

# Kendal Town Council

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



18 July 2022

To Members of the Christmas Lights and Festivals Committee

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, 25 July 2022, at **6.00 p.m.**, in the Town Hall, Highgate, Kendal.

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

Yours faithfully

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

To receive the minutes of the meeting on 27 June 2022 and to authorise the Chairman to sign them as a true record.

#### 5. Kendal Torchlight

Further to Minute No.CLF6/2022, to consider the role of Kendal Torchlight and to discuss further the Town Council's support.

**6. Christmas 2022 and Future Years**

Further to Minute No.CLF7/2022, to consider firm plans for Christmas 2022 and to discuss future years, including the potential to combine a localised 'Switch Off' event with the 'Switch On' event.

**7. Event Funding**

To consider new festival grant applications, the current Grants budget and make any necessary decisions or recommendations. (*See attached*)

**a) Kendal Torchlight Festival**

£10,000 - To contribute towards engaging community groups, logistics, marketing budget, with some used as seed funding for the community development work Torchlight does across the town and enhancing the creative content with the work of local people.

**b) Kendal Mountain Festival**

£5,000 – To contribute towards increasing participation and events for children and young people, improved signage and promotion of the event throughout the town and approaches and marketing.

# Kendal Town Council

Town Hall, Highgate, Kendal LA9 4ED  
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## Minutes of the meeting of the Christmas Lights and Festivals Committee held on Monday, 27 June 2022, at 7.10 p.m. at the Town Hall, Highgate, Kendal.

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

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

### CLF1/2022 Apologies

There had been no apologies for absence.

### CLF2/2022 Declarations of Interest

Cllr M Helme declared an Other Registrable Interest in Minute No.CLF9/2022 below by virtue of the fact that she was a coach at the Gymnastics Lab and had involvement with Kendal Judo Club.

Cllrs H Ladhams and C Russell declared Other Registrable Interests in relation to Minute No.CLF6/2022 below due to their involvement with Kendal Torchlight. The Town Clerk, as Proper Officer, therefore, duly granted the three Members dispensation for this meeting to consider the matter in order to enable them to participate in discussion and vote on the matter in order not to impede the transaction of the business and in the interests of persons living in Kendal.

### CLF3/2022 Exclusion of Press and Public (Public Bodies Admission to Meetings Act 1960)

No issues were considered for exclusion.

### CLF4/2022 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 31 March 2022 and to authorise the Chairman to sign them as a true record.

### CLF5/2022 Queen's Platinum Jubilee

#### (a) Event Funding

Members were informed that an application for a grant for a Jubilee Street Party had been received from the Fellside and Greenside Forum but had been omitted from the previous agenda due to timing. The event had taken place.

**Resolved:** To confirm a grant of £250 to the Fellside and Greenside Forum for a Jubilee Street Party.

(b) Members were asked to review the Queen's Platinum Jubilee events and to consider making any recommendations for future events.

Concern was expressed regarding to the method of communication of grants for street parties and the need for improvement in the Council's social media techniques was raised. Also raised was the need for more time in the run up to events in order to be able to cover for all eventualities and for more meetings to be held in advance. It was suggested that rehearsals should be held for pageant events so that suitable timings could be established. A point was raised for the need to be mindful in future of how the Town Council was influenced by the District Council and for the Town Council to have confidence in stamping its own authority on future events.

The success of the beacon event and that of the afternoon tea event was acknowledged by all, although it was felt that the tea event could have offered good engagement potential had all Members been able to become involved. Members expressed disappointment in the lack of localised events.

**Resolved:** To take on board the comments raised during discussion.

#### **CLF6/2022 Kendal Torchlight**

The Committee was asked to consider how the Council supported Torchlight and to make any recommendations about the municipal element of the festival. A discussion paper from Torchlight had been circulated to Members under separate cover.

Members were informed that Torchlight was promoting its role in the local community and its significance for 'outdoor art'. It wished to be seen as 'a sustainable asset within the economic and cultural life of Westmorland and Furness'. Presently, the Town Council funded the festival (through a grant from this Committee's budget) but also organised a Civic reception, alongside South Lakeland District Council, which was an integral part of the programme. This element is currently budgeted under a Mayoralty and Arts heading.

Cllr C Russell explained the significance of Kendal Torchlight to the Town, the event having been going for 52 years. The event was being professionalised and, although there was still a voluntary committee, there were now paid, contracted staff. Part of the process was gaining recognition of the Arts Council which funded a lot of events in Cumbria (the committee had been trying unsuccessfully to gain recognition from Lakes Culture for the last eight years). Cllr Russell informed Members that most local authorities had a professional organisation that generated festivals, for example Barrow and Eden, however, that Kendal did not. Torchlight was supporting Rag Tag Arts' application to the Arts Council for portfolio status but this may take some time. Cllr Russell said that Kendal Torchlight wished to flag up with the Town Council that the Town was short of something in relation to events and that there was a need to assess what culture producers were required within the community and what could be done to generate culture in Kendal. Furthermore, there was a need to raise the matter with South Lakeland District Council and the Westmorland and Furness Shadow Authority. Cllr Russell added that Kendal Torchlight had yet to submit a grant application to Kendal Town Council.

The Town Clerk suggested that the Committee should focus under this item on the Town Council's support for the festival, note that Kendal Town Council had yet to submit a grant application and consider the role of the Civic Reception.

During discussion, Members suggested that conversations should take place with the Ulverston Clerk. Ulverston was very successful with events which were a big part of that Town's culture. The fact that Kendal Town Council paid £3,500 towards the Civic Reception was raised and the value of this was questioned.

The Town Clerk suggested that the Committee might hold an additional meeting to consider the Kendal Torchlight grant application and that representatives of Kendal Torchlight might be invited to that meeting in order to discuss the matter further. Another suggestion was for a working party meeting to be held to consider this year's Civic Reception.

**Resolved:**

(1) arrangements be made for a working group meeting to be held on Thursday, 14 July 2022, at 10.00 a.m., with both the Town Council's Administrative Assistant and the District Council's relevant Case Management Officer (or alternative officer if unavailable) in attendance, for discussion on the 2022 Kendal Torchlight Civic Reception; and

(2) arrangements be made for an additional meeting of the Christmas Lights and Festivals Committee to be held on Monday, 25 July 2022, at 6.00 p.m., to discuss:-

- (a) Kendal Torchlight's grant application;
- (b) further discussion on Kendal Town Council's support for Kendal Torchlight; and
- (c) the role of Kendal Torchlight,

with representatives of Kendal Torchlight and the relevant portfolio holder from Westmorland and Furness Shadow Authority to be invited to that part of the meeting.

**CLF7/2022 Christmas 2022 and Future Years**

The Committee was asked to consider the plans for the Christmas Lights display and switch-on event for 2022, and to make any necessary recommendations for the Display and event for 2023 and anything subsequent.

The Council Services Officer explained that the Town Council had set its budget for the current year and had an agreement with Christmas Plus which included the display for 2023. The Town Council currently owned its Christmas lighting stock and the agreement with Christmas Plus was for its storage, maintenance and installation. The Switch-On event had traditionally been managed by third parties, but had reverted to the Town Council in 2018. The small budget of £3,500 which had been set for 2022 reflected the relatively modest capacity of the Council to deliver events directly. The Council Services Officer added that she had spoken with Christmas Plus who had indicated a cost of £20,000 to lease lights. She also reported that the switch-on event had already been set for 19 November, early enough to re-arrange in the event of something unforeseen happening.

The Town Clerk sought direction from the Committee on how Members wished to move forward, explaining that for this year, it would only be possible to shuffle what existed, for example by restringing some of the lights. Attention was drawn to the fact that Kendal BID was happy to offer support.

A lively discussion ensued and the importance of making more out of the switch-on event was stressed, with a decorative and magical gathering place being the focal point. Problems relating to road closure and market orders were highlighted and it was suggested that the Westmorland Shopping Centre might be a suitable location, particularly with it being under cover. The fact that the Mountain Film Festival was taking place on the same weekend was raised and so the potential for added value, synergy and promotion, for example by introducing Cumbrian produce to visitors. In addition, the farmers' market would be taking place on the Saturday, which, it was pointed out, could be enhanced for the occasion. A suggestion for inclusion of local craft stalls was raised, however, it was pointed out that the Brewery Craft Fair was taking place on the following weekend and, furthermore, that there was a need to be mindful of the regular market stall holders. The fact that the Town Council was trying to redevelop the association with Rinteln was also raised and the potential for inclusion of something in that regard. There was a suggestion for Taylors Funfair to be asked if they could set up smaller rides for younger children.

Additional ideas were for the Kendal Lion's sleigh and Father Christmas to be present; a snow globe; bring local school children on board through, for example, making snowflake decorations; live music, for example, drums, choirs, bands; the Christmas card competition; the need to make the event environmentally friendly; a grotto; decorations; mulled wine; and a story teller.

**Resolved:**

- (1) that discussion take place with the Kendal Markets Officer in order to identify a suitable space and explain what the Town Council wishes to do and, in addition, the Manager of the Westmorland Shopping Centre, Kendal Vision, a Rinteln representative, Kendal Bid and the Lions Club be approached on the matter; and
- (2) firm plans be brought back before the Committee at its additional meeting on 25 July 2022 and, in addition, discussion on future years.

**CLF8/2022 Festival Grant Applications**

The Committee considered four Festival grant applications.

The fact that the Cumbria Opera Festival was a Cumbria-wide Festival was noted. Discussion took place on the fact that the Kendal Community Fireworks event did not meet the Town Council's aspirations on Climate Change, however, it was acknowledged that this was likely to be the only organised event of its type in Kendal. Members welcomed the aim of the Kendal Micro-Fest and were supportive of the Kendal Wool Gathering.

**Resolved:** To make the following grants:-

- (1) £1,500 to Cumbria Opera Festival towards the delivery of the 2023 Festival;
- (2) £2,000 to Kendal Community Fireworks towards the delivery of an annual firework display for the Town;
- (3) £1,500 to Kendal Micro-Fest towards the delivery of a one-day mini music festival; and
- (4) £2,500 to Kendal Wool Gathering towards the delivery of the 2022 event.

***Note – At 9.10 p.m., in accordance with the Council’s Standing Orders No.3 Meetings Generally x, a meeting shall not exceed a period of 2 hours, the Committee voted to continue the meeting.***

#### **CLF9/2022    Active Kendal**

Cllr M Helme informed Members of a proposal to deliver a programme supporting inclusive sport and activities among young people in Kendal and for Kendal Town Council to administer the scheme. The scheme was to enable people the children of premium families in Kendal to attend extracurricular activities of their interest and so make the activities accessible to all and ensure that every child had access to a hobby, for example dance or judo. Furthermore, she raised the potential of the scheme to enable all premium families in Kendal to enjoy a weekend away. Funding of a minimum of approximately £50,000 would need to be sought, which the Town Clerk advised could be sourced either through self-funding or externally. He also explained that a report on the subject would need to be presented to the Management Committee at its meeting on 4 July advising of the Christmas Lights and Festivals Committee’s support for the proposal prior to adoption by Full Council.

Cllr Helme undertook to send to Cllr R Sutton explanatory information.

**Resolved:** To express the Committee’s support for the proposal to the Management Committee.

#### **CLF10/2022    Budget Monitoring 2022-23**

A copy of the paper, which had been omitted from the Agenda in error, had been circulated at the start of the meeting.

The Committee considered a budget monitoring report for 2022/23 and the Council Services Officer informed Members that £30,000 remained in the budget. She pointed out, however, that a number of grant applications had yet to be received and that this was likely to result in the budget being fully allocated.

In response to a query, the Town Clerk suggested that the Committee had the power to vire funds within its own budget.

**Resolved:** To receive the report.

#### **CLF11/2022    The Role of the Christmas Lights and Festivals Committee**

The Town Clerk reported verbally on the future role and aspirations of the Committee, referring to its current, limited remit. He explained that the roles of the Council’s committees were evolving and that the Management Committee would be considering a report on 4 July 2022 containing a series of proposals to try to transform the way in which the Council worked. He provided a brief overview of the proposals which were based on three themes:-

- Culture, Arts, Heritage and Community;
- Nature and Diversity; and
- Assets

This would result in community and festival grants falling within the remit of culture and the potential for one committee to deal with this area of work, with a larger membership and more meetings. The Christmas Lights and Festivals Committee’s role would be merged with that of the Mayoralty and Arts Committee. The Town Clerk, in addition, provided details regarding a proposed staffing restructure to support the transformation.

The Town Clerk stressed the fact that other options could be proposed, should Members so wish.

The importance of Christmas was raised and the likelihood of the establishment of sub-committees to deal with certain areas of work was raised, including the potential to involve other organisations, with the Town Council initiating and supporting events. The Town Clerk provided examples of how this had worked in other town councils.

**Resolved:** To note the report.

The meeting closed at 9.40 p.m.



## KENDAL TOWN COUNCIL

### Festival Grant Application Form 2021/22

Please check before sending:

Is your festival based in Kendal?

Have you read the grants criteria?

Have you attached a copy of your latest audited accounts?

*(No application will be considered without a copy of your latest audited accounts)*

If you have any queries then please contact us on: 01539 793495 or e-mail: [janine@kendatowncouncil.gov.uk](mailto:janine@kendatowncouncil.gov.uk).

*Please note: Information which you provide in this application will be considered in an open meeting of the Christmas Lights and Festivals Committee and is therefore in the public domain.*

Name of your organisation: Kendal Torchlight Procession Ltd	
Correspondent (and position): Craig Pearson, Director and Chairperson of Organising Group	
[REDACTED]	
Daytime Telephone: [REDACTED]	[REDACTED]

**1. Please tell us about your organisation:**

Kendal Torchlight Procession Ltd is the company that runs Kendal Torchlight processions and street Parties, engaging residents, local businesses and community groups from Kendal and surrounding districts to celebrate our community life.

Our objectives are:

To promote Kendal and its surrounding districts for the benefit of local residents, tourists, businesses, and industry by organising events, shows, exhibitions and carnivals including and in particular the Kendal Torchlight Procession and Saturday Street Party :

To encourage participation in such events, making them accessible to all members of the community without exception.

**2. Briefly describe the festival you want funding for:**

Most of the money provided by the Town Council is put towards the engaging community groups, logistics, marketing budget.

Some is used as seed funding for the community development work Torchlight does across the town and enhancing the creative content with the work of local people.

Total cost of festival	£150,000	Amount requested	£10,000
Funds received to date	£10,000	Funds pledged to date	£ 90,000

### 3. Why do you need this grant and how will the people of Kendal benefit?

Torchlight is all about the people of Kendal. 'For the people of the people', has been a key phrase to describe what we create through torchlight. Torchlight will work with the civic leaders, local businesses and communities of the town to help the social life and economic life of the town and district flourish.

We will continue our aim to think globally and act locally and address issues around the climate emergency and species extinction. We will do it in 2022 with a theme of 'Scrapheap Legends'. Torchlight will encourage people to think about the importance recycling, refurbishment, reducing and recreating.

Our primary objective is to encourage local creativity and bring together local businesses and community groups with the opportunity to present their innovative ideas and activities to the local population.

The Creative Leaders Programme was a great success in partnership with Kendal College.

Funding from Kendal Town Council will enable Torchlight to continue to present many opportunities to local people to join in and make this a special celebration for the benefit of ourselves and others - local businesses, community groups, schools and any other organisation that wishes to participate will have the opportunity to make their contribution.

### 4. Please provide any other information in support of your application.

#### **TORCHLIGHT IS IMPORTANT FOR ENVIRONMENTAL, ECONOMIC, EDUCATIONAL/CULTURAL AND SOCIAL REASONS:**

- Kendal on the map as a great place to be.
- Draws in and turns round money in local economy
- Torchlight is supporting and promoting the agenda set by the Kendal Citizens Jury on Climate Change
- Creates and depends on collaboration and partnerships with councils, businesses and local groups.
- Invaluable life experience develops skills and confidence, especially of young and more isolated people.
- Showcases creativity – shows what Kendal and South Lakeland can imagine and build.
- Makes and becomes the area's own culture and sense of belonging
- Brings the town and district together -connects communities and celebrates diversity.
- Reaches out to less involved groups and individuals
- It is about that sense of place and welcome to others
- Gives us reasons to be cheerful especially on our way to 'recovery' following covid-19

5. What other sources of funding have already been raised or promised?

Source	Total
Reserves from previous years	£13,000
Arts Council England	£90,000
	£
	£
	£
<b>Total Funds Raised</b>	<b>£103,000</b>

6. How do you propose to evaluate that the festival has been a success?

- Numbers of entrants, volunteers, and audience attracted over social media
- Feedback from Sponsors and Partners
- Evaluation Forms from Creative Leaders Programme Creative Team and Organising Group

7. Please provide a copy of your latest audited accounts with your application.

Attached

Signed: *Craig Pearson*

Date: 3<sup>rd</sup> July 2022

Grants are paid, net of VAT, directly to organisations' bank accounts, so we will need the following details from you:

Organisation's Account Name.. [REDACTED]

[REDACTED]

Completed applications should be sent to:

[janine@kendaltowncouncil.gov.uk](mailto:janine@kendaltowncouncil.gov.uk)

Janine Holt  
Kendal Town Council  
Town Hall  
KENDAL  
Cumbria LA9 4DL  
Tel: 01539 793495

## KENDAL TOWN COUNCIL

### Festival Grant Application Form 2022/23

Please check before sending:

Is your festival based in Kendal?

Have you read the grants criteria?

Have you attached a copy of your latest audited accounts?

*(No application will be considered without a copy of your latest audited accounts)*

If you have any queries then please contact us on: 01539 793490 or e-mail: [office@kendaltowncouncil.gov.uk](mailto:office@kendaltowncouncil.gov.uk).

*Please note: Information which you provide in this application will be considered in an open meeting of the Christmas Lights and Festivals Committee and is therefore in the public domain.*

Name of your organisation: Kendal Mountain Events Limited	
Correspondent (and position): Jacqui Scott, CEO	
Address: Riverside Centre, Yard 39, Highgate, Kendal, LA9 4ED	
Daytime Telephone: [REDACTED]	E-mail: [REDACTED]

1. Please tell us about your organisation:

Kendal Mountain Festival the world's most renown mountain film festival and THE largest annual gathering of UK outdoor enthusiasts, taking place each year over the third weekend in November. The Festival dates back to 1980 with a continuous run of annual Festivals since 1999. The event takes place at a traditional low point in the tourist season and uses over 15 venues across Kendal, screening over 200 films (UK and international), hosting over 80 lectures, with hundreds of athletes, filmmakers and media present. In 2021, the Festival had over 22,000 visitors to Kendal contributing over an estimated £3.5m+ to the local economy.

2. Briefly describe the festival you want funding for:

- i) Increasing participation and events for children and young people – through our Children's Literature programme, Basecamp Talks and guided walks – funding supports the development and logistic delivery of these events.
- ii) Improved signage and promotion of the event throughout the town and approaches (banners, building dressing)
- iii) Marketing – to increase our reach out to potential day visitors from the North specifically.

Total cost of festival	£ 850,000	<b>Amount requested</b>	<b>£5000</b>
Funds received to date	£nil	Funds pledged to date	£nil

### 3. Why do you need this grant and how will the people of Kendal benefit?

The Festival is a huge boost for the local economy, generating approximately £3.5+ million in what would be a relatively quiet period in November. Ticket sales of the Festival's events make up only approximately one third of all income, so sponsorship and public funding is a necessity for the Festival to be able to deliver. Kendal Mountain Festival is a major international flagship event for the town and the world's leading showcase for adventure film (which ties in well with South Lakeland's cultural landscape). We are continuously working to improve the Festival content so that local townspeople can see the breadth and variety of events on offer, as well as be inspired to use the environment on their doorsteps for their own adventures and outdoor experiences. The Basecamp Village is free to enter with three stages of continuous talks and with its increased footprint at Abbot Hall in 2021 it drew more people to the Festival and consequently into the centre of town to experience what was on offer.

In 2021 we continued to deliver a free-events for local schools and family film. We will continue to increase the provision for school children to be involved with the festival, and for 'family friendly' events, including the expansion of the Children's Literature sessions, free talks by local people to inspire people from this area and increasing our reach through-out the year to deliver more off shoot events from the main Festival.

### 4. Please provide any other information in support of your application.

The Festival (and, therefore, Kendal as a destination) continues to see a massive increase in publicity and exposure – now listed as one of the 'Big Dates for 2022' on The Guardian website—sitting between COP 27 and the Football World Cup in Qatar!

<https://www.theguardian.com/world/2022/jan/01/jubilee-world-cup-big-dates-events-of-2022>

The PR that the Festival generates is immense and feeds into the year-round promotion of Kendal as a dynamic place to visit.

We are also building the Kendal brand outside the town throughout the year with our 40+ date 2022 UK live tour that began in February which shows a short film of Kendal to promote the town.

5. What other sources of funding have already been raised or promised?

Source	Total
SLDC – Cultural Partnership Fund	£10,000
	£
	£
	£
	£
<b>Total Funds Raised</b>	<b>£10,000</b>

6. How do you propose to evaluate that the festival has been a success?

We measure ticket sales, audience reaction, sponsor feedback, venue census, local area feedback. We are often told by businesses in Kendal that it is their busiest weekend in the year and we are continuing to use local bars/cafes as venues with guaranteed income.

7. Please provide a copy of your latest audited accounts with your application.

**Signed:**

**Date:**

Grants are paid, net of VAT, directly to organisations' bank accounts, so we will need the following details from you:

\_\_\_\_\_

\_\_\_\_\_

Completed applications should be sent to:

[janine@kendaltowncouncil.gov.uk](mailto:janine@kendaltowncouncil.gov.uk)

Janine Holt, Council Services Officer  
Kendal Town Council  
Town Hall  
KENDAL  
Cumbria LA9 4DL  
Tel: 01539 793495