



Thursday 21st October 2009
4.30pm, County Offices, Kendal

Present:

Peter Hensman, Lake District Estates (Chair)
Joanne Golton, Programme Manager
Mandy Dixon, South Lakeland LSP
David Ingham, Cumbria County Council
Austen Robinson, Kendal Town Council
Scott Burns, South Lakeland District Council
Bill Broekhuizen, Kendal College
Jim Bland, National Farmers Union

Graham Vincent, South Lakeland District Council
Richard Pealing, Cumbria Vision
Geoff Cook, South Lakeland Local Committee
Derek Armstrong, Cumbria Chamber of Commerce
George Inchmore, Federation of Small Businesses

Apologies:

Alun Lewis, Confederation of British Industry
Dianne Whitehead, Cumbria County Council

1. Minutes and Matters arising

- The minutes of the meeting held on 3rd September 2009 were accepted as a true record.
- The Chamber Environmental Business Cluster Study project is to be fast tracked for funding, Chamber is meeting with the NWDA next week. **ACTION: Chamber** to contact Alan Haile at CCC.
- LDPNA are currently progressing an employment land study for a small-scale business park. KFB to invite the LDNPA to join the Board and encourage them to look at employment land across Kendal as a whole and not as two planning authority areas. **ACTION: P. Hensman** to contact Steve Radcliffe. The SLDC Core Strategy for Kendal states the need to deliver 21ha of employment land; land within the LDNP could help with this requirement e.g. Plumgarths, Boundary Bank.
- Graham Vincent has provided written confirmation of funding support for the Community Toilet Scheme
- KFB will reply to the SLDC Core Strategy regarding flexibility in employment land allocation and the need to extend the section relating to developer contributions. **ACTION: J. Golton** to write to SLDC. The Board agreed that the 21ha allocation should be met within the Kendal boundary as appropriate and not at sites to the east (junc36) unless completely necessary. CCC and Cumbria Vision have responded to SLDC on the Core Strategy
- J. Golton and P. Hensman have recently met with the Brewery Trustees to discuss future development opportunities and expansion of the Brewery as a Creative Industries Hub for Kendal. The Trustees are prepared to work with private sector developers to take up and develop that site. The Brewery would use some of the space as a tenant. The Creative Industries lead at the NWDA has been approached about the possibility of a revised feasibility study and action plan taking into account elements the original Creative Campus feasibility study as applicable. A local architect has kindly agreed to work on a mock-up masterplan of the site. E&SL Delivery Board has spoken with potential private sector developers who could be interested in a joint venture. **ACTION: R. Pealing** to include this project in the E&SL business plan and allocate resources to it. **ACTION: B. Broekhuizen** to liaise with Vice-Chancellor at University of Cumbria to discuss future involvement in a Creative Industries Hub project. **ACTION: P Hensman** to pursue feasibility study further with NWDA

2. Kendal Festival of Food

The event runs from 24th to 31st October and is a new event for Kendal. This festival is an important project within the KFB Fit for the Future Tourism Action Plan and helps deliver Project 1.3 of the KERAP by promoting Kendal's image as destination where visitors can experience the best in local produce. The weeklong event involves 56 local businesses and 122 individual events. The festival of food has received good press coverage and has recently feature in the Sunday Times and The Observer national newspapers. An evaluation report will be available in December.

3. Kendal Tourist Information Centre

SLDC have recently announced that they will be withdrawing funding from Tourist Information Centres across the district from October 2010, including Kendal. SLDC are inviting other parties (private/ public/ social enterprise) to propose new delivery methods for TICs. A grant system will be available over a three-year period to help new operators establish a sustainable TIC.

Provision of a TIC is vital for Kendal and should be retained. The Board expressed concern that the TIC brings economic benefit to Kendal and believed that the grant from SLDC should not be cut after 3 years but should be reviewed on an annual basis. Grant commitments currently exist with other TICs under differing agreements and this process should be reviewed and be made more consistent across the district.

Clarity is needed around the tendering/ allocation of potential services and this should remain transparent and visible. Overview and Scrutiny Committee are currently looking at the provision of visitor services across the district. Cumbria Tourism, as a result of the Locum report by NWDA, is currently considering best practice models.

A business case is to be established. **ACTION: KFB Tourism Sub-group** to meet with KTC, CCC and CT and report back on potential processes to develop a new operating Kendal TIC in the New Year.

4. New Road Update

Following the outcome of the public consultation research by CN Research, SLDC Cabinet agreed to proceed with developing New Road Common in line with the 1910 Management Scheme. A project plan is now being developed to plot timescales for designs, planning applications and de-registration. The de-registration process will begin shortly to accommodate parking for businesses on the north side of New Road and for the cycleway, CCTV and bridge footings on the southern side. Replacement common land will be provided along Aynam Road, an area next to Stramongate Bridge and an area near the Scout Hut on Gooseholme. Information provided for the public consultation along with the research report is available on the SLDC website.

5. Kendal Public Realm Project

Kendal Futures have been successful in securing a grant of £150,000 from the NWDA. £100,000 of this grant will match fund the £100,000 secured from CCC and £65,000 from SLDC to deliver capital improvement works in Kirkland this financial year. This will include wider footways, better lighting and quality street furniture. The street lighting banners will continue to be available to support community events. With new K Village due to be completed in 2010 the creation of a top quality pedestrian link through Kirkland to the town centre is very important.

The remaining £50,000 from the NWDA will fund a public realm design framework for Kendal. This will include a strategy for improvement for sites across Kendal that could benefit from public realm improvements and will provide more detailed plans for Finkle Street, New Road and Market Place. These 3 schemes would be consulted on and hopefully delivered as part of a phase 2 of public realm improvement programme subject to securing further funding.

A distinctive town centre supported by high quality linkages from K-Village through into Kirkland and Highgate will encourage visitors to explore the town on foot and enjoy the many shops and popular key attractions along the route such as Abbot Hall Art Gallery and the Brewery Arts Centre

Kendal Signage Project is well underway and most units should be in place by the end of November. The first bespoke unit has now been installed in Wainwrights Yard.

6. Representative group updates

- The South Lakeland Local Committee met on 17 September and rejected the Kendal Transport Assessment (LDF document), which included the Atkins Car Parking Study, recommendations for the Northern Relief Road and Park and Ride Options.
- Federation of Small Businesses will host a local event in Kendal on 30th November. Kendal Futures have been invited to give an update.
- Kendal College confirmed that funding has been awarded by NWDA to support the purchase of the land off Wildman Street for expansion plans.
- Kendal Town Council recently held a meeting with LDNPA, SLDC and CCC to discuss LDF and employment land.

7. Any Other Business

- A Kendal Futures public meeting is to be arranged for next spring. This will consider achievements to date, plans for the next 12 months and current schemes. This meeting will also use a workshop approach to refresh the original KERAP and discuss projects.
- **ACTION: J. Golton** to organise public meeting at Kendal Town Hall.

8. Any Other Business

- The Kendal Futures Board terms of reference will be altered to reflect that Cumbria Chamber of Commerce and Federation of Small Business currently provide retail representation. The Chamber may set up a retail affinity group in Kendal next year.
- The KFB Car Parking Study will be available before the end of the year.
- SLDC are running a business liaison lunch as part of their Business2Business project on 23 October at Stonecross Manor.
- **ACTION: J. Golton** to circulate paper on National Market Towns Conference held in Melton Mowbray recently.
- Future KFB meetings to include updates on Canal Head, LDNPA employment sites report, Eden and South Lakeland Delivery Board Business Plan.

8. Date of next meeting:

- Wednesday 2 December 2009 - 4.30pm County Offices
- Dates for 2010 meetings to be arranged