail.com](mailto:kendalbidreply@gmail.com)