

Kendal Business Improvement District
Meeting of the BID Board
Tuesday 4th February 2020
5.30 PM – 7 PM, Fantastic Kendal, Kendal



Minutes

Present:

Brian Harrison
Sarah Williams
Nick Pitt
Lynda Johnston
Julia Dunlop
Chris Taylor
Josh Maccauly
Jan Nicholson
Robin Ashcroft

GUEST James Neathercoat- Praxis

Apologies:

Geoff Cook
Aaron Gilby
Adrian Thiedman
Derek Jones
Richard Moore

Permission to record meeting, reminder that BID considers equality and diversity in everything it does. Minutes were approved as a true representation of the last meeting and permission given to publish.

BH welcomed James from Praxis who was there to observe and potentially take over from Nik going forward.

Love Local Day- 14th February.

SW asked if all Directors had received a poster to display regarding Love Local day. All businesses have been given the opportunity to display a love local poster, enabling them to be voted for best independent retailer. SW explained they did not have to be part of Shopappy to take part in the day. Shopappy is sponsoring the event. Nominations for favourite local business can be done on the Shopappy website and through the TIC. Advertising on SM and in the Gazette, SM is due to step up over the next week under #shoplocalday. Winning shop will receive a prize and one nominator will be randomly picked to receive a Shopappy voucher. BH also noted that the Gazette had contacted him about an article that they were writing re the demise of the High Street- BH had explained that the BID was using a toolkit like Shopappy and the Gift Card to get people into the shops.

Collaboration with Kendal College

BH introduced the concept of working with the college. SW explained that BID has never had much promotional material due to the lack of resources. Explained that always wanted to have quality films about the area and also important to have the Country's top ranking college involved. SW had met with the college to see if they could help provide films of the town and to include that into their curriculum. The groups are due to present to BID on 11/02/2020 and all Board members have been

invited to attend – 5 groups of students, 2 pitches each. SW gave them a brief that was very wide but has got to be pro Kendal, positive about Kendal and Kendal as a destination. SW advised that she had asked them for short films plus a 30 second snippet for SM. Good for college as they get 21 students through their work placement allocation for the year.

SW also suggested that it might be nice to show the films and perhaps do a student presentation at the AGM. JN congratulated SW on achieving this. BH also commented that he wants them to do a film for AFD.

Festival Meeting

BH explained that we held a meeting with eh major festivals and KTC; mountain, Comic, Torchlight and Wool Gathering attended in addition to Adrian Thiedman. Talked about various things and liked the idea of giving Kendal a higher profile through help with promotion. SW explained that we were looking at trying to clump road closures together as they are a high cost, banners, big screens etc Festival Toolkit is not just about physical things it could be around sharing of volunteers etc. KMF had sent a wish list immediately after the meeting. The meeting we had did not include Imelda but will do when everything is together. SW talked about the projector that was under utilised and that KTC were looking into it. BH noted that there is a lot of overlap. JM said it would be good to have local services listed. BH also noted that they were very keen to promote local businesses.

Kendal Directory/ Kendal trail

SW explained that she had hoped to have it ready for this week, but it is taken a considerable amount of time. May be able to send it out on a We Transfer over the next month.

SW explained that we are proposing that the trails are different this year and will take the format of a passport book and stickers with an A4 trail. We will provide the stickers that will be of animals originating from countries that the armed forces have been involved in (a golden sticker will also be used). Nearly 90 businesses participated last year.

Business Plan

BH explained that we need to review the BP and see what we have achieved over the last year. SW explained that the BP was taken from consultation with the levy payers. BH provided paper on what has been achieved and what is still on going.

SW explained that one of things we said we would do would be to set up the mechanism for organisations in the sectors to be able to communicate with the Board member from that individual sector. She asked the board members if they were happy to become their sector ambassadors. JN noted this should be the reason why the members were elected in the first place. SW suggested there needs to be a mechanism. JM noted that it was a good idea and would enable the BID to not seem as distant. SW explained that we should be getting more feedback from the members and making it easier. SW also explained that she had started that process with the charitable sector. Nik suggested that it should be a mechanism for sharing info between board members as well. JN asked about the reason for councils' involvement on the Board, BH explained that it was about them keeping us informed. SW explained that we Kendal BID wants more communication/ feedback from the council.

AOB

SW explained the situation re the levy and how it is paid. £22,000 in total comes from 350 levy payers, we do not know how much we are getting every year and when we will get the money- it makes it very hard to budget, no money had been received from SLDC since November. BH also noted that Kendal BID chose to start acting immediately from day one, other BIDs did little in the first 2 years and therefore now had a surplus.

SW explained that BID managers in other areas had exactly the same problem as she does with vicious individuals spreading lies and making up stories, one being that she is getting loads of money from the TIC, Farmers market and Shopappy- SW gets nothing from these sources. Barrow BID

manager apparently has been on all expenses paid holidays and etc and receives 70k a year- again lies.

SW asked the board to consider the AGM make up.

BH asked if anyone had any comments on the KF and/or Kendal in Bloom notes that each Board member had received.

Praxis asked if they can help in any way, they will consider anything.

BH gave a small update on the AFD- entertainment in the yards and WSC to display games, soft play areas and potentially vehicles. Talked of light cavalry involvement. KTC have to do something to celebrate VJ and VE day and BH said that it can be integrated into the AFD.

NP- autism and special needs café, explained that their parents become the carers when they reach 18. Nik explained he had received a visit from a lady who has an autistic child and wanted to create a space where they could prepare food, serve food and interact with public so that it will help them have something for their CV's. CT mentioned Sunbeams (located in Penrith) do a Saturday in Kendal. JM asked if Nik could identify what he needs, Josh would be able to put him in touch with couple of ex Whinfell carers who could provide support/ advice. BH said that there may be potential for any café to supply catering for the AFD.

SW asked if she could attend a conference on how to improve the sales of gift cards- board accepted.