



Wednesday 25th May 2011
4.30 pm, County Offices, Kendal

Present:

Peter Hensman, Lake District Estates
Paula Scott, Programme Co-ordinator
Graham Vincent, South Lakeland District Council
Austen Robinson, Kendal Town Council
David Ingham, Cumbria County Council
Richard Greenwood, Cumbria Tourism
George Inchmore, FSB
Mandy Dixon, K Village
Bill Broekhuizen, Kendal College
Jim Bland, NFU
Julie Tait, Jan Shorrocks, Jenny Graham, Kendal Arts
International (agenda item 3 only)

Apologies:

Geoff Cook, South Lakeland Local Committee
Derek Armstrong, Cumbria Chamber of Commerce
Fenner Pearson, Member, Cumbria Chamber
Steve Ratcliffe, Lake District National Park
Neil Bowness, Member, Cumbria Chamber
Alison Hatcher, Cumbria County Council
Jayne Kendall, South Lakeland District Council
Martyn Nicholson, CBI
Joanne Golton, South Lakeland District Council

1. Minutes of Previous Meeting

The minutes of the meeting held on 13th April were accepted as a true record.

2. Matters Arising

- Kendal Town Football Club has agreed to offer coach parking at a charge. Kendal College are in the process of organising pay and display parking for cars and coaches at the Milnthorpe Road site, at weekends and college holidays. **ACTION: P Scott** to co-ordinate promoting these new sites to coach companies and attractions.
- A meeting has been held between Bluestone Events and Made in Cumbria and partnership working on the Kendal Festival of Food is being explored.
- The results of the broadband survey were circulated. 15 out of 31 creative and digital businesses responded, suggesting broadband is an area of concern. All believed their broadband access/speed to be business critical and 60% would definitely sign up to superfast broadband if available, with the other 40% saying it was cost dependent.
- D Ingham reported that that A Hatcher has written to George Beveridge expressing interest in being represented on the expert groups. These groups are mainly sectoral, and there isn't an obvious 'fit' for KF. There are some cross cutting groups planned (eg, rural) where KF may be able to find a home in future, but the Kendal only focus makes this unlikely. The KFB expressed concern that the LEP members weren't aware of KF's priorities. **ACTION: P Scott and P Hensman** to draft a paper about KF priorities/objectives to circulate to the LEP board.
- Paul Holdsworth will not be continuing the business partnership work so P Scott and J Golton will meet with the established groups and help co-ordinate meetings to maintain momentum. They will also look at developing new groups in other areas of town, with the help of the Chamber of Commerce.

3. Mintfest 2011

The team from Kendal Arts International (KAI) attended the meeting and Julie Tait gave a presentation about the impact of Mintfest to date, its funding and costs. Between 2009-11, the Mintfest investment has

involved £804k in direct costs with £228k from local support. Funding is received via the Arts Council and NWDA; there is also significant investment from Lakes Alive. £50k of support has come from SLDC this year. An evaluation by the University of Manchester found Mintfest brings an additional £4.8m direct spend on local services. KAI has been awarded 'portfolio organisation' status by the Arts Council bringing 3 years funding for 2012-15 to develop their programme of work, including Mintfest. For 2012, a better balance needs to be created between public sector and local support and the aim is to grow Mintfest substantially over the next few years. The team hope that Mintfest will be integrated into other larger regeneration bids for the town, such as any KF may submit. They are also running an autumn fundraising campaign 'the Big Gift' which matches any funds raised over a week in December.

Mintfest is not just another festival. It appeals to a very broad audience/socio-economic profile and attracts an above average number of local people who don't normally engage with the arts but it also attracts a high percentage of cultural aficionados - wealthier people who travel into the town for the festival. It's a very social, family and friends orientated festival with a community feel. Changing Places reported that the image of the town changes quite fundamentally during the festival. Mintfest is about putting Kendal on the map as a leading light for the arts and it has gained a national and international reputation as delivering 'great art for everyone'. It is now officially the UK's showcase for the outdoor arts.

The 2011 festival will see the core street arts taking place right across the weekend. Friday and Saturday evening in Nobles Rest will be a 'pleasure garden for the 21st Century' with small shows and some spectacular performances. The Drill Hall in Queen Katherine Street will be used as a venue for the first time. Abbot Hall Art Gallery and park, and the Brewery will also be used and Sunday afternoon will see a programme at K Village. Performances will also take place in the Shakespeare Tavern yard, at the request of the Highgate businesses.

The team need help with the following:

- **Creating welcomes**
There will be around 200 international artists arriving in the town, with 150 organisers and promoters. KAI needs help to welcome these people properly and to let them all know what's interesting/distinctive about Kendal. A Robinson suggested approaching the LAP. **ACTION: A Robinson** to see if the LAP can help with welcoming artists and organisers.
- **Hosting a VIP reception**
There will be a marquee in Nobles Rest on the Friday evening for a VIP reception. The team need funding support to create a welcome from Kendal with food and drink, and asked if KF can provide this. **ACTION: P Scott and P Hensman** to investigate sponsorship and funding for the reception.
- **Creating a pink town**
Help is needed to get local businesses involved and create a pink town through window dressing and decoration. The KAI team are happy to come along to meetings to discuss this in future and give ideas and help about what can be done. **ACTION: P Scott and D Armstrong** to promote to business partnerships and individual shops etc.
- **Persuading businesses to stay open later**
Particularly food and drink businesses as artists and organisers have struggled to get meals after performances etc in the past. Shops could also stay open later as there are plenty of people walking around in the evening. **ACTION: P Scott and D Armstrong** to highlight at Business Partnerships and with Chamber members.
- **Camping facilities**
Accommodation is at a premium in the town and more camping facilities are needed. The Rugby Club is considering using their ground. The Mintfest team need local people to volunteer to look after creating campsites, as they don't have the capacity to manage it. **ACTION: All** to spread the word to local landowners etc about the need for campsites.

D Ingham asked Julie to let him know about any barriers the team face and any issues that are preventing Mintfest from expanding further. **ACTION: J Tait** to respond by email.

4. Ideas to make Kendal more access friendly

P Hensman began this discussion by asking whether the KFB is doing enough to make Kendal a more user friendly town. P Scott gave a progress update with the signage audit. Most of the photos have now been taken within the town centre and once collated, she will discuss them with Keith Masser or Highways representatives. Brown signs from the A591 are an issue as, from the north, there is just one at Plumgarths roundabout, which comes too late to persuade anyone to exit there, and, from the south, there is just a basic sign for 'Kendal south'. Signage could better promote Kendal's cultural and historic offer, and the car park signs could be improved. CCC is also reviewing the brown signage policy which will link to this. A comprehensive scheme for signage needs to be developed with Keith Masser/colleagues and presented to the Local Area Committee. **ACTION: P Scott** to progress.

5. Project Updates

P Scott circulated the latest project update and highlighted some of the key projects.

- The Town Hall participation in the **Community Toilet Scheme** is causing some complaints as only the disabled ground floor toilet is involved in the scheme and the upstairs facilities are frequently closed to the public. There is no RADAR key available now that the TIC has closed. There was general disappointment expressed from the KFB about the lack of willingness from SLDC to support the scheme with the use of its own toilets. **ACTION: P Hensman** to write to Lawrence Conway on behalf of the KFB to express these concerns.
- A private sector developer is needed to take forward the **Creative Industries Hub Project** at the Brewery. The Brewery is working with a consultant to develop a feasibility study about their future direction and KF will try to identify and address any other gaps in information that will encourage support from a private developer at a later date.
- P Hensman and P Scott are meeting the North West Regional Manager from BT in June to discuss their plans for introducing **superfast broadband** into Kendal and find out what KF can do to help drive up demand locally and prove a return on investment. D Ingham gave an update on CCC's BDUK project. The procurement process for countywide roll out has started but BDUK still haven't confirmed how much funding is available for Cumbria. This could be matched by ERDF, providing £30m of public sector funding, which will then be matched by a private sector supplier. The CCC project will install the backhaul of fibre into the main towns/settlements but then it will need to be connected to houses and solutions will need to be found in communities to create a point of presence in a smaller village or town. CCC has produced a map which reflects the current LDF proposals to show where all the future demand is likely to be for both home and employment sites.

6. Any other business

- M Dixon expressed concern that the TIC isn't currently open on Sundays and bank holidays. R Greenwood reported on behalf of A Robinson (who had left the meeting at this point) that KTC is concerned that the TIC is not providing the level of service expected. G Vincent confirmed that SLDC did not impose any conditions or SLA on the Chamber of Commerce for operation of the TIC. The intention was to enable the private sector to use their imagination in creating a new, viable information centre.
- G Vincent reported that Kendal bus station is being repainted.
- A KF annual report for 2010-11 is being progressed.

7. Date of next meeting:

- Wed 13th July 2011 – 4.30 pm, County Offices
Chris Warren, LDNP Land Allocations
- Wed 7th September 2011 – 4.30 pm, County Offices