



Wednesday 7th September 2011
4.30 pm, County Offices, Kendal

Present:

Peter Hensman, Lake District Estates
Paula Scott, Programme Co-ordinator
Graham Vincent, South Lakeland District Council
Bill Broekhuizen, Kendal College
Jim Bland, NFU
Geoff Cook, South Lakeland Local Committee
Austen Robinson, Kendal Town Council
David Ingham, Cumbria County Council
Mandy Dixon, K Village
Richard Greenwood, Cumbria Tourism

George Inchmore, FSB
Neil Bowness, Member, Cumbria Chamber
Joanne Golton, South Lakeland District Council

Apologies:

Jayne Kendall, South Lakeland District Council
Fenner Pearson, Member, Cumbria Chamber
Alison Hatcher, Cumbria County Council
Martyn Nicholson, CBI
Derek Armstrong, Cumbria Chamber of Commerce

1. Minutes of Previous Meeting

The minutes of the meeting held on 25th May were agreed as a true record but with one amendment under the Broadband item which should read: "Cumbria County Council was awarded £17m by BDUK as one of four national pilots to trial the roll out of superfast broadband in Cumbria. It is seeking additional funding from other sources including ERDF and the successful private sector telecom partner."

2. Matters Arising

- B Broekhuizen reported that Kendal College have priced their parking competitively in line with the charges made by other providers.
- P Hensman thanked P Scott for organising the catering for the Mintfest VIP reception. Everyone agreed Mintfest was a fantastic event once again this year – a credit to the organisers, the town and sponsors/supporters. **ACTION: P Scott** to draft a letter of congratulations to the team.
- The Kendal report has been sent to BT to assist/encourage their roll out of superfast broadband.
- J Golton reported that a public consultation is underway about the ideas for the Highgate improvements. Drop in sessions will be held at the Library, Morrisons, Asda and Kendal College until 16th September.
- The draft KFB response to the parking consultation was discussed and agreed. The KFB believe the town's night time economy is vitally important. If evening charges **must** be introduced, they should be at a nominal rate and used to subsidise daytime charges and/or be ring fenced and used to improve the visitor infrastructure (eg, car parks and other visitor facilities). Residents must be issued with free permits to exclude them from any evening parking charges which may apply. Consideration must also be given to accommodation operators who rely on town centre car parks for overnight parking.
ACTION: P Scott to submit consultation response.

3. Local Transport Plan Review

Keith Masser, Area Highways Engineer, updated the KFB about progress with the Local Transport Plan review. CCC's Local Transport Plan (LTP3), the Kendal Transport Plan and SLDC's Local Development Framework are all linked. The transport impact of development at the proposed LDF site allocations must be considered and mitigation suggested to resolve any issues. Traffic modelling is being conducted to attempt to factor in potential developments and test new scenarios, such as a new bridge on New Road, Aynam Road two way flow and various supermarket developments. A report will be completed at the end

of September and presented to the Highways working group in October to then feed in to the LDF response. It is essential to ensure that any new development in Kendal is deliverable and sustainable. The study will look at what needs to be done to support the transport infrastructure both with and without development.

The traditional approach is to look at the traffic impact of a new development on a stand alone basis but this is now changing and CCC and SLDC are working together to address the cumulative impact of developments across the town. It is difficult to make developers responsible for non-direct effects, however, and there is a responsibility to ensure deliverable development which isn't frustrated by unreasonable demands. A CIL policy may help this process in future.

Board Members expressed concerns that the survey on which the modelling was based was out-of-date and did not properly reflect current traffic flows. Keith Masser agreed that it had been prepared sometime ago but explained how new information was fed into it. Board members asked that this weakness be taken into account when assessing the outcome of the modelling exercise.

The KFB requested the opportunity to comment on the report before it is finally agreed by CCC. K Masser explained that the report gets developed into a plan at a later stage, and there will be an opportunity to comment on suggested options at that point.

P Hensman asked whether the KF Public Realm Framework could now go ahead as Highways had requested that all references to Highways improvements be removed from the document. J Golton said Taylor Young are redrafting the framework based on comments from CCC and it will be sent to the SLLC for consultation as a final draft in November. **ACTION: J Golton**

4. Accessible Cumbria Broadband Project

David Ingham gave a presentation about this project which aims to address market failure in Cumbria and prevent the county falling further behind the rest of the county. There are areas of the county that are unlikely to get any commercial investment for superfast broadband. The main objectives of the project are:

- Social and digital inclusion for all
- Economic and business growth and inward investment
- Public sector efficiency and transformation
- Leading the way for the UK

The vision is for the majority of people in Cumbria to have access to superfast broadband by 2015. Some people may only get 2mbps but this will be an improvement on the "not spots" that occur now. CCC has been awarded £17m by BDUK and is seeking additional funding from other sources including ERDF and the successful private sector telecom partner.

Kendal has currently been identified as a 'grey' area in a NWDA report which means there may be investment from the private sector for introducing superfast broadband to the town. If this is the case, it is less certain whether Kendal will then receive public sector investment. KF wants to ensure that Kendal does receive superfast broadband as early as possible.

The competitive procurement process has already reduced 14 bids down to 3– BT, Cable & Wireless and Fujitsu. The partner will be selected by December then more detailed/technical information will be available. There is also a separate BDUK project underway which is testing innovation in local communities and some Cumbrian communities are part of this work.

KF has sent a report about Kendal, its demographics and employment land sites and allocations to BT. BT approached KF for support but as yet none of the other competing potential providers have contacted KF. **ACTION: P Scott & P Hensman** to approach other possible providers to share helpful information and engage them about the importance of Kendal as an economic hub for South Lakeland. R Greenwood would

like to see KF support future innovative projects, such as the use of mobile devices and technology for visitors. BT has also expressed an interest in supporting the development of innovation.

5. Land Allocations – Further Consultation

A draft response to the Land Allocations further sites consultation was circulated and discussed. Cllr G Cook and Cllr J Bland did not take part in some of the discussions and their abstention was declared in the response. Cllr A Robinson reported that KTC wish to see the green boundary around Kendal maintained and that KTC has not discussed individual sites within the land allocation proposals. They believe that land on the outskirts of Kendal should not be developed, in order to maintain the town's integrity and better safeguard the town centre.

- The KFB agreed to support all the proposed new allocations of employment land within Kendal. Kendal needs to offer opportunities for existing companies to grow and for new businesses to start in, or re-locate to, the town. Land should be allocated within or immediately around the existing boundaries of Kendal itself in order to ensure that local people can live and work here sustainably and ensure the town centre remains economically active and vibrant.
- For this reason, the KFB agreed not to support proposals to allocate employment land at J36 and along the A591, however, at the expense of providing employment land in Kendal.
- KFB would support sequential testing, however, with employment land along the A590 corridor and J36 being utilised only if there is no appropriate land nearer to Kendal itself for a particular development.
- The KFB also agreed not to support land at Natland Road for any housing, community or Marina use, and decided not to comment on the proposal for the land to be used by Kendal Town Football Club.
- KFB oppose the reduction in timescale for the time span of the land allocation document, believing that land should be allocated until 2025 to create longer term certainty for land owners, developers and planners, and better facilitate the delivery of much needed homes and employment units.

The Board asked P. Scott to submit a response to the consultation along these lines. **ACTION: P Scott**

6. Project updates

P Scott circulated the latest project update report and highlighted the Kendal Festival of Food which is taking place throughout October with the main events being held 27th – 29th, including Field to Fork day, Cumberland Sausage Celebration and Beer and Curry Party. Park and Walk signage is being progressed and more venues are needed on the outskirts of the town centre.

7. Any other business

- **Annual report** - P Scott circulated draft copies of the KF Annual Report and asked everyone to return any comments by 12th September. It is being presented to SLLC on 23rd September. A debate followed about the strategic direction of KFB and whether our plans would deliver the vision. It was agreed to set aside a future meeting to this topic. **ACTION: P Scott** to bring to a future agenda.
- **Kendal LAP** - J Golton reported that Kendal LAP is requesting proposals for projects they could support with funding and she and P Scott will investigate whether there are any projects that KF could support the LAP on. Cllrs G Vincent, G Cook and A Robinson are represented on the LAP and could be approached to be the KF project champions. **ACTION: J Golton & P Scott** to progress LAP proposals.
- **Lakeland Waterwalkerz** – P Scott reported that she has been approached by a company looking for support from KFB to develop a new leisure activity in the town centre. This would involve setting up an inflatable pool for members of the public to walk on in a 'human hamster ball' as a fun, physical activity. The KFB felt it wasn't appropriate for them to comment on the commercial proposal at this time and suggested the company contact the leisure centre.

7. Date of next meeting

- Wed 19th October 2011 – time and venue tbc - LDNP Land Allocations
- Wed 7th December 2011 – time and venue tbc