

# Kendal Town Council

Town Hall, Highgate, Kendal LA9 4ED  
www.kendaltowncouncil.gov.uk



19 June 2023

To Members of the Christmas Lights and Festivals Committee

Cllr R Edwards	Cllr M Helme (Vice-Chair)
Cllr H. Ladhams (Chair)	Cllr C Russell
Cllr K Simpson	Cllr R Sutton
Cllr P Thornton	

You are summoned to attend a meeting of Kendal Town Council Christmas Lights and Festivals Committee on Monday, 26 June 2023, at 7.00 p.m., in the Council Chamber at the Town Hall, Highgate, Kendal.

**Distributed to other members of the Council for information only.**

Yours faithfully

A handwritten signature in black ink, appearing to be 'A.B.' followed by a flourish.

Chris Bagshaw  
Town Clerk

## AGENDA

### Public Participation

Any member of the public who wishes to ask a question, make representations or present a deputation or petition at this meeting should apply to do so before the commencement of the meeting. Information on how to make the application is available on the Council's Website - <http://www.kendaltowncouncil.gov.uk/kendal-town-council/statutory-information/guidance-on-public-participation-at-kendal-town-council-meetings/> or by contacting the Town Clerk on 01539 793490.

#### 1. Apologies

To receive and accept any apologies. If accepted, apologies will be considered to be for reasons approved by the council under the terms of local government act 1972, s85.

#### 2. Declarations of Interest

To receive declarations by members and/or co-optees of interests in respect of items on this agenda.

#### 3. Exclusion of Press and Public (Public Bodies Admission to Meetings Act 1960)

To consider whether there are any agenda items during consideration of which the press and public should be excluded.

**4. Minutes from the Last Meeting (Pages 3 to 7)**

To receive the minutes of the meeting on 24 April 2023 and to authorise the Chairman to sign them as a true record (see attached).

**5. Minute Action Sheet (Pages 8 to 10)**

To consider a report on actions taken by officers on resolutions or recommendations made at previous meetings (see attached).

**6. Budget Monitoring (Page 11)**

To consider the Christmas Lights and Festivals Committee 2023/24 budget as at 16 June 2023 (see attached).

**7. Christmas Plus Ltd - Kendal Repairs and Additions 2023 (Pages 12 to 13)**

To consider a quote for repairs and improvements to Christmas lighting in Kendal (see attached).

**8. Mountain and Sky Christmas Lights Switch On 2023 (Pages 14 to 15)**

To receive a report on the Christmas Lights switch-on event due to take place on Thursday, 16 November 2023 (see attached).

**9. Festival Grant Applications (Pages 16 to 18)**

To consider the following application for grant funding (see attached):-

- Kendal Pride (Proud in Kendal) - £500

**10. Terms of Reference Review**

To consider the implications of the Terms of Reference Review and to make any necessary timetabling calculations or recommendations.

**Background**

The Council is currently reviewing its Committee Terms of Reference with a view to implementing changes in the Autumn of 2023 (September onwards). The Christmas Lights and Festivals Committee has stated its outline ambitions to the Management Committee, and it is likely that the resulting changes will see it merge its grant function with the Community Grants function currently operated by Audit, Grants and Charities. It is also likely that the new Committee will take on a wider brief for Community, Economic Development and Wellbeing.

**Decisions required**

No decisions can be taken on resource allocation at this point (since the Review is in progress). However the Committee may make observations on the likely direction of travel and pass comments to the Management Committee which is conducting the Review.

## Kendal Town Council

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### ITEM NO.4



**Minutes of a meeting of the Christmas Lights and Festivals Committee held on Monday, 24 April 2023, at 7.03 p.m., in the Council Chamber at the Town Hall, Highgate, Kendal.**

Cllr M Helme (Vice-Chair)	Present *	Cllr H Ladhams (Chair)	Present
Cllr C Russell	Present	Cllr K Simpson	Present
Cllr R Sutton	Present	Cllr P Thornton	Present

\* Attended and took part via Microsoft Teams, joining part way through the meeting, however, did not vote on any of the items.

**In attendance:** Town Clerk (Chris Bagshaw), Council Services Officer (Janine Holt) and Democratic Services Assistant (Inge Booth).

#### **CLF48/2022 Apologies**

An apology for absence was received and accepted from Cllr M Helme (please see \* above).

#### **CLF49/2022 Declarations of Interest**

Cllr P Thornton declared an interest under this item in Agenda Item No.9(a) (Festival Grant Applications – Gan Yam Brewery Co.) due to the applicant being his nephew.

#### **CLF50/2022 Exclusion of Press and Public (Public Bodies Admission to Meetings Act 1960)**

No issues were considered for exclusion.

#### **CLF51/2022 Minutes of the Previous Meeting**

**Resolved:** To receive and accept the minutes of the previous meeting of the Christmas Lights and Festivals Committee held on 20 February 2023 and to authorise the Chair to sign them as a true record.

#### **CLF52/2022 Minute Action Sheet**

The Committee considered a report on actions taken by officers on resolutions or recommendations made at previous meetings.

CLF47/2022 (Community Resilience) – This item showed as not having yet been actioned and it was pointed out that the issue would be discussed as the last item on the agenda. The deadline for submission of the proposal for inclusion on the agenda for the Management Committee meeting scheduled to be held on 30 May would be 23 May 2023.

**Resolved:** To note the actions taken by officers on resolutions or recommendations made at previous meetings.

**CLF53/2022 Budget Monitoring 2022-23**

The Committee considered its budget monitoring report for 2022/23 as at 1 March 2023.

In response to a query, the Town Clerk explained the reason for the Platinum Jubilee budget line appearing in both the 2022/23 Month 12 report and the budget for 2023/24, there being a carry-over of £1,000. In response to a further query suggesting that £1,726 remained in that budget line, the Town Clerk undertook to look into the matter. The Council Services Officer provided narrative in relation to a number of figures and answered questions raised by Members.

**Resolved:** To seek clarification regarding the carry-over figure in relation to the Platinum Jubilee.

**Resolved:** To receive the report.

**CLF54/2022 Mountain and Sky Christmas Lights Switch On 2023**

The Committee considered a report from the Events Officer and Development Manager. Following acceptance by the Committee on 20 February 2023 of the proposal for the format for the Switch On, provisional work has started, including Kendal BID having agreed to recruit four food stalls to be set up along Highgate and cow bells having been purchased and received. Details in relation to an initial meeting with Kendal Mountain Festival were provided, the focus having been on ice rink opportunities, a site meeting on 18 April to explore opportunities with potential providers and the Mountain Festival, incorporation of flags into the parade, performance ideas and host options, with the Mountain Festival willing to provide MC for the Market Place stage. The Events Officer would be starting work on the event application and road closure, and would continue work as outlined in the timetable included within the report.

It was suggested that clarification should be sought regarding the agreement by Kendal BID for four stalls to be set up along Highgate.

Members discussed the ice rink. It was pointed out that this would be built on a raised structure, so as not to damage grass. It would be situated on the lawn between Abbott Hall and the river, for a period of around six to seven weeks. Cllr M Helme had been tasked to explore the potential for the installation of a three phase electricity power source, terminating at building nearby the lawn and which could be used for all future festivals. It was suggested that the ice rink could be run off generators, however, pointed out that this was not desirable due to dirty power being against the Town Council's climate goals. It was raised that the installation of a three phase power source could be something that Westmorland & Furness Council may be willing to finance, and Cllr P Thornton asked for details to be sent to him so that he could look into the possibility. He suggested that if not possible this year, then there may be a good chance for the following year or the year after. He applauded the work being carried out in this regard.

Concern was expressed with regard to the incorporation of flags into the procession. It was, however, pointed out that it had been confirmed in the previous week that flag holders would not be used, due to the potential for conflicting flags and the Mountain Festival not wanting them. It had instead been suggested that people to make their own, non-controversial flags, possibly through a schools competition. Also suggested as an alternative was umbrellas, which would provide an excellent visual lift, with kits being available to light them up. In any

case, it was stressed that the road closure had been organised and that a procession must proceed.

**Resolved:** To seek clarification regarding the agreement by Kendal BID for four stalls to be set up along Highgate

**Resolved:** To provide Cllr P Thornton with details in relation to the outcome of research into the installation of a three phase power source to enable him to look into the potential of Westmorland & Furness Council providing finance for the project.

**Resolved:** To consider the potential for the incorporation of umbrellas as an alternative to flags into the procession.

**Resolved:** To approve the draft Event Delivery Timetable as set out within the report.

**Resolved:** To note the report.

### **CLF55/2022 Update on Coronation Grants and Garden**

The Committee considered a report from the Development Manager which provided details in relation to Coronation grant applications which had been received and considered by the Working Group together with the relevant paperwork. The Committee was asked to note the grants which have been awarded by the Working Group, totalling £3,312, as follows:-

- Kirkbarrow Residents Association - £662;
- Heron Hill School - £750;
- Hallgarth Residents Association – £750;
- Fellside Forum - £400; and
- Sandylands Residents Association - £750.

In addition, an update was provided with regard progress on the Coronation Garden, including details in relation to the next steps which were to process grant applications, create a poster to promote all community coronation events and share the poster for comments and then promote. The Clerk provided further details in relation to issues around preparation work for the Garden, explaining that a meeting was due to take place on the site the following morning.

**Resolved:** To note the report.

### **CLF56/2022 Festival Grant Applications**

The Committee was asked to consider three applications for grant funding:-

*Gan Yam Brewery Co - £500*

***Note - Cllr P Thornton declared an interest in this application to the application being his nephew. He remained in the Chamber but took no part in the discussion or voting thereon.***

The fact was raised that this was a commercial, profit-making organisation and not a community group, and thus did not meet the Town Council's grants criteria. The application provided no detail in relation to the date of the event and, in addition, insufficient information on what the benefits of the event to the community would be.

**Resolved:** Not to make a grant to Gan Yam Brewery Co, however, to point out that no event date is included within the application and to enquire what the benefits of the event to the community will be.

*Kendal Zine Fest - £488*

Whilst Members expressed support for this application and the fact that the festival was likely to be held in Kendal Town Hall, concerns were expressed in relation to the lack of a constitution. It was further felt that clarity in relation to the applicant's bank account details, it being pointed out that any grant offered could not be paid into a personal account. In addition, the need to question the applicant on whether or not this was a profit-making event was raised, as well to seek a date for the event. It was suggested that, if the festival was indeed to be held in the Town Hall, then the Town Council could potentially offer to pay the hire fee. The fact that the applicant was trying to do something for both the community and local artists was stressed.

During consideration of the application, the fact that a suitable and consistent mechanism was required for making grants to individuals applying for grants, it being pointed out that the Kendal in Bloom Committee was able to do this.

**Resolved:** To defer making a decision regarding a grant to Kendal Zine Fest pending receipt of further information in relation to the applicant's constitution, bank account details, the date and venue for the festival and whether or not this will be a profit-making event, following which a decision on the application to be delegated to the Chair of the Committee.

**Resolved:** To give consideration to a suitable and consistent mechanism for the Town Council to have regard to in making grants to individuals applying for grants.

*Kendal Torchlight Carnival - £10,000*

**Note – At this point in the proceedings, Cllr R Sutton declared an interest in this application due to being a volunteer for Kendal Torchlight, although not in a managerial role. He remained in the Chamber and took part in the discussion and voting on the item. Cllr H Ladhams (Chair), also at this point, raised an interest in this application due to being involved in the management of the Torchlight Carnival. She remained in the Chamber during discussion on the item, however, took no part in the voting thereon. This being the case, the Committee took a vote and elected Cllr K Simpson to take the Chair during consideration of the application.**

Attention was drawn to the fact that the application was for a grant of £10,000 but that the maximum that could be offered was £5,000. Whilst some felt that the maximum grant payable had recently been altered to £10,000, it was pointed out that the Grants Criteria, stating a maximum of £5,000, had been noted at the last meeting of the Committee, with no changes having been proposed at that time.

Members expressed full support for the application, of the opinion that this was an event which was expected and enjoyed by the community each year. Raised was the fact that two separate grants had been awarded for the 2022 event. However, it was acknowledged that, the criteria not having changed, the Christmas Lights and Festivals could currently only make an award of £5,000 at this stage. This being the case, it was suggested that the matter be brought to Full Council for consideration at its meeting on 2 May 2023.

**Resolved:** To request Full Council, at its meeting on 2 May 2023, to allow the Committee to exceed its usual grant limit of £5,000 and offer a single grant of £10,000 to Kendal Torchlight.

**Resolved:** To bring back the Committee's grants criteria for reconsideration at a future meeting of the committee.

***Note – Cllr Ladhams resumed the Chair for the remainder of the meeting.***

#### **CLF57/2022 Community Resilience**

Prior to providing a short verbal update, Cllrs Ladhams and Russell handed out copies of papers which they had written to those Members of the Committee present in the Chamber. Cllr Ladhams' paper explained how a Christmas Lights/Community Committee would uphold the Council's values on which its priorities were based and provided details on decisions which would be made by such a committee. Cllr Russell's paper outlined suggested changes in committee responsibilities, details of which were to be submitted for consideration by the Management Committee on 30 May 2023. The main changes proposed within Cllr Russell's paper were with regard to a reformed Christmas Lights and Festivals Committee in the form of a Community Committee.

In presenting the papers, Cllr Russell stressed the importance for the Council to have a committee through which to give consideration to community matters. He further highlighted the need to establish a Council for Voluntary Services for South Lakeland, based within Kendal at Stricklandgate House. In addition, he felt strongly that all Town Council grants should be dealt with by the proposed Community Committee.

The fact that this was a matter for the Management Committee to discuss at its meeting on 30 May 2023 was reiterated. In addition, it was pointed out that other committees also needed to be taken into consideration, as well as have the opportunity to comment on the proposals. Suggested was the potential to consider the role of Westmorland & Furness Council and how the Town Council could work with them on some aspects or lobby them on others. In addition, it was pointed out that Westmorland & Furness may be willing to provide funding in relation to some areas.

**Resolved:** To note the verbal update and express support in relation to the general direction set out within the papers.

The meeting closed at 8.30 p.m.

ITEM NO.5 - Christmas Lights and Festivals Committee - Minute Action Sheet - as at 19 June 2023							
Meeting Date	Minute No.	Title	Action (Resolution)	Officer Responsible	Deadline, if any	Date Actioned	Comments
21/11/2022	CLF33/2022	Festival Grant Applications	Establish appropriate procedure and deadlines for processing of grant applications	JH/HWM		12.4.23	Awaiting feedback from relevant Chairs.
20/02/2023	CLF42/2022	Budget Monitoring 2022-23	A report to be brought to the next meeting of the Committee on arrangements for a survey to be carried out on all of the fuse boxes and on the potential for electronic switches and remote switch on	JH		Ongoing	Awaiting a date from UES when they can visit Kendal. Consulted with Christmas Plus who have confirmed that the infrastructure is currently up to standard and does not require upgrading
20/02/2023	CLF43/2022	Christmas 2023	To look into arrangements for inclusion of a mini slack line for children at the Switch On event.	FMcM		Ongoing	If we go with the Slack Liner (Lucas) then he is happy to help guide us in how to best to organise this for children and to also assist and meet people (have photographs etc). Flo is also seeking advice from a local experienced Slack Liner
20/02/2023	CLF47/2022	Community Resilience	The Chair of the Committee be delegated to work with Cllr C Russell and a working group to bring a proposal to Management Committee for an appropriate structure to be brought into being in order to address the wellbeing and culture agenda	HL/CR			
24/04/2023	CLF53/2022	Budget Monitoring 2022-23	To seek clarification regarding the carry-over figure in relation to the Platinum Jubilee.	CB		Will update verbally	



Meeting Date	Minute No.	Title	Action (Resolution)	Officer Responsible	Deadline, if any	Date Actioned	Comments
24/04/2023	CLF54/2022	Mountain and Sky Christmas Lights Switch On 2023	To seek clarification regarding the agreement by Kendal BID for four stalls to be set up along Highgate	FMcM		Completed	Peter from the BID has offered to organise 4 x different types of stalls and to take responsibility for this. Flo will assist in logistics related to the road closure, elec supply and alcohol licence. See report for further details
24/04/2023	CLF54/2022	Mountain and Sky Christmas Lights Switch On 2023	To provide Cllr P Thornton with details in relation to the outcome of research into the installation of a three phase power source to enable him to look into the potential of Westmorland & Furness Council providing finance for the project	HM		In progress	Meeting with Lakeland Arts confirmed for the 20th June with Estates Lead and Chief Executive to meet with Ice Rink provider to assess feasibility and three phase power options
24/04/2023	CLF54/2022	Mountain and Sky Christmas Lights Switch On 2023	To consider the potential for the incorporation of umbrellas as an alternative to flags into the procession.	HM		Completed	Confirmed with Kendal Mountain Festival that flags are the preferred option for community engagement/participation in the parade.
24/04/2023	CLF56/2022	Festival Grant Applications	Not to make a grant to Gan Yam Brewery Co, however, to point out that no event date is included within the application and to enquire what the benefits of the event to the community will be.	FMcM		Completed	Offering craft stalls free of charge to local producers The speaker series where we get local people to engage with a live audience Q&A (Lee Schofield, Hayden Thorpe and more for this one) The exhibition where we sponsor a local artist (Lavinia Haslam in this case) to exhibit their work in the brewery, free to view for attendees Platform for local musicians.

Meeting Date	Minute No.	Title	Action (Resolution)	Officer Responsible	Deadline, if any	Date Actioned	Comments
24/04/2023	CLF56/2022	Festival Grant Applications	To defer making a decision regarding a grant to Kendal Zine Fest pending receipt of further information in relation to the applicant's constitution, bank account details, the date and venue for the festival and whether or not this will be a profit-making event, following which a decision on the application to be delegated to the Chair of the Committee.	FMcM		Completed	Flo provided the requested detail to the Chair and the Chair approved the grant. The grant has been paid.
24/04/2023	CLF56/2022	Festival Grant Applications	To give consideration to a suitable and consistent mechanism for the Town Council to have regard to in making grants to individuals applying for grants.	FMcM		In progress	This work is included in a larger body of work that involves reviewing the grants procedure. The procedure will also be aligned with the new Committee Terms of Reference and Council Plan.
24/04/2023	CLF56/2022	Festival Grant Applications	To request Full Council, at its meeting on 2 May 2023, to allow the Committee to exceed its usual grant limit of £5,000 and offer a single grant of £10,000 to Kendal Torchlight.	FMcM		Completed	Grant approved.
24/04/2023	CLF56/2022	Festival Grant Applications	To bring back the Committee's grants criteria for reconsideration at a future meeting of the committee.	FMcM		In progress	Staff meeting scheduled in July to continue work on grants procedure.

16/06/2023

## Kendal Town Council

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## Detailed Income &amp; Expenditure by Budget Heading 01/06/2023

Month No: 3

## Cost Centre Report

## ITEM NO.6

	Actual Last Year	Actual Year To	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>430 Christmas Lights &amp; Festivals</u>								
4800 Christmas Lights	11,437	0	18,850	18,850		18,850	0.0%	
4805 CL&F nrastructure Dev & Maint	8,112	817	3,000	2,183	5,203	(3,021)	200.7%	
4810 Christmas Electricity	1,268	0	0	0		0	0.0%	
4815 Christmas Switch On	3,881	0	6,224	6,224		6,224	0.0%	
4820 CL&F Bunting	1,004	0	1,250	1,250		1,250	0.0%	
4825 Jubilee/Coronation	3,273	5,417	10,000	4,583	2,555	2,028	79.7%	
4830 CL&F Festival Grants	27,000	0	25,000	25,000		25,000	0.0%	
Christmas Lights & Festivals :- Indirect Expenditure	<b>55,976</b>	<b>6,235</b>	<b>64,324</b>	<b>58,089</b>	<b>7,758</b>	<b>50,331</b>	<b>21.8%</b>	<b>0</b>
<b>Net Expenditure</b>	<b>(55,976)</b>	<b>(6,235)</b>	<b>(64,324)</b>	<b>(58,089)</b>				
Grand Totals:- Income	0	0	0	0			0.0%	
Expenditure	55,976	6,235	64,324	58,089	7,758	50,331	21.8%	
<b>Net Income over Expenditure</b>	<b>(55,976)</b>	<b>(6,235)</b>	<b>(64,324)</b>	<b>(58,089)</b>				
<b>Movement to/(from) Gen Reserve</b>	<b>(55,976)</b>	<b>(6,235)</b>						



## Kendal repairs and additions 2023

### Repairs to existing cross street motifs.

### **ITEM NO.7**

In total 6 motifs are in need of repair.

Premier care- £187.00

Phase 8- £215.00

Trespass- £119.00

VPZ- £187.00

Card factory- £156.00

Vodafone- £156.00

Total to repair motifs- £1020.00

### String lighting replacements

3 sets of clusterline failed on Wildman Street- total replacements- £270.00

### Projector replacement.

Last year we had many issues with the projector, it worked on the poppy display but then blew the lamp.

To avoid this disappointment again, we are offering to replace the projector with AXA lighting, AXA lighting is an architectural lighting product, we suggest flooding the town hall with colour projection to give a elegant effect highlighting the features of the Town Hall. This would be free of charge.

### Wheatsheaf socket.

Last year we had an issue with the socket on the Wheatsheaf not giving the correct voltage. I believe you have an electrician looking at this works as well as the Paul Holland supply.

### Ice lights along the shops on Stricklandgate.

The lighting in question historically been installed just above the signage along the shops, Running from Home Designs to house 131 and number 144 Wakefield's yard to Well Pharmacy.

The main issue we have is that we never received permissions to drill fixings into the buildings, therefore the display looks untidy as we can only attach to what is currently there.

The best way to rectify this issue would be to receive permissions to install a removable small plastic clip (half the size of a 5 pence coin), this uses a 6mm hole.

I would suggest a fixing every 6 metres, with an average of 2 per building, I estimate a total of 60 clips would need to be installed.

The current icicle lighting that has been installed here is now over 7 years old and showing signs of age, when we met you mentioned replacing with Clusterline. Available in white, warm white and Multi colour clusterline has 300 LED's per 6 metre length rather than 100, I would suggest using 24v Clusterline due to proximity of windows.

One off cost to supply and install 60 clips along shops- £681.00

Cost to supply 24v Clusterline as a replacement to icicle lighting- £5850.00

#### Changing all festoon lamps to white

When we met it was mentioned that you would like to change festoon lamps from multi-colour to all white, doing this would give a massive appearance of change to the display for a relatively small cost.

You would also have a supply of lamps for spares or if you wanted to change the display from colour to white bi annually.

Finkill Street and the Market square have already been changed to all white lamps in previous years.

To replace all remaining festoon lamps to white- £3877.00

This cost includes labour to swap lamps.

#### Christmas tree improvements

To improve the overall look of the Christmas tree in the day, the removal of the pulstars was requested.

I believe that this would improve the overall appearance making the tree look less untidy.

The string lighting was purchased mostly last year and the tree top star was purchased in 2021, we can re-rope the star with our new rope light, this is super bright LED but has a pastel appearance.

Cost to re-rope your star in pastel rope light- £166.00

All prices not inclusive of VAT.

Kind regards

Luke

## Agenda Report

Committee: Christmas Lights and Festivals	Meeting Date: 26 <sup>th</sup> June 2023
From: Events Officer & Development Manager	Agenda No.: 8
Description: To update members re the planning of the 'Mountain and Sky Christmas Lights Switch On 2023' on 16 <sup>th</sup> November 2023.	

### Update

#### Key Developments:

- Together with Kendal Mountain Festival, an event performer; the world record breaking slack liner, Lucas Irmeler has been booked for the event. Lucas will perform to music in LED lights and the slack line will also be lit. Lucas performs professionally around the world providing full public liability insurance and bespoke risk assessments for each venue.
- Currently assessing Market Place buildings and access to enable his performance to take place with the public safely watching from below. Meeting scheduled with Lucas to review options.
- Road closure and Event application work cannot be completed until performance logistics are confirmed.
- Following his performance, Lucas has offered to meet members of the public for photo opportunities and to help us with the set up of a mini slack line for children to try out.

#### Further details re Stalls on Finkle Street

Key outcomes from Flo's meeting with Peter Brendling from the BID.

- Peter agreed to secure and arrange x4 stall holders, purposefully starting small to test the opportunity, from 5pm to 8pm.
- Stalls will range from winter warming food, hot drinks/wine, biscuit/treats and possibly Christmas gifts..
- Finkle Street confirmed as best venue due to foot fall and opportunity to return after switch on..
- Flo agreed to assist with alcohol licences and the logistics of electricity and positioning of the stalls.

**Event Delivery Timetable:**

- June: Book participants/event elements – in progress
- July: Submit applications to W&F Council. Review Budget/Event Plan at next CL&F meeting. - on hold due to performance logistics
- July/August: Marshal engagement/meeting and event promotion preparation
- September: Launch event on social media and press (again, suggest promotion on a smaller scale as around 2000 attendees is ideal)
- October: Participant/Volunteer refresher meeting.
- November: Event preparations to be completed as early in the month as possible.

## ITEM NO.9

Please use this form to apply for a Festival Support/Development Grant from Kendal Town Council. You must complete all the boxes on the form and submit it along with the required paperwork. On receipt of this form you will be given a date when your application will be considered by the relevant committee.

<b>Name of Organisation</b>	<b>Principal Contact</b>
Kendal Pride (Proud in Kendal)	[REDACTED]
<b>Address of organisation</b>	<b>Address of contact</b>
[REDACTED]	[REDACTED]
<b>Date of application</b>	19/05/2023
<b>Telephone</b>	[REDACTED]
<b>E-mail</b>	[REDACTED]
<b>Description of organisation</b>	
Constituted group dedicated to increasing the visibility of LGBTQIA+ people in Kendal, and running an annual pride festival with a focus on the outdoors and the arts, and aiming to attract visitors from out of town as well as serving the local community.	
<b>How much funding do you require in total?</b>	£5350
<b>How much funding are you requesting from the Town Council (maximum £500)</b>	£500
<b>Have you approached other funding sources? If so, please list them and the amount you have applied for.</b>	Kendal BID - £2,500 ASDA - £500 TBC Ticket income from evening events - £2,350
<b>Tell us what you will do with a grant from Kendal Town Council?</b>	
<p>Kendal Pride will bring a pride festival to the South Lakes for the first time ever. Taking place on Friday 21st, Saturday 22nd and Sunday 23rd July, the festival will be 'pride done differently.' We believe this approach will capitalise on the distinct nature of Kendal and attract visitors - with high disposable incomes - from out of town who want to celebrate LGBTQIA+ identity in an alternative way.</p> <p>In the heart of the town, the arts will take centre stage with craft, creativity, film and literature all part of the mix. Rooted in our natural environment - and using Kendal as our base - we'll take people on adventures to enjoy the outdoors in an inclusive and safe way. The festival will offer something for all ages including a range of activities suitable for young people and families.</p>	



In the evenings, we'll offer film events and live performance events, serving the night time economy and bringing a splash of colour to the Old Grey Town.

As well as this, we'll look for ways to empower local businesses to become more LGBTQIA+ inclusive, helping to make sure Kendal is queer-friendly 365 days a year and builds a reputation for being welcoming to the community.

We see this first year as an opportunity to get Kendal Pride established and build a profile and reputation for providing a unique alternative style pride festival which can and will attract visitors from all across the UK - precisely because of the different approach we're taking.

### **How will your festival benefit the people of Kendal?**

The festival won't just be catering to out of towners or adults, we'll have activities for all ages with a particular emphasis on showing that pride is for families as well as those who have a particular interest in celebrating pride in a different way. As well as this, it will give a space for LGBTQIA+ communities in the local area to celebrate pride, feel a sense of safety and acceptance in the town and increase their visibility and ultimately, wellbeing.

We'll also - in partnership with the Unity Festival - be increasing footfall in the town centre, especially on the Saturday, by providing free access to family activities. All these families will need places to eat and drink, so hospitality businesses should see an uptick in sales on the day.

Additionally, by working with Brathay Trust and their LGBTQIA+ youth group, we'll be giving young queer people the chance to meet positive role models and feel like Kendal is a place where they can feel safe and be themselves.

Finally, by offering a range of night time events, we'll also be contributing to the night time economy - encouraging people to make the most of Kendal's nightlife for both food and drink.

Ahead of the festival itself, we'll offer a series of free training sessions for businesses to help them become more LGBTQ+ inclusive and welcoming. Businesses who take part in this will be listed on our website.

For those audiences who are visiting and wanting to celebrate pride differently, outdoor and arts based events will be key, and we'll aim to attract people from cities such as Manchester and Liverpool, encouraging people to make a weekend of it. This will mean additional spending on accommodation and hospitality in particular, plus the retail and service sector, and we'll be encouraging town centre businesses to both show their support for pride by decorating their spaces or by organising fringe event to attract people in.

In addition to this, we believe that our ethos of celebrating pride in a different way will gain national attention in the LGBTQ+ press and help to put Kendal on the map as a welcoming place for LGBTQ+ people to visit all year round. Due to the LGBTQ+ nature of the event, we expect to attract a significant number of first time visitors to the town, showing them what it has to offer and that they can feel comfortable here. We expect that having had a positive experience, these visitors will be more likely to return for repeat visits.

### How will your festival help to reduce Kendal's Carbon Footprint?

Many of the events which form part of the festival will take place outdoors in the natural environment and as such, our carbon footprint will be limited. Additionally, we'll make efforts to encourage visitors from out of town to travel to the festival using public transport - signposting them to the relevant transport links using our social media channels and marketing.

Do you have a constitution?

Yes

Please send a copy with your application

**Bank Details – How does the name of your organisation appear on your bank account?**  
This is who we will transfer funds to, should your application be successful.

[REDACTED]  
[REDACTED]  
[REDACTED]

### Please include the following documents with your application

- Most recent bank statements and last audited accounts
- Constitution of group. This must include a statement on how you promote equality

### Declaration

- We understand that grant money from Kendal Town Council must be used for the agreed purpose.
- We will abide by the conditions of funding.

**Please note that we do require 3 signatures in order to present your application to Committee.**

Signature	[REDACTED]	Name	[REDACTED]	Position	Chair of organising committee
Signature	[REDACTED]	Name	[REDACTED]	Position	Treasurer of organising committee
Signature	[REDACTED]	Name	[REDACTED]	Position	Secretary of organising committee

Please return completed forms by e-mail or post: Kendal Town Council, Town Hall, Kendal, LA9 4DQ. Email: [office@kendaltowncouncil.gov.uk](mailto:office@kendaltowncouncil.gov.uk)

Form ref KTC FDG1 2022