



Wednesday 1st December 2010
4.30 pm, CREA Offices, Kendal

Present:

Peter Hensman, Lake District Estates
Joanne Golton, Programme Manager
Richard Greenwood, Cumbria Tourism
Richard Pealing, Eden & South Lakeland Forward
Graham Vincent, South Lakeland District Council
Geoff Cook, South Lakeland Local Committee
Dianne Whitehead, Cumbria County Council
Austen Robinson, Kendal Town Council
Jim Bland, National Farmers Union
Chris Warren, Lake District National Park Authority
Jayne Kendall, South Lakeland District Council

Apologies:

Alison Hatcher, Eden & South Lakeland Delivery Board
George Inchmore, Federation of Small Businesses
Derek Armstrong, Cumbria Chamber of Commerce
David Ingham, Cumbria County Council
Bill Broekhuizen, Kendal College

In attendance:

Paul Holdsworth, South Lakes Development Trust
Paula Scott, PS Business Matters
Dan Hudson, South Lakeland District Council

1. Minutes of Previous Meeting

The minutes of the meeting held on 20th October were accepted as a true record.

2. Matters Arising

- The InvestinKendal.com website is live and partner organisations need to link their sites. An official launch is to be planned. **ACTION: J. Golton**
- The town centre coach-parking project at the College needs further work. **ACTION: B. Broekhuizen** to report back at next meeting.
- SLDC has secured £24466 from English Heritage towards refurbishment work at Castle Dairy. This has been matched with £140000 from SLDC. The new café and gallery will open at Easter and will be operated by Kendal College.
- The Kendal Festival of Food was held in October half term. A report from the event managers Bluestone Events will be circulated. **ACTION: J Golton**

3. Business Partnerships Update

- Paul Holdsworth from SLDT introduced the business partnerships programme and provided a verbal update on progress to date. The programme allows us to understand key issues affecting businesses across Kendal. The first two partnerships are now up and running, these cover the area of Stramongate & Wildman Street and Highgate & Allhallows.
- To date, Paul has engaged with 160 businesses and there is overwhelming support from the businesses for this process. There is a wide range of businesses operating in the town centre and it is clear that Kendal is not just retail.
- Paul is collating data from the businesses and producing a business directory for each area to aid communication and also help with cross promotion activity to support local business.

4. Allocations of Land, SLDC

- Dan Hudson from SLDC gave a presentation on the Allocations of Land document, which highlights potentially deliverable sites for development. This document has just been published and will form part of an emerging options consultation, which will run from mid- January until the end of March.

Settlement profiles are being developed and these will be published on 15th January. The LDF is on course to be adopted from June 2012.

- The Core Strategy has been approved and this sets the targets for the LDF. The LDF process is moving in parallel with the current localism agenda. The emerging options
- Detail was given on which sites have been short listed for employment land and housing land (to support 2060 new dwellings). These include Burton Road and Scroggs Wood for larger employment development and Natland Road, Boundary Bank and Shap Road for smaller scale business development.
- The Board will be invited, as part of that consultation process, to make representation. There is a need to make sure sufficient land is available for employment use to support the Kendal economy.
- More information on the LDF is available from www.southlakeland.gov.uk/ldf
- It was agreed that the Allocations of Land document should be discussed at the next meeting with a view to agreeing a response from the Board to the consultation

5. New Project Co-ordinator

Paula Scott of PS Business Matters was introduced to the Board as the new Programme Co-ordinator. Paula will start in January on 20 hours a week up until March 2012 and be based in the same office as the Regen team at SLDC. The contract was advertised in October and there were 9 expressions of interest received for the contract, of which 3 companies were interviewed. **ACTION: J. Golton** to organise contract, workbase and start date.

6. Transport Plan Review

LTP3 is currently in draft form and available for comment until April 2011. It includes reference to the Kendal Transport Plan, stages 3 and 4, which are currently under review. Capita are currently carrying out work on various transport scenarios and a steering group (KFB programme manager attends) has been set up to discuss potential changes to the plan; any changes would go to Local Committee for approval. The recommendations for the Kendal Futures Car Parking study have been fed in to the process. **ACTION: FSB** to write to Jonathan Smith at CCC with Park and Ride proposals. **ACTION: G. Cook** to update the Board at the next meeting.

7. Partner Updates

- **Tourism Sub Group** – The Fit for the Future action plan has been updated and refreshed. It has been circulated to Board members for comment. A marketing plan for Kendal is the main priority.
- **Cumbria Tourism** – have commissioned a benchmarking study for visitors to Kendal. **ACTION: R. Greenwood** to present the report to the Board in January.
- The Kendal Mountain Festival was held in November and enjoyed successful ticket sales. A new cycling leaflet has been published and was funded by CT, KFB and SLDC.
- **NFU** – The Auction Mart planning application has been submitted for the site adjacent to Junction 36.
- **SLDC** – Changes are underway to the provision of tourism information and the Chamber has been announced as preferred providers. When the TIC moves changes will need to be made to visitor information, signs, maps and other print. This will not start until the location and move is finalised.
- SLDC should hear tomorrow the outcome of the phase 1 Heritage Lottery Fund bid for Kendal Museum.
- SLDC will run a consultation on the preferred designs for New Road early in the New Year.
- The lease term and curtilage for Abbot Hall Art Gallery is being extended subject to Cabinet approval.
- **SLLC** – From next Monday highways will be renamed 'Better Highways' and will include changes to the service to make it more responsive.
- **Kendal LAP** – the LAP met last week and agreed to fund projects including the Aynam Road railings restoration and to use an under spend to fund the public realm improvements at the corner of Stramongate and Blackhall Road.
- **KTC** – The Town Council has concerns over quality management issues of the new TIC arrangements. It is envisaged that they will work alongside CT in monitoring the quality.
- The KTC budget remains the same next year and there is a development pot again for small projects.
- The Christmas lights switch on and reindeer parade was a great success.
- The Abbot Hall Park plans consultation period has now ended; next steps in hand.

- **Kendal College** – The build project is progressing well at Wildman Street despite the weather. The centre should be open by Easter. The College presented the plan to the new Stramongate business partnership last night.
- **LDNPA** – Allocations of Land document is due to be published for consultation in July 2011.

8. Any Other Business

- The Canal Head area action plan has been amended to include a retail element subject to Cabinet approval. This should make the regeneration proposals more viable and deliverable. E&SLF will be submitting a Regional Growth Fund application for a new bridge across to New Road to support the Canal Head redevelopment.

9. Date of next meeting:

- Wed 19th January 2011 – 4.30pm, County Offices
- Wed 2nd March 2011 – 4.30pm, County Offices