

**Northwest**

REGIONAL DEVELOPMENT AGENCY



INVESTOR IN PEOPLE

**Steven Broomhead**  
Chief Executive

Miss Jenna Rayner  
Programme Officer  
South Lakeland Core Strategy Examination  
South Lakeland House  
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Our Ref. SB/JL/2254  
8 June 2010

Dear Miss Rayner

**South Lakeland LDF Core Strategy Public Examination: Inspector's Possible Changes Consultation**

Thank you for your letter dated 12 May 2010 inviting comments on the above. The Northwest Regional Development Agency welcomes the opportunity to respond. As requested, our comments refer to the Inspector's proposed change by reference to the appropriate IPC reference number.

IPC2 - Policy CS2: Kendal Area Strategy and paragraph 3.32

The suggested change would allow the provision of an appropriate scale of retail development in response to concerns over the deliverability of the Kendal Canal Head Area Action Plan. NWDA has been actively engaged in discussions regarding the Kendal Canal Head with South Lakeland Council and wishes to express its support for the proposed change. Allowing an element of higher value retail use within the overall development mix would assist in the scheme's deliverability.

IPC7 – Implementing Policy CS7.2: Type of employment land required and sectoral split

The additional text proposed for inclusion explains that a sequential approach will be adopted when identifying strategic employment sites in and around Kendal. It also identifies criteria to be taken into account when assessing potential sites. We consider the approach proposed to be consistent with the "South Lakeland Knowledge-Based Employment Land Search and Assessment" carried out by consultants Knight Frank, Arup and Carigiet Cowen on behalf of NWDA in August 2007. The Agency therefore wishes to express its support for the proposed change.

This response has been prepared in accordance with the NWDA's consultation policy by the Planning, Transport and Housing Team. If you have any queries or wish to discuss this matter further, please contact Ian Wray, Chief Planner, ([Ian.Wray@nwda.co.uk](mailto:Ian.Wray@nwda.co.uk)).

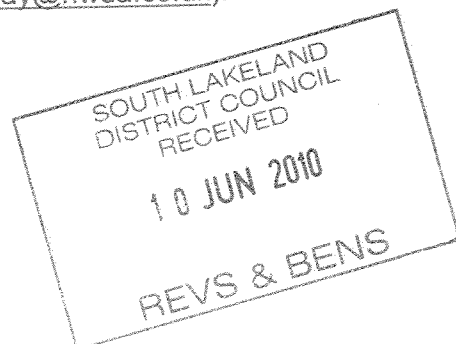
I trust this is of assistance to the Inspector.

Yours sincerely

**Steven Broomhead**  
**Chief Executive**

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