



**Monday 21<sup>st</sup> April 2010**  
**4.30pm, County Offices, Kendal**

**Present:**

Joanne Golton, Programme Manager  
Mandy Dixon, South Lakeland LSP  
Austen Robinson, Kendal Town Council (Chair)  
Richard Pealing, Cumbria Vision  
David Ingham, Cumbria County Council  
Graham Vincent, South Lakeland District Council  
Geoff Cook, South Lakeland Local Committee  
Dianne Whitehead, Cumbria County Council  
George Inchmore, Federation of Small Businesses

**Also present:**

Becky Weaver & Dave McKenna, Taylor Young

**Apologies:**

Ian Stephens, Cumbria Tourism  
Derek Armstrong, Cumbria Chamber of Commerce  
Bill Broekhuizen, Kendal College  
Peter Hensman, Lake District Estates  
Jayne Kendall, South Lakeland District Council  
Jim Bland, National Farmers Union  
Stephen Ratcliff, Lake District National Park Authority

**1. Minutes of Previous Meeting**

The minutes of the meeting held on 15<sup>th</sup> March were accepted as a true record.

**2. Matters Arising**

- Car parking - Need to show stronger business case for any new car park proposals and park and ride proposals. **ACTION: J. Bland** to contact CCC colleagues to request Park and Ride feasibility funding.
- Tourism Sub Group met in mid April to progress tourism action plan including development of 'meet and greet' for coaches project.
- A response to the Carnforth Railway Action Group is currently with the Chair, **ACTION: P. Hensman**
- A letter of support to the LDNPA for employment land use of the site at Plumgarths is currently with the Chair, **ACTION: P. Hensman**
- Invest in Kendal website brief still to be drafted, **ACTION: J. Golton**
- Discussions ongoing with Kendal College regarding Kendal Futures Public Meeting in June.
- B. Weaver (TY), D. McKenna (TY), J. Golton (KFB) and J. Smith (CCC) presented the new Kendal Public Realm Design Framework and 3 key designs to the Places Matter Design Review in Liverpool on 24<sup>th</sup> March. The framework and designs were well received and the panel would like to see more 'local distinctiveness' and encouraged designs for New Road to be 'sculptural'. **Action: J. Golton** to circulate Places Matter feedback letter.

**3. Kendal Public Realm Project**

- Becky Weaver and Dave McKenna from Taylor Young presented the latest draft of the Design Framework to the Board. Becky explained the different layers to the document with strategic overview, place making principles and then detailed materials and methods.
- The current draft document has been checked by members of the public realm sub group and is currently with TY for amendments. The second draft will go out in May to those individuals involved in the consultation and the Futures Board. **ACTION: J. Golton** to circulate second draft.
- Becky introduced the proposals for the 3 key areas and all were well received. Designs for Market Place and Finkle Street were simple yet effective with a good use of local quality materials. The design for New Road was quite a transformation and comments were very positive. The costs of implementing the changes will form part of the framework document and we shall have these shortly. The Public Realm and New Road Project Boards will shortly see the proposals.

- There is a need to publicise the Framework document (including the 3 key designs) but firstly it has to be endorsed by the relevant bodies. The Framework document and 3 key designs could form part of the presentations at the Kendal open meeting in June. The release of this Framework needs to be managed in stages before going into the public domain. **ACTION: J Golton** to confirm meeting dates for June/July SLLC, KTC, E&SL, Kendal LAP and SLDC.

#### **4. Projects Update**

- Tourism - M. Dixon circulated an update on the tourism action plan. The new Kendal sense of place leaflet is now hitting the shelves and thanks go to SLDC and CT for the publication. A new cycling leaflet will be out shortly from CT with input from CCC, SLDC and KFB. Parking was discussed following release of car parking ticket sales figures – the Board agreed that lobbying CCC for more 30 mins waiting time on streets would add value to the current free 30 mins in Westmorland Shopping Centre and help the egress of cars from that location. The community toilet scheme will start this summer after G Vincent confirmed that the monies for the new scheme would come from the closure of the New Road toilets. KFB tourism subgroup recently met with SLDC to discuss Kendal TIC. TICs have moved departments within SLDC and a timetable is now in place for withdrawal of funding and for expressions of interest. Confusion still exists on whether the grant is for the 3 strategic TICs or includes Grange, Kirkby Lonsdale and Ulverston. **ACTION: M. Dixon** to contact SLDC and circulate expressions of interest document and news on grants.
- Shopfronts Improvement Scheme – this scheme is proving popular with over 30 applications received. Bill Smith from SLDT has run a series of Shop Doctor visits to help businesses make the most of their window displays and inside layouts. Reports from traders have been very positive. The scheme needs to be extended and more funding found. **Action: J Golton** to report back to KFB on progress.
- Kirkland - Work has now completed and was within budget. The final touches of new signage, new bins and benches will be installed in late May. Bench designs feature in the new design guide and these will be shared with KTC regarding park proposals and bus stop seating. An official opening event is planned, **ACTION: J. Golton** to organise.
- Brewery – J Golton and P Hensman met with Richard Foster of the Brewery to discuss a new creative industries hub for Kendal. A proposal will be developed by J Golton for a study to look at the deliverability of scheme including land assembly, demand, viability etc. This will build on the original Creative Campus study. Funding will be sought from relevant agencies and SLDC have already agreed in principle to contribute towards the study. If a project were to emerge it would be private sector led and could provide valuable space for creative businesses and the Brewery. The proposal features in the E&SL business plan this year.

#### **5. Trader Partnerships**

- J Golton introduced a plan for a series of trader partnerships across geographical areas of Kendal town centre and circulated a diagram. This follows on from the recent Highgate traders meeting and the successful Kirkland Partnership model. The diagram shows potentially 6 areas to be formed and then each would focus on their own distinctive area and formulate an action plan for delivery. The groups would be supported initially by KFB and SLDC.
- The intention is for chairs from each of these groups to come together to form a town centre improvement group to consider large scale issues such as best practice, BIDs, funding applications etc. This would be supported by business support organisations and local council officers. One member of the town centre improvement group would be a member of the KFB. Board agreed that this was a step forward and would encourage traders to action. The action plans would then be fed into the new LAPS community plan where relevant. **ACTION: J. Golton** to progress.
- J. Golton circulated a discussion document on Business Improvement Districts to be put on the agenda of the next KFB meeting. Other options are available for funding areas and the local FSB branch have started to put together suggestions for discussion. All members are asked to read the documentation for the next meeting.

## **6. Representative group updates**

- FSB are planning 3 business meetings shortly to discuss how businesses can work together to improve their town centre and business opportunities.
- South Lakes LSP is progressing with LAPS, terms of reference has been written for the Kendal one.  
**ACTION: J Golton** to circulate.

## **7. Any Other Business**

- The Programme Manager circulated the KERAP projects update sheet and the latest newsletter from the Kendal LAP.
- Empty shops were up this quarter by 2. Of 406 shops surveyed in Kendal town centre in early April there were 47 empty ones (11.5%).
- Cumbria Tourism is looking for hosts for a mobile 'wish you were here' celebrity postcard exhibition. This exhibition is to help aid the county's recovery after the bad flooding late last year. **ACTION: J Golton** to talk with CT on possible venues, including College, Museum, WSC, Parish Church and TIC.

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

- Wed 2 June 2010 - 4.30pm, County Offices
- Wed 14<sup>th</sup> July 2010 - 4.30pm, County Offices
- Wed 8<sup>th</sup> Sept 2010 - 4.30pm, County Offices