



Wednesday 2<sup>nd</sup> March 2011  
4.30 pm, County Offices, 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  
Austen Robinson, Kendal Town Council  
Derek Armstrong, Cumbria Chamber of Commerce  
Neil Bowness, Member, Cumbria Chamber  
Fenner Pearson, Member, Cumbria Chamber  
Alison Hatcher, Cumbria County Council  
Jayne Kendall, South Lakeland District Council

Martyn Nicholson, CBI  
Mandy Dixon, K Village

**Apologies:**

Bill Broekhuizen, Kendal College  
Richard Greenwood, Cumbria Tourism  
Ian Stephens, Cumbria Tourism  
Steve Ratcliffe, Lake District National Park  
David Ingham, Cumbria County Council  
Jim Bland, National Farmers Union  
Joanne Golton, South Lakeland District Council

Peter Hensman welcomed Fenner Pearson and Neil Bowness to their first meeting. They are representing private sector members of the Chamber of Commerce, with one vote between them, and may alternate their attendance.

**1. Minutes of Previous Meeting**

The minutes of the meeting held on 19<sup>th</sup> January were accepted as a true record.

**2. Matters Arising**

- The InvestinKendal.com website launch is still to be progressed. **ACTION: P Scott**
- P Scott has met with Louise Shrapnel at Kendal College and discussed their plans for chargeable car and coach parking on the main and museum sites. There are links with KF's car parking recommendations and potential 'park and stroll' signage. Stagecoach has no spare capacity for coach parking in their garage. G Vincent suggested the potential site at Greenside/Brigsteer Road be explored again, but others felt this site was unsuitable. N Bowness suggested Kendal Town football club as another potential site. **ACTION: P Scott** to continue to investigate other potential sites.
- Local Transport Plan Review will be moved to a later meeting when available.
- The visitor benchmarking survey is being used to inform the tourism marketing plan which will be taken to the next tourism sub group.
- F Pearson reported the proposal for the Invest in Kendal website procurement portal is progressing. Due to the low level of funding (£2k) available to support the work, it will be completed as and when time allows. M Dixon suggested charging businesses for using the site to help subsidise the cost, but F Pearson and N Bowness explained they don't want it to exclude small businesses. **ACTION: F Pearson to involve D Armstrong and P Scott** when the brief is completed to take forward. A Robinson suggested approaching KTC for additional funding support. **ACTION: P Scott** to approach KTC when the brief and cost estimate is received.
- Still waiting for information from **AMT** about the funding required to host the regional awards event. J Golton and P Scott have been encouraging local projects to enter the awards to raise Kendal's profile.

**3. Land Allocations**

**Cllr G Cook and Cllr A Robinson** both declared interests regarding the Land Allocation proposals and did

not take part in the following discussions. The KFB discussed SLDC's Land Allocations Development Plan document and how the sites identified for employment land will support the KERAP's need for priority employment sites. It was agreed that KFB would respond to the consultation, and each of the employment sites identified in the Land Allocations document were discussed in turn.

- **Scroggs Wood Strategic Employment Site** - KFB agreed to support this allocation.
- **Burton Road Business Park** - KFB agreed to support this allocation.
- **Land south of K Shoes Factory, Natland Road** - KFB agreed to support this allocation.
- **Land at Shap Road Industrial Estate** - KFB agreed to support this allocation.
- **Boundary Bank** - KFB agreed to support this allocation and would like to see it extended into National Park land. This issue needs to be fed into the National Park consultation taking place in June. **ACTION: P Hensman and P Scott**

There were concerns expressed about whether the types of use identified in the report for the employment land could become too restrictive in future. KFB would like to caution against the land use being too prescriptive at this stage, but are fully supportive of a development brief being established after the allocation to minimise the impact on the surrounding area. It was felt that getting the right design in these sites was more important than identifying the actual employment activities at this stage.

The consultation also offers the opportunity to suggest other areas of land to be included in the Framework, and the KFB discussed the following sites:

- **Cookson's site on Shap Road** - This site has been discounted as employment land on Highways grounds, although housing land has been allocated nearby. The land owners are prepared to see this land developed, and G Cook reported that the Kendal Transport Plan (due to be published imminently) will help to inform this topic. If there is a possibility that the Highways issues can be resolved within the lifetime of the LDF (25 years) then the KFB believe this land should be included in the document.
- **Land at Shenstone** - Planning permission is already in place for some of this land, but there are cost problems with moving it forward for development. Despite these, the Board considered that it should be included in the land allocation document.

**ACTION: P Scott** to draft the consultation response and circulate to the KFB for comment.

#### **4. Festival of Food**

An evaluation report was circulated about the 2010 festival and P Scott discussed a proposal from Bluestone Events to hold a 2 day Field to Fork event instead of the wider festival for 2011. Bluestone would require funding of £2,200 and it has been disappointing that the event hasn't become self-sustaining. An event which involved more businesses across the area would suit the intended aim of the festival better and sit within the economic priorities of the KERAP. Other suggestions included holding more evening activities, involving Kendal College and attracting celebrities to the event. There is a concern that the festival has to be managed with minimal funding and staff resources from KF and SLDC. D Armstrong expressed interest in Made in Cumbria tendering to run the event. **ACTION: P Scott and J Golton** to discuss further with Bluestone, **D Armstrong** and other partners.

#### **5. Air Quality Management Area Update**

P Scott is representing KF on the Kendal Traffic Pollution Working Group and an action plan has been developed to address the air quality issues in the town centre. The action plan is creating positive messages about addressing the issues and links well to the KF car parking recommendations and priorities related to coach parking, encouraging walking and reducing signage clutter.

#### **6. Projects Update**

- A **tourism sub group** meeting is scheduled for 6<sup>th</sup> April.
- The **Community Toilet Scheme** has been launched with 10 participating venues. Maps, leaflets and window stickers are being produced and distributed across Kendal to promote the scheme. M

Dixon considered it disgraceful that SLDC weren't supporting public toilets. G Vincent clarified that SLDC are continuing to support 10 strategic toilets across South Lakeland.

- J Kendall reported that the **Kendal College gallery and patisserie** will be opening in June. SLDC is funding the refurbishment of Castle Diary, with a small contribution from English Heritage, and KC funding the kitchen fitting. SLDC are considering a resubmission to HLF for the museum redevelopment, but its chance of success has to be carefully considered against officer time and other council priorities.
- New generic Kendal banners have been produced for Kirkland and will be used whenever there is no event being advertised in the area.
- **Business Partnerships** - Paul Holdsworth has now engaged over 250 businesses in partnership work. He will be leading a pedestrian audit for Highgate on 10<sup>th</sup> and 12<sup>th</sup> March. **ACTION: P Holdsworth** to provide an update at the next meeting.
- CCC is developing a **broadband** strategy as Cumbria has been named as one of four pilot areas for next generation internet access by BDUK. In a recent NWDA report, Kendal has been identified as an area which is likely to see private sector interest in developing superfast broadband and this means public sector intervention is less likely. A discussion took place about whether businesses were suffering due to slow broadband speeds, and F Pearson stated it wasn't an issue for Meantime. CCC will lobby for the economic benefits faster broadband speeds will bring, but many businesses are saying there isn't an issue. **ACTION: N Bowness and P Scott** to ask local creative businesses for feedback/issues to help inform a possible KF action plan, and help provide evidence to CCC.
- P Scott has begun to conduct a **signage audit** in Kendal. M Dixon reported that CT has fed into the brown signage review by CCC. G Cook said there was a paper included in the Local Transport Plan. **ACTION: A Hatcher** to find out more about the new brown sign policy.

## **7. Partner Updates**

- **Chamber** - TIC provision at the Made in Cumbria shop would open during April, although Derek Armstrong was unable to be more specific. Signs informing the public about the move, and what to do in the interim period will be placed on the Town Hall site which closes on 12<sup>th</sup> March.
- The Chamber is working with a company who handle business rate appeals for a commission of 45% of the savings made. A 5% discount is available via the Chamber.
- **KTC** - Completing the erection of their interpretation panels along the river and in Serpentine Woods, and have helped to fund and deliver the landscape assessment work, Abbot Hall park improvements, Stramongate corner improvements and repairs to the Aynam Road railings.
- **SLDC** – J Kendall raised the issue of the Community Infrastructure Levy and it was agreed to discuss in more detail at the next meeting. **ACTION: P Scott** to add to the next agenda.
- The revised Canal Head Area Action Plan is consulting in March and will be less prescriptive.
- The New Road consultation results can be found on the SLDC website and will go to Cabinet on 21<sup>st</sup> March. Ground investigative works need to take place to provide evidence for planning permission and there will be no parking on the site over a weekend in the near future. (The public will be informed via the media etc.)
- **CCC** - Canal Head plans are continuing to progress and the master plan is currently being revised to make it more deliverable.

## **8. Any Other Business**

The new LEP Board has been announced and details can be found at [www.cumbrialep.co.uk](http://www.cumbrialep.co.uk).

## **9. Date of next meeting:**

- Wed 13<sup>th</sup> April 2011 – 4.30 pm, Kendal College
- Wed 25<sup>th</sup> May 2011 – 4.30 pm, County Offices