

KENDAL FUTURES BOARD

Minutes of the proceedings at a meeting of the Board held in Committee Room 1, County Hall, Kendal, on Tuesday, 11th March 2008 at 4.30 p.m.

Present:	Peter Hensman (Chairman)	Lake District Estates Co. Ltd
	Alun Lewis	CBI
	Jim Bland	National Farmers Union
	Geoff Cook	Kendal Town Council
	George Inchmore	Kendal Retail Association
	Tom Powney	Federation of Small Businesses
	Graham Vincent	South Lakeland District Council
	Mandy Dixon	South Lakeland LSP
	Richard Pealing	Cumbria Vision
	Derek Armstrong	Chamber of Commerce

Also in attendance were David Sykes (South Lakeland District Council), David Ingham (Cumbria County Council), Joanne Golton (Regeneration Programme Manager designate), and Margaret Graham (Clerk).

Apologies for absence were received from Scott Burns (South Lakeland District Council)

012/08 BREWERY DEVELOPMENTS – PRESENTATION BY SAM MASON

The Chairman announced that, due to illness, Sam Mason was unable to attend the meeting.

AGREED that Sam Mason and Graham Wilkinson, Head of Kendal College, be asked to give a presentation to the next meeting.

013/08 INTRODUCTION OF KENDAL REGENERATION PROGRAMME MANAGER

The Chairman introduced and welcomed Joanne Golton, the Regeneration Programme Manager. Joanne gave the Board a brief résumé of her career experience with local authorities including Bolton Metro, Scottish Borders, and currently with Garstang MTI. It was hoped that she would be able to take up the post in two months.

014/08 DECLARATIONS OF INTEREST

Mrs Dixon pointed out that her declaration of interest, as a Board Member of CREA, had been omitted from the minutes of the meeting on 13 February 2008 (Minute 001/08).

Councillor Graham Vincent declared a personal interest in Minute 017/08 because he was the portfolio holder for car parking at South Lakeland District Council.

015/08 MINUTES OF PREVIOUS MEETING

AGREED that, subject to the inclusion of Mrs Dixon's declaration of interest, the minutes of the meeting held on 13 February 2008 be accepted as a true record.

016/08 MATTERS ARISING**Minute 010/08**

- (1) Councillor Cook pointed out that the consultation on the Kendal Riverside Leisure Route was progressing well and close to being finalised for presentation to the Local Area Committee; funding had been agreed in principle for 2008/09 (for the first phase). Members expressed concern about loss of car parking on New Road – which would have an impact on the Board's Car Parking Study (see Minute 018/08); they felt it was necessary to determine if the existing proposals were temporary and flexible inasmuch as connectivity to the Board's Action Plan was concerned.

It was felt that the Board should be making representation to the County Council on the project and it was agreed that the Chair should write to the County Council expressing the Board's reservations. Nick Raymond of the County Council should also be invited to discuss the proposed Leisure Route with the Board again at the next meeting.

Minute 005/08

- (2) The Chairman reported that he had been in contact with Tom Bell (Business Link) who had indicated that he would like to make a presentation to the Board as soon as possible about what Business Link could do (as brokers) in respect of advice and guidance, and "one stop shop" business support.

Derek Armstrong reported that Rob Johnson had met the North West Development Agency about the business support simplification agenda. Mr Pealing cautioned that it might be difficult to access funding for the "one stop shop" from bodies which were already funding CREA and Business Link.

Councillor Vincent said that Business Link had been very helpful in covering start-up businesses, but there was evidence of a moving away from the traditional forms of business support. The Chairman agreed that business support was moving to different methods (e.g. websites). David Sykes felt that there was a possibility that particular local needs may not be picked up by the new arrangements in which case use of local resources may be justified.

Mr Pealing stressed that Kendal particularly needed business premises and land.

Minute 008/08

David Sykes reported that the "preferred options" on the local Development Framework Core Strategy were going to the SLDC Cabinet the following day (12 March); a press release briefing had been issued today (11 March). Following the Cabinet decision, a formal consultation would commence in April for (at least) six weeks. He indicated that it would be helpful to have support from the Board for Local Development Framework and its recognition of the need for land to be set aside for industrial and commercial development.

AGREED that

- (1) Nick Raymond be invited to address the Board on the Kendal Riverside Leisure route;
- (2) The Chair to write to the County Council expressing the Board's concerns about the Riverside Leisure Route

- (3) Tom Bell be invited to make a presentation on Business Link to a future meeting of the Board; and
- (4) The Board to receive a briefing on the Local Development Plan Core Strategy “preferred options” at its next meeting to enable it to respond to the consultation

017/08 KENDAL FUTURES LOGO AND PUBLICITY

The Board considered a selection of proposed logos. Whilst a clear “winner” emerged from those presented, it was felt that this was an opportunity to gain local involvement and buy-in to the work of the Board, especially from young people. Joanne Golton suggested that a competition for local schools to design a logo, with a modest prize (e.g. book tokens), would encourage publicity and possibly a photo opportunity through the local media. It was suggested that Kirkbie Kendal School, through their business enterprise connection, could be asked to produce a selection of logos. In view of the intervening Easter school holidays before the next Board meeting, the School would be asked to submit proposed logos to Scott Burns by Thursday, 20 March.

018/08 KENDAL CAR PARKING STUDY

Subsequent to Minute 004/08, the Working Group had met to discuss the issues and consider the brief that should be given to the consultants. Tom Powney gave a presentation on the main findings and recommendations of the Working Group. They had concluded that the consultants should be asked to consider the following:

- The requirements for park and ride
- Increasing visitor car parking in the town centre
- Re-locating long stay (Workers Parking) to the periphery of the town centre
- Providing a facility for coach hosting and parking
- Re-development of New Road

To help the consultants, the Working Group had a number of comments and proposed a number of solutions to the above. These included:

- (1) SLDC had found that car park usage had decreased over the last three years by 3% (46,000); Peak hours were 11.00 a.m. – 3.00 p.m. (Mondays to Saturdays). There were insufficient car parking spaces in the town centre to meet demand at some times of the year. Only Kendal had suffered a decline in demand; in all other areas in South Lakeland demand had increased.
- (2) Park and ride may be viable in Kendal if it was developed alongside new mixed use of residential /commerce to increase viability. However, it could not “stand alone” at present. Kendal Fell was suggested as a possible “park and ride” venue if the land was available.
- (3) To encourage turn-over / short-term parking in the town -
 - Remove permit parking from the prime area of the Westmorland Shopping Centre
 - Change the South Lakeland House Car Park to Pay on Foot

[There would be a net gain of 460 short-term spaces from the above]

- (4) Free parking on Sundays to encourage visitors
- (5) Relocate long-term parking to Beezon Fields – an ideal site in SLDC ownership (it was appreciated that this land was on the flood plain)
- (6) Open up the former SLDC nursery at Noble's Rest for long-term parking – highways implications?
[There would be a net gain of around 370 long-term spaces from (5) and (6)]
Find a location to the **south** of the town for long-stay (?150 spaces)
- (7) When K Village re-opens, Kendal will become a coaching destination and needs to be ready – a coach “meet and greet” pick up/drop off is needed; the top level of Blackhall Road was suggested as a coach park, with the TIC relocated to the existing CAB office on Blackhall Road and CAB relocated to the existing TIC Town Hall location
A Facelift to Blackhall Road, higher capacity lift(s), new public toilets
- (7) Redevelop New Road for medium/long-stay on a pay and display basis (Mrs Dixon pointed out that, in the long-term, it was hoped that New Road would not be retained for car parking)

In discussion, members mentioned the following points, all of which needed to be researched / taken into account in the consultant's study:

- The cost of providing long-term car parking spaces
- The number of short-term spaces created?
- Cost to SLDC of additional pay-on-foot car parking
- Net revenue gain from tickets/permits
- Coach parking demand
- TIC/CAB relocations
- Maude's Meadow (Noble's Rest) site – already allocated for housing?
- Getting into town more easily / being able to find a car parking space
- Park and ride (running hours limited to long-stay workers)
- Park and ride (as an “add on” for visitors)
- Trying to get people into the town; encourage them to stay longer (and spend more). It was felt that visitors were not staying all day in Kendal compared to, say, Ambleside. Kendal was felt to be a “wet weather” attraction.
- How effective would “park and ride” be – depends on sustainable/attractive alternatives
- Re “park and ride”, take account of residents parking.

Mr Ingham cautioned that the £9,500 previously mentioned to fund a study was no longer available (therefore the end of March deadline was no longer relevant), although £10,000 could be allocated in 2008/09.

Members agreed that the problems were complex. Finding a solution would be very challenging. David Ingham agreed to prepare a brief for consultants based on the Working Party's report and also taking into account the existing Transport Plan.

11.3.2008

Kendal Futures Board

019/08

DATE OF NEXT MEETING

AGREED – that the next meeting be held on Tuesday, 15th April at 4.30 p.m.

The meeting ended at 6.20 p.m.