

**Kendal Business Improvement District**  
**Meeting of the BID Board**  
**Tuesday 7<sup>th</sup> January 2020**  
**5.30 PM – 7 PM, Fantastic Kendal, Kendal**



Minutes

**Present:**

Brian Harrison  
Sarah Williams  
Nick Pitt  
Aaron Gilby  
Lynda Johnston  
Julia Dunlop  
Adrian Thiedman  
Chris Taylor  
Richard Moore  
Derek Jones  
Josh Maccauly  
GUEST Craig Russell: Kendal Torchlight Carnival

**Apologies:**

Geoff Cook  
Robin Ashcroft  
Jan Nicholson

Permission to record meeting, reminder that BID considers equality and diversity in everything it does.

BH welcomed Craig Russell from Kendal Torchlight and Craig gave a video presentation to the Board and explained the way he wanted to take the Kendal torchlight forward (video separate to minutes)

BH thanked Craig and he left the meeting.

**High Street Task Force**

SW explained that money has been allocated towards regenerating the high street, Kendal is to become a trial town for the High Street Task Force. The High Street Task Force will come into the town and provide training and advice on how Kendal can save its high street. SW explained that SLDC had applied for funding of £10 million from the High Street fund and had been unsuccessful the first time round, however had been given the chance to participate in the High Street Task Force. There is no money. SW explained that lots of businesses had already been in touch and thought it was money. BH stated that he has 3 consultancy reports that he will compare and will see where the government report sits within it.

Task Force will be operational in July. Task Force will be pulled together in February.

**Armed Forces Day Update**

BH explained that everything is ok but until we have the event we cannot guarantee the funding from the MOD. The problem is that if the grant doesn't come through then the AFD budget will be well over. BH explained that within his budget the summer trail and insurance is included, he may need budget for both. SW explained that the sooner we get the grant in the better, BH explained that he was confirming costs next week and then we could start putting the grant application together.

### **New Category**

BH commented that in December there had been a suggestion that KMF should be given a seat on the board. BH explained that it was unconstitutional to allocate a seat on the board without a vote and without putting it out to the wider community. SW explained that there was no reason why there could not be 2 positions available, precedent has been set. SW asked how many positions and who should it be out to? DJ agreed that it needs to go out widely. RM/ BH said a starting point would be newsletter and heads of the festivals identified in the Kendal Directory. JM felt apprehensive about going outside the normal procedures for appointing new directors. He explained that those dissatisfied with BID would use it as a means to discredit BID. SW explained that every single BID levy player was offered to put themselves or another forward for a place on the Board. The only people that came forward are those present in the room. SW explained the procedure. AT said we do not want this to be political, the overall interest must be about the town. BH proposed we establish a new category for Festivals and Events. RM said he was happy legally. All in favour.

### **Grant Applications**

SW invited DJ to explain the concept of the LEP grant BID was helping with. DJ explained that the idea was that the leisure Centre would become a state of the art venue for the town. Identified LEP, DJ has been lobbying the council and are on board but there are numerous processes that will need to be taken to attract funding from the council as we are looking at large sums (600k). DJ explained that SW/DJ putting together business plan. DJ explained that just taking the torchlight as an example there would be so much more that they could do if the leisure centre was a better venue. BH explained that the reason why BID is involved is because DJ cannot do it on his own and SW has the specialist BID writing knowledge. DJ said that he would not be able to continue without the strong support of SLDC and that they had been very supportive.

### **Gift Card Conference**

There is a gift card conference in Birmingham on how to use the gift card, SW happy to attend. Need budget hotel overnight as starts 9am. Is everyone happy? All agreed attendance.

### **Coach Tours**

Exhibition. In 2019 TIC volunteer went down himself to the coach tour conference and this year we would like to seek permission to send Jan Nicholson. This proved invaluable. Board agreed to allocate a £100.

AOB

AT has started looking at costs for static displays and has sent the purple guide. AT said it cannot be put on our website as it is a paid for service.

NEXT MEETING 4<sup>TH</sup> February 2020