

Overview of meeting and further agenda not discussed due to time constraints August 4th 2020

Covered in meeting

Presentation by Paula Scott as a request for funding for remaining 4 years of BID at a cost of £3k p/a

PS presented how the website looks and its importance to Kendal as the place to go. She noted maximum number of users reached of the site per month in the last 2 years has been just over 10,000 (2019 August), a few stats

- Ranks no 1 for Kendal in Google searches - plus many other linked Kendal searches
- Domain authority -35
- 113 published pages
- 140 blog posts published (since Jan-18)
- 737 opted-in newsletter subscribers (in 4 years)

Concern over low figures specifically domain authority, visits and newsletter subscribers. Concern over BID's ability to control any content and also value for money and sustainability.

NEXT STEPS: Board members to look at other websites, SW to ask PS for access to google analytics and have an independent review of the website done, is there an alternative that would not have such a financial commitment from BID but would highlight Kendal in a way we want. Potential to have a member's only section incorporated protected by password so that we can move away from the separate costs of BID website.

Not covered in meeting but on agenda

Existing projects;

- Kendal Gift Card- The Kendal Gift Card has been in existence for a 3 years, it has proven popular at certain times (Xmas/ birthdays) but does not receive support from any of the larger businesses in the town, despite every effort being made- offer as employee perks, offer as bonus perks (tax free) etc. HOWEVER, it does put money back into the town plus on average 40% additional. 2019 figures

Sales:

260 cards at a value of £6,555.00

Redemptions:

209 at a value of £3845.86 in 42 businesses

Breakage:

33 expired cards at a value of £858.15

Number of businesses:

165 businesses showing in our system.

- Shopappy- Shopappy is a great concept and nationwide there are over 160 towns now involved in the project. It is not customers that are not interested in participating it is the businesses. Unique Page Views have almost doubled in the last 3 months - 14 May 2020 UPV 63,149 versus **04 August UPV 114,702 up**

over 180%. The interest is there therefore most have opted to fund their own websites. Although it would be great to continue it seems pointless if the businesses do not see value in it. HOWEVER, there are a couple of on line events that are being put through Shopappy, over the next few months which will raise the profile again the issue is not customers it is business participation. Shopappy are asking us to commit for 2 more years at £8k plus VAT which coincides with their commitment from Visa and Saatchi and Saatchi.

NEXT STEPS: Do we want to continue when clearly the businesses are not interested in a joint Kendal initiative? Do we continue until Xmas to cover the on line events side of things and see if that brings further interest from businesses? (paying pro rata) Do we give it more time to develop?

- Kendal Directory- The Kendal Directory is complete except it needs updating before going to print due to closures and editions because of Covid-19.

NEXT STEPS: When do we want to publish this? It has been on hold due to Covid.

- Kendal Trails- for the last 3 years we have produced different trails that have proved immensely popular with customers and have helped get people walking around the town. This is going to be even more important with the changes in the retail landscape. We have a new concept which has more longevity;
 - a) Passport to Kendal – a passport book that is designed for parents with info on 12 things to do for free, to do on a rainy day etc – this info is ready to go as Brian has done it
 - b) The passport will be accompanied by kids passport and A4 reprint able trail sheet – so if we produced this before the October half term we could do a Halloween trail and then reprint the sheet for a xmas trail and again for the New Year. The kids passports would be a sticker collection book and the stickers, handed to businesses would change with special shiny stickers to collect- we could couple this up for a fabulous gift card prize/s to spend in the January sales.

Cost around 3.5k

NEXT STEPS: do we want to do this? It links lots of things together and remember they do all the running around visiting businesses etc.

- Monster Trail- running now but only until the end of September – this cost £150 and is branded BID. Take up has been ok but it has cost £2 per play. They are looking at doing further trails (they use QR codes) HOWEVER it looks like only 10 character stickers and no charge to the customers but more charge to us – app £300. The number of stickers is the problem, not many businesses can participate. The ability to donate to a charity of their choice is also available.

NEXT STEPS: do we want to do this? We have had 'stropky and vile' comments from a couple of businesses who did not get stickers so this could start them off again. Cost is good but not as interactive and all inclusive as Felltarn.

- Marketing – Kendal BID creates a number of tri fold leaflets that have proven VERY successful and popular with tourists and locals; Antiques trail, Beer, Wine and Food trail, Galleries and the Historic trail. The BWF trail needs updating and the Board should consider where these trails will be situated with the shutting of the TIC.

NEXT STEPS: Do we want to continue with these trails? Do we want to update the BWF trail? Where will these be located? BID has the means to display individual leaflets in individual outlets – is this the way forward? And/or get quotes from AHA and NPD to display them throughout the Lakes etc? Doubts of the efficiency of this.

- Coach Parking– Coach Parking will start up again and we have had a very successful partnership with Better Leisure, they are happy to continue that relationship going forward. The issue is that with FK no longer in situ we need a another to take over the booking and the managing of this facility. I have day spoken to Jan Nicholson and she (with the Kendal Hostel) is happy to manage this as there is a 7

day week element to the hostel. I am happy to explain the system in place. There will be no charge but clearly this may benefit Jan's guiding business, recommended to review in 6 months.

NEXT STEPS: Are we happy for Jan to take this forward? Any other ideas?

- Festival Funding- We have told all festivals that we may or may not be able to fund them to the extent that we agreed to previously. Clearly their costs have diminished as most will not be utilising physical premises/staffing and most have confirmed an on line alternative. We have also offered them the option of using Shopappy as a platform for online events.

NEXT STEPS: At what point do we want to commit to expenditure for the festivals?- remembering that the reason for funding festivals is to bring footfall into Kendal, increase dwell time and provide a shop window for how great Kendal is. Do we do a 2 stage payment?

- Database- we are in the process of trying to get email addresses for all of businesses and get them to sign up to BID through mail chimp. This has long been a criticism of some of the more vocal members of the business community HOWEVER there has been little sign up- giving us email addresses. We will also continue to collate social media/ website and contact numbers as part of this exercise.

Projects to cover;

- Christmas- We need to think what we are doing for Christmas. We already have bouncy inflatables booked left over from the cancelled Armed Forces Day. We could potentially have the trails as well.

NEXT STEPS:

If 'Christmas' is going to go ahead we need to decide what we can do:

Suggestions- Hanging Christmas trees for the areas, Kirkland, Wildman Street, Allhallows, Sandes Avenue, Blackhall Road- £4,222 plus VAT Suggestion to ask businesses to pay half?

Projections

OTHER SUGGESTION as everyone seems to want different things is that we put it in their hands and offer grants to areas to develop Xmas e.g. Kirkland, new/old shambles Blackhall Yard etc There would be a proviso that they worked together, that it was added value etc etc

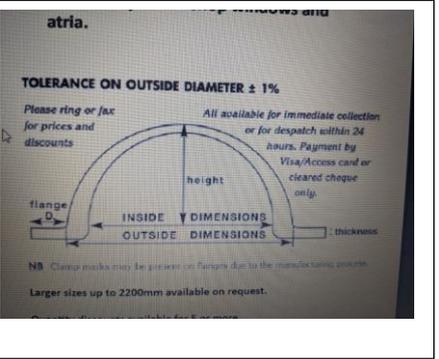
- Parking Perx- We know people love being loyal to businesses in the town because of the amazing success of SWIPII, an initiative that bought high quantifiable benefits to those businesses that participated. We know that businesses enjoyed rewarding customers. What's great about this system is that people can show their loyalty to all businesses (if they choose to participate) in the town and get rewarded by reduced or free parking.
Looked to try and find a solution that would show that Kendal BID is serious about helping the town on parking. We could go down the route of just handing over money to SLDC, Parking Perx is a longer-term sustainable solution. It works through the existing system and either through a card or an app and is instant. Businesses can offer as much or as little as they like. It also works with all the systems in town. Negotiated cost £15k for set up. This would be the biggest project but the most effective.

NEXT STEPS:

Ask Parking Perx to present to the board?

- Recovery Plan- see attached separate

Domes Specifically:



Vinyls- We have been lucky enough to cover some of our empty shop windows through central government funding- empty shops make the highstreet look bad, vinyl jackets enable a street with empty shops to look full and inviting.