



Wednesday, 29th April 2009
4.30pm, County Offices, Kendal

Present:

Peter Hensman, Lake District Estates (Chair)
Joanne Golton, Programme Manager
Mandy Dixon, South Lakeland LSP
Dianne Whitehead, Cumbria County Council
David Ingham, Cumbria County Council
Tom Powney, Federation of Small Businesses
Dave Clark, CCC South Lakeland Local Committee
Scott Burns, South Lakeland District Council
Bill Broekhuizen, Kendal College
Derek Armstrong, Cumbria Chamber of Commerce

Jim Bland, National Farmers Union

Also present:

Julie Tait, Kendal Arts International
Paul Holdsworth, South Lakes Development Trust

Apologies:

Alun Lewis, Confederation of British Industry
Richard Pealing, Cumbria Vision
Geoff Cook, Kendal Town Council
Graham Vincent, South Lakeland District Council
George Inchmore, Kendal Retail Forum

1. Minutes and Matters arising

The minutes of the meeting held on 10th March were accepted as a true record.

- The Employment Land sub group to submit written response to LDF. **ACTION: G. Vincent and J. Golton**
- Culture and Economy Section to supply copy of their response to LDF. **ACTION: S Burns**
- BIDs Academy paper to be drafted for CEDOG and E&SL Delivery Board. **ACTION: J Golton**
- Brewery Visit to Galeri Project notes to be circulated. **ACTION: J Golton**
- J Golton and P Hensman attended the April Kendal Town Council meeting with a presentation on KFB.
- Tom Powney is resigning from the Board due to work commitments, the Board thanked Tom for his work and input. A new retail representative will need to be invited to join the Board, **ACTION: T Powney**

Lakes Alive Programme

Julie Tait, Kendal Arts International (KAI) gave the Board details of the new programme, events and funding.

- The Lakes Alive Programme, part of the Olympic Legacy programme, is a £4m project over 4 years. It will feature outdoor events throughout the year culminating in Kendal's Mintfest at the end of August. In 2009 the Reach for the Sky launch week starts 23rd May across Cumbria.
- Mintfest runs from 27th to 30th August 2009 and the first day is operating a South Lakeland residents only programme. Mintfest is now one of the top 8 street art festivals in the UK. Excellent coverage for Kendal and KAI are now speaking at national conferences about Kendal and Mintfest. KAI are currently involved in programming the 2012 expo and are being consulted on the opening and closing ceremonies for the Olympic Games. Street Art is becoming very popular with the Arts Council etc.
- There is a need for more interaction with accommodation providers, perhaps linking in with the Kendal Ambassadors scheme. Also, private sector support is still needed – time, resources, advertising, hosting etc. Mintfest is looking for more indoor venues for future years as expansion continues.
- KAI have met with the Brewery to link the Lakes Alive Programme with the Women's Festival. Also ideas are being generated around a 'welcome home' campaign encouraging people who have left the area to return to family and friends during Mintfest.
- Because the Lakes Alive is a 4 year programme, KAI can plan ahead for a more sustainable future, mainstreaming the event into national funding programmes and securing further support and great acts.
- The 2008 Mintfest report is available and can be sent out by request.

- KFB will be advocates for this programme and the Chamber also offered to promote where possible at its networking events.

Kirkland Pedestrian Audit

Paul Holdsworth, SLDT presented the Kirkland Pedestrian Survey with recommendations for future projects.

- The survey was carried out twice (day and evening) in February 2009 with local residents, businesses, councilors and planners. The route was Nether Bridge (K Village) to the Brewery and was organised to observe issues with the pedestrian route and to make recommendations for improvement. This links in with the need to improve the walking route and connectivity through Kirkland up to the Town Centre in light of new K Village opening in 2010.
- The work was funded by Kendal Town Council, commissioned by Kendal Futures and supported by Kirkland Partnership. Recommendations will form part of their 5-year action plan.
- Main areas for improvement include better safer crossing arrangements, reduced traffic dominance and speeds, increased footpath widths, creating shared surfaces, improved civic spaces, illuminated yards to help improve safety, more seats and better street frontage for key attractions.
- Next steps will be to meet with local residents and businesses to consult on the Kirkland report and draft a plan of action to help project delivery. J Golton and P Holdsworth had met with CCC Highways engineer and received a positive response to the recommendations of the report. J Golton circulated the report and more copies are available upon request

Public Realm

The Kendal Signage Project prototype will be up in Yard 96 by the end of May. This project links to Tourism signage and also includes a review of current signage. Town centre locations, brown signs and Kendal signage from the by-pass are covered by it.

Public realm is currently not keeping up with private sector investment in certain areas but is essential. Work is currently underway on project briefs for enhancement works for central areas of Market Place and Finkle Street. Following on from the recommendations of the Pedestrian Survey a project brief will be written for Kirkland improvements. Work is ongoing with the Wainwright Society and Town Council on an artist brief for the proposed Wainwright Trail and Statue.

Sub Group Updates

- Tourism – Kendal Futures needs to get behind Lakes Alive and incorporate some of its needs as part of the KFB Fit for Future Tourism Action Plan. Kendal Ambassadors meeting scheduled for May 12th with Cumbria Tourism. The Kendal Accommodation Providers event today was a great success and was well attended. The Community Toilet Scheme has stalled in recent weeks due to a SLDC review of public facilities across South Lakeland but will now be pushed separately. The new Kendal leaflets have been printed and are flying off the shelves. The Quaker tapestry has won a silver award at the England for Excellence awards. K-Village coach visits are up 50% so far this year.
- Parking – the car park study should be published by the end of April. A separate meeting will be organized to discuss the report and its recommendations. J Golton and T Powney have been involved in the steering group meetings with Atkins Consultants. The KFB parking sub group, SLDC planners, KFB tourism sub group and County highways have all commented on a draft report.
- Employment sites – the requirement for employment land in Kendal will hopefully be supported by the new Invest in Kendal website which will list all available sites currently marketing and also those with planning permission. Lack of employment sites is also a key driver for the Eden and South Lakeland Delivery Board.
- New Road – public consultation event now planned for 6th to 24th July.

Representative group updates

- Mandy Dixon: The Eden and South Lakeland Delivery Board are fully functional. A press release is to go out shortly and a presentation by E&SL will be given to the Cumbria Vision board on 28th May.
- Derek Armstrong: Pleased to report that 32 Market Place has been redecorated throughout and it looks very good. Chamber has recently signed a service level agreement with Business Link to run a 'pod' touch screen information point from 32 Market Place to enable businesses to access business advice and services.

Any Other Business

- The application for retail development off Shap Road will go to public inquiry, KFB to resubmit letter of objection.
- Improvement works to Angel Yard will commence on 18th May.
- KFB were in support of the Marks and Spencer planning application to expand their store size in Kendal. Planning lists for Kendal to be circulated to the Board, **ACTION: S Burns**.
- MD circulated an article on floating office pods; all agreed they could be excellent office accommodation for a redeveloped Canal Head area.
- Parking Study, Business 2012, Sports Village and Annual Report to be scheduled for future meetings.
- The NWDA Rural Growth Study is expected shortly, **ACTION: J Golton** to distribute
- KFB have been invited to the opening of the Somervell Gardens on 11th May. **ACTION: M Dixon** to attend

Date of next meeting:

- An extra meeting to be scheduled for the Car Parking Report, **ACTION: J Golton** to arrange
- 10th June 2009 – 4.30pm, County Offices, Kendal
- 22nd July 2009 – 4.30pm, County Offices, Kendal