



Tuesday, 10<sup>th</sup> March 2009  
4.30pm, Kendal College, Kendal

**Present:**

Peter Hensman, Lake District Estates (Chair)

Geoff Cook, Kendal Town Council

Joanne Golton, Programme Manager

Mandy Dixon, South Lakeland LSP

Graham Vincent, South Lakeland District Council

Dave Clark, CCC South Lakeland Local Committee

Scott Burns, South Lakeland District Council

Bill Broekhuizen, Kendal College

Richard Pealing, Cumbria Vision

George Inchmore, Kendal Retail Forum

Alun Lewis, Confederation of British Industry

Derek Armstrong, Cumbria Chamber of Commerce

Jim Bland, National Farmers Union

**Also present:**

Graham Wilkinson, Kendal College

**Apologies:**

Dianne Whitehead, Cumbria County Council

David Ingham, Cumbria County Council

Tom Powney, Federation of Small Businesses

**1. Minutes and Matters arising**

The minutes of the meeting held on 28<sup>th</sup> January were accepted as a true record.

**Employment Land**

- The sub-group met recently and will draft a response to the LDF. **ACTION: G. Vincent and J. Golton.**
- Local Strategic Partnership to supply a copy of their response to LDF. **ACTION: M Dixon.**
- P. Hensman has met with LDNPA and discussed their attitude to the provision of employment land for Kendal in areas within the National Park. LDNPA are committed to working with partner organisations on potential employment sites surrounding Kendal to provide business opportunities in the area.

**Future presentations**

- Business Link to be invited to future KFB meeting to discuss opportunities for local businesses arising from the 2012 Olympics. **ACTION: J. Golton**
- Julie Tait from Kendal Arts International will be at the next Kendal Futures meeting.

**Westmorland Gazette**

- J. Golton and M. Dixon met with the Gazette to discuss future potential project stories. As a result of this meeting the Kendal Ambassadors project as part of the Kendal 'Fit for Future' tourism action plan was featured on the front page of the Gazette (6<sup>th</sup> March).

**Kendal College**

Graham Wilkinson, Principal at Kendal College gave the Board a synopsis of work to date and of future projects.

**Phase 1 work almost complete**

- Milnthorpe Road Building has been short listed for an award by the Royal Institute of British Architecture. The build also came 13 out of 137 for a Scottish Design Award.
- The new facility has conference rooms, new 200-seat restaurant, hair dressing suite and heritage construction centre.
- £3m enhancements planned for the Allen Building and Museum project. SLDC staff will transfer to the College on a 10-year scheme.

### Phase 2 planned (subject to resources, land acquisition etc)

- Kendal College to take over Castle Dairy and develop it as a patisserie and art gallery for South Lakes Federation.
- Kendal College is in the process of acquiring the site to the rear of Castle Dairy and Allen Building from Russell Armer to develop a 300-seat theatre, performing arts space and new teaching space.
- British Waterways are to allow improved facilities for water sports as part of a 99-year lease at Killington Lake. The College currently lacks on-site sports facilities and as a result is a key member of the Kendal Sports Village project. The College is currently in talks with Kendal Town Football Club to knock down the current buildings and put up a new purpose built facility as a hub to the proposed Sports Village project (subject to planning permissions).
- More student accommodation will be needed in Kendal. With more courses being offered, an increasing number of students are coming to the town from areas outside its normal catchment. This could present new business opportunities for the town. The case for investment into student accommodation across Kendal could lead to PFI scheme similar to Lancaster University where the private sector build, run and manage the halls of residence.
- Kendal College plans will help create a 'university campus' in Kendal; it is already delivering Higher Education validated university courses (U4C, UCLAN) and these will expand. It is happy to work with U o C to provide distributed learning facilities for HE degrees if required.

### Next steps

- LSC have funding is very important but there are difficulties at the moment.
- Kendal College governing body is hopeful of phase 2 but not the sports village at this stage.
- Further Education campuses can deliver on behalf of universities so that South Lakeland and other areas outside Carlisle and the West Coast can benefit.
- University of Cumbria – KFB to take up the issue of University provision in the town with the new vice-chancellor when he is in post.

### Retail Meeting Feedback

Retail representation on KFB was discussed following reports of a new retail group being established in Kendal. The Futures Board has retail representatives from the FSB (George Inchmore) and the Kendal Retail Forum (Tom Powney). It was agreed that no change was necessary.

G. Inchmore and D. Armstrong called a meeting of local retailers on 25<sup>th</sup> February to discuss the need for a retailers' focus group, linkages with BID, current issues etc. 250 invites were hand delivered and 16 retailers attended; Derek Armstrong of the Chamber facilitated the meeting. Attendees agreed to spread the word more about retailer activity and engage with retail neighbours. Main outcomes: need to improve communication about events, business support, town improvements; welcome retail as an affinity group of the Chamber; to call another meeting within 6 months and hope for better support. **ACTION: D. Armstrong** to progress.

### Programme Update

J. Golton attended an NWDA Rural Growth event in Cumbria. The workshop covered supply and demand information for each rural key service centre in Cumbria and requested proforma's be submitted so potential projects can be earmarked as part of the NWDA Rural Growth study. Any project that would 'encourage and support economic growth' or 'improve functionality of the service centre' should be submitted. **ACTION: J. Golton** to submit Brewery Creative Campus, Employment Sites and Kendal Enterprise Centre.

Kirkland Pedestrian Survey report is due out at the end of the month. This survey will provide recommendations for improvements in Kirkland and will be used to develop projects for the future. **ACTION: J. Golton** to distribute report to KFB members.

Kendal Signage Project is underway with new visitor orientation boards being displayed throughout the town centre. A prototype of the new sign will shortly be on display to the public for comment at Yard 96,

Stricklandgate. A review of current signage is underway and covers town centre locations, brown signs and Kendal signage from the by-pass.

J. Golton and M. Dixon attended a Business Task Force meeting with the LDNPA on 3<sup>rd</sup> March. The subject was employment sites and the LDNPA are involved in a programme similar to the SRES programme. An employment land study identified 90 potential sites from an initial 250. These were scored for suitability as rural workspace (diversification away from tourism) and 4 sites have now been identified – Portinscale, Staveley, Troutbeck and Windermere. Work will continue with consultants over the next 9 months to bring forward 3 of the sites to the final stages of development (2 x small business parks and 1 x incubator and/or managed workspace). **ACTION: J. Golton** to keep KFB informed.

Business Improvement District funding for a Kendal feasibility study has been secured. J. Golton has been in contact with the National BIDs Advisory Service about running a joint feasibility programme for all interested towns across Cumbria, e.g. Windermere, Carlisle, Whitehaven. This method could lead to a stronger 'yes' vote. This would follow the National Academy Route that has run in East Midlands and now just about to start in West Midlands. Both academies have received RDA support as BIDs generate substantial private sector direct investment into towns. **ACTION: J. Golton** to progress this option through CEDOG and Cumbria Vision.

### **Sub Group Updates**

- Public Realm - NWDA has encouraged Kendal to continue their bid and act as pilot for the new rural public realm programme. Match funding of £800,000 has been earmarked for the scheme. The NWDA rural budget is currently frozen but the concept proposal for £500,000 has been submitted to them and has been positively received.
- Tourism – M. Dixon circulated a Tourism plan update showing progress against short-term projects. Report attached. Kendal Accommodation Providers event is to be held at Kendal Town Hall on 29<sup>th</sup> April.
- Employment sites – a private sector developer has expressed interest in extending the Shenstone planning permission boundary and building a high tech business park with a focus on renewable technologies. KFB will add their support to this project as it enables Kendal to contribute to one of Cumbria Vision's 2 Strategic Priorities "The New Opportunities of Energy & a Low Carbon Economy" providing it fits with planning requirements; the key will be unlocking the existing private sector ownership problems before the scheme can be considered viable. Kendal requirement for employment land is so pressing that more than one site needs to be unlocked for development to the South of Kendal thereby reducing traffic congestion in the Town Centre and ultimately making the plans more sustainable. It is hoped that with this in mind the LDNPA might re-consider the land at Boundary Bank. The Eden and South Lakeland Delivery Board has recognised this as a key priority and will therefore be working closely with all partners especially private sector to try and identify an acceptable model to speed up this process. **ACTION: M. Dixon, G. Vincent**
- New Road – GV updated the group on the latest situation. The re-instatement of Common Land is to be considered by Cabinet on 11<sup>th</sup> March. The cycle route is to be included in principle and public consultation is planned for early July. The Kendal Transport Assessment (including Parking Study) is expected in early April.

### **Representative group updates**

- Mandy Dixon: The Eden and South Lakeland Delivery Board have appointed 4 new board members and Kendal is well represented. The project director post will be advertised shortly and the board will be operational from April.

### **Any Other Business**

- KFB responded to the planning application for retail development off Shap Road.

- The Brewery Arts Centre is planning a trip to the Galeri Creative Industries Hub project in North Wales on 18<sup>th</sup> March, all welcome.
- Parking study and Kendal Transport Assessment to go on next agenda.

**Date of next meeting:**

- 29 April 2009 – 4.30pm, County Offices, Kendal
- 10<sup>th</sup> June 2009 – 4.30pm, County Offices, Kendal
- 22<sup>nd</sup> July 2009 – 4.30pm, County Offices, Kendal