



Wednesday 13th April 2011
4.30 pm, Kendal College, Kendal

Present:

Peter Hensman, Lake District Estates
Paula Scott, Programme Co-ordinator
Graham Vincent, South Lakeland District Council
Geoff Cook, South Lakeland Local Committee
Dianne Whitehead, Cumbria County Council
John Willshaw, Kendal Town Council
Derek Armstrong, Cumbria Chamber of Commerce
Neil Bowness, Member, Cumbria Chamber
Richard Greenwood, Cumbria Tourism
Joanne Golton, South Lakeland District Council
George Inchmore, FSB

Fred Pennington (Agenda item 3 only)
Mike Pennington (Agenda item 3 only)
Dan Hudson, SLDC (Agenda items 1-4 only)

Apologies:

Fenner Pearson, Member, Cumbria Chamber
Steve Ratcliffe, Lake District National Park
David Ingham, Cumbria County Council
Alison Hatcher, Cumbria County Council
Jayne Kendall, South Lakeland District Council
Martyn Nicholson, CBI
Austen Robinson, Kendal Town Council

1. Minutes of Previous Meeting

The minutes of the meeting held on 2nd March were accepted as a true record once the following amendment was made under agenda item 3, Land Allocations. "Cllr G Cook and Cllr A Robinson both declared interests in the Land Allocation proposals and did not take part in the following discussions."

2. Matters Arising

- A press release has been sent to officially launch the InvestinKendal.com website. Link building has taken place with partner organisations.
- Kendal Rugby Club and Kendal Town Football Club have expressed interest in offering coach parking, at a fee, but need to discuss further with their committees. Abbot Hall is also keen to promote its parking further. P Scott has also approached the Riverside Hotel about possible parking at Kendal railway station, and sent further information to Louise Shrapnel at Kendal College about implementing pay/display parking at the college. The Development Implementation Group at SLDC handled TIC enquiries for a few weeks and found no opposition from coach drivers about parking charges at Abbot Hall. Communication about parking sites, charges and drop off points needs to be improved. G Cook declared an interest in the discussions as his work as a Blue Badge Guide involves working with coaches, but agreed that for good sites a reasonable charge is acceptable. **ACTION: G Inchmore** to forward information to P Scott about previous coach parking plans at the hospital. **ACTION: P Scott** to continue to work with these potential sites and finds ways to promote them when agreed.
- The development work for the procurement portal for Invest in Kendal will progress as soon as F Pearson has time to complete the brief. **ACTION: P Scott** to reinstate actions from 2nd March meeting when brief is available.
- Bluestone Events are keen to co-ordinate the Kendal Festival of Food and preliminary planning is underway. It will be a 2-3 day event over the October half term holidays and KF is keen to involve Made in Cumbria. D Armstrong expressed concern about the impact on the MiC Friday market if a Thursday event is also held. MiC are also exploring another market day to hold a dedicated Farmers Market as well as a wider Made in Cumbria event. **ACTION: P Scott and D Armstrong** to explore ways of holding an event which benefits the town and all partners.

- A broadband survey has been developed and circulated to Kendal's creative businesses. **ACTION: P Scott** to report results at a later meeting.
- P Hensman questioned whether KFB should be making contact with the new Cumbria LEP board. D Whitehead said Alison Hatcher is pulling projects and a briefing paper together for the advisory board. **ACTION: A Hatcher** to report on how Kendal/KFB is represented to the LEP.
- J Golton told the meeting that there was an LEP meeting today to discuss Enterprise Zones. Canal Head, Scroggs Wood, Kendal Fell Quarry and Oxenholme triangle could be potential sites for Cumbria but the Government ideally want 50 hectares on one site in single ownership. Cumbria can't deliver this so the idea of a cross-county Enterprise Zone is being proposed.
- R Greenwood reported that CCC is drafting a new brown sign policy and will present it to CT's Policy and Development working group in June for consultation.

3. Land Allocations

Kendal Fell Quarry

Local businessmen Mike and Fred Pennington attended this part of the meeting to discuss their proposals for land at Kendal Fell Quarry. Cllr G Cook declared an interest as a representative for Greenside and planning committee member and did not take part in the discussions.

KFB listened to the presentation from the Penningtons, and a discussion and questions followed. Mike and Fred Pennington then left the meeting. In further discussion KFB agreed that there was a need for Kendal to offer a broad portfolio of potential employment sites to cover all uses, including high-tech and general manufacturing. The Kendal Quarry site would be a useful addition to the proposed list of sites and had the benefit of being mainly brown field.

The KFB agreed to support the allocation of Kendal Fell Quarry as employment land and will add it in to their South Lakeland Land Allocation response. This site will also be fed into the LDF process for the LDNPA when available. **ACTION: P Scott** to add to the KFB Land Allocation consultation response.

Draft Land Allocation consultation response

The draft consultation response circulated after the last KFB meeting was discussed and it was agreed to add additional comments from M Nicholson and amend the declaration of interest from G Cook and A Robinson. M Dixon had requested highlighting a potential 'land swap' with the LDNPA at Boundary Bank and it was agreed to include this in their consultation process in due course. **ACTION: P Scott** to amend the consultation response and send to SLDC on behalf of KFB.

4. Community Infrastructure Levy (CIL)

Dan Hudson introduced CIL which will enable councils to levy a charge on new development to fund community infrastructure, such as transport improvements, flood defences, health and social care, parks and green spaces. The CIL is excluded from funding affordable housing and is charged by a District Council, National Park Authority or Unitary Council. The basis for setting the charge is infrastructure needs determined through SLDC's core strategy and the LDF. It must be spent on infrastructure necessary to support development on areas immediately adjacent to where development is taking place.

CIL applies to any development of 100sq m or more of new floor space or any new structure. It is given on the granting of planning permission and collected when the development begins. SLDC will prepare a charging schedule which will go through a process of consultation and independent examination. When set, developers will still have the opportunity to challenge the rate of CIL. P Scott fed in concerns from M Nicholson in his absence that if the CIL is set too high it will make commercial developments unviable and make the provision of affordable homes difficult. D Hudson agreed that it is vital to set the rate at a level which won't put development at risk and is supported by proof of viability. A key corporate priority for SLDC is affordable housing and CIL must not prevent this. It will take around 2 years to adopt CIL in South Lakeland and a consistent policy must be developed across the National Park planning authority too. A charging schedule could be developed based on geography and development type. SLDC hasn't made a

decision about whether to proceed with CIL yet but the Government is expecting all Local Authorities to follow this route.

J Golton voiced concern that work for public realm enhancement which adds value to the community for street lights, public art etc (often linked to 106 planning conditions) could get forgotten in favour of larger projects such as hospitals and schools.

ACTION: KFB agreed to watch with interest and comment as the CIL paper is released.

5. Business Partnerships Update

SLDT closed on 31st March and Paul Holdsworth was made redundant. Paul has delivered 32 days out of a 65 day contract. He was originally tasked with establishing 6 partnerships across the town centre and 3 have been started – Highgate and Allhallows, Lower Stramongate and Wildman Street and Kirkland. Introductory contacts have also been made in the Upper Stramongate and Branthwaite Brow area. The project has made good progress but it is a long way from leading to a full BIDs proposal. While progress appears to be slow, it does take 18 months to 2 years of initial ground work, and then a further 6 months to put a BIDs application together. Carlisle City Council is currently going through this process over 2 years and they have allocated £150k to it.

P Scott is trying to encourage Paul Holdsworth to continue the work on a self employed basis, but failing that she and J Golton will source someone else to take the work forward. **ACTION: P Scott and J Golton** to source a new co-ordinator for the business partnerships. It is important not to lose momentum with the work that has already been completed. A meeting may need to be held with the businesses in the Upper Stramongate and Branthwaite Brow area and D Armstrong offered to help co-ordinate this.

ACTION: P Scott and D Armstrong to hold a meeting with Upper Stramongate and Branthwaite Brow businesses if a new co-ordinator isn't in place quickly.

6. Partner Updates

Chamber – TIC has opened, staff have been trained on DMS and discussions have been held with CT staff. Footfall has increased over the last 4 weeks. MiC opened on a Monday for the first time this week and had one of its most successful week days. An 'i' sign is being sourced for the front of the shop. D Armstrong is presenting to Kendal Town Council on 26th April about the TIC developments and to request funding assistance to replace the town map signs with new TIC locations (£120 per sign). Contact details for the TIC are tel: 01539 735891 and email: info@kendaltic.com

SLDC – J Golton reported that new fingerposts are planned now that the TIC has moved locations. The Canal Head project is being reviewed by ATLAS (The Advisory Team for Large Applications, an off-shoot off the Homes & Communities Agency). Castle Diary developments are progressing.

CT – Pleased with the Arts Council's funding decisions for Kendal as CT has been encouraging them to underpin Kendal/Cumbria as a cultural destination. Putting together a second round Regional Growth Fund bid for Adventure Capital, which should see some indirect benefit to Kendal. Early indications are that January and February were OK in terms of business performance, but March has been poor and forward bookings are very patchy. Many businesses are reporting a 6-10% drop in serviced accommodation and self-catering trade.

FSB – There is a need for employment sites particularly suitable for very small businesses with just 1-2 staff or those in the embryonic stage of development. Beales have just bought 19 additional stores.

N Bowness – V3 Media have recently gone into administration, leaving 6 staff unemployed. They managed 130 websites which is having a large impact across the area. N Bowness and colleagues are helping their clients find alternative provision in the area. The creative sector is busy generally and some companies are doing very well.

SLDC – G Vincent said he is pleased by the quality of the new TIC and its staff. He also reported that SLDC has awarded funding to 6 key arts organisations in the district and some have also received National Portfolio Organisation status from the Arts Council (including Kendal Arts International), bringing £1m into the district.

KTC – Trying to raise the profile of Kendal in Bloom and get more businesses and schools involved. The Reindeer event last Christmas was so successful that it will be repeated this year, and KTC are trying to find a better source for a Christmas tree. On 30th April, the Royal Lancashire Regiment is parading through the town.

CCC – G Cook reported that the LTP3 draft is going to Cabinet in a few weeks time and should be publicly available as part of those papers. He hasn't yet seen the Kendal Transport Plan as Highways have been very busy. P Hensman hoped it would consider better connections between the trading estates to the north of the town and the main road network as businesses located in these areas can waste a lot of time getting through the town centre.

7. Any other business

- P Scott circulated the latest project update.
- Cumbria Chamber of Commerce is 10 years old this week.
- G Inchmore asked about progress with the Conservative Association building on Highgate. P Hensman has asked them to stabilise the building so the scaffolding can be removed. **ACTION: G Vincent** to check the situation with SLDC's planning team.

8. Date of next meeting:

- Wed 25th May 2011 – 4.30 pm, County Offices
Mintfest presentation
- Wed 13th July 2011 – 4.30 pm, Country Offices
Chris Warren, LDNP Land Allocations