



Tuesday, 30th September 2008
4.30pm, County Offices, Kendal

Present:

Peter Hensman, Lake District Estates (Chair)
Jim Bland, National Farmers Union
Derek Armstrong, Cumbria Chamber of Commerce
Geoff Cook, Kendal Town Council
George Inchmore, Kendal Retail Association
Tom Powney, Federation of Small Businesses
Mandy Dixon, South Lakeland LSP
Richard Pealing, Cumbria Vision
Graham Vincent, South Lakeland District Council
Bill Broekhuizen, Kendal College
Dave Clark, South Lakeland Local Area Committee

Joanne Golton, Programme Manager
Alun Lewis, Confederation British Industry
David Ingham, Cumbria County Council

Also present:

Bev Bamford, CREA Business Advisor
Emma Aylett, Lakes Line Community Rail Partnership

Apologies

Scott Burns, South Lakeland District Council
David Sykes, South Lakeland District Council

Declarations of interest

This issue will be dealt with on a project/agenda item basis

1. Minutes and Matters arising

An amendment to the minutes required on Kendal Transport Assessment to say 'additional CCC funds'. With this amendment it was agreed that the minutes of the meeting held on 30 July be accepted as a true record.

Northern Development Route

- KFB wrote to GONW, Cumbria Vision and CCC regarding the Northern Development Route. A reply from CCC was circulated.
- In 2004 CCC commissioned Capita to carry out a feasibility study on 5 routes considering engineering, environment, traffic and economic assessments as well as proposed costs. In Kendal, 69% of local businesses highlighted transport issues as key to the success of the local economy. In addition the relief road was predicted to create an additional 200 jobs, opportunities for further pedestrianisation and create better flowing town centre traffic. The report did not cover bringing forward employment land in its economic impact assessment.
- The route is currently in the third quartile of the NW Regional Funding Allocation and therefore, at best, won't even be considered before 2016. The Regional Funding Allocation is being reviewed and CCC needs to submit their priorities to be discussed at regional level by Feb 2009. SLDC need to allocate employment land to support the route.
- Invite Jonathan Smith (transport policy manager) to discuss reviewing of priorities/ processes to the next mtg.

ACTION: JG

University of Cumbria

- An extract from the University of Cumbria's business plan (Kendal related) was circulated.
- It was noted that the University's board had limited South Lakeland representation and also currently have a major focus outside the County on Lancaster, historically important in terms of sheer student numbers. The question should be asked if the University of Cumbria's future focus and investment in South Lakeland and Kendal specifically, is likely to be compromised or undermined by its proximity to this out of County facility especially considering the statement that "U4C's investment in CHL provides HE opportunities via Kendal College". Kendal College is still hopeful in working with the University, particularly on creative arts at Wildman Street.
- There are still questions surrounding the current facilities being sufficient to service the higher education requirements of South Lakeland and whether there is enough flexibility to provide the necessary future skills to support planned work force development in the identified key sectors?
- Small footprint projects may interest the University to develop in Kendal. We need to encourage projects that will tempt the University to invest in the town and grow its presence here

Logo

- The new Kendal Futures logo was approved.

Kendal transport assessment

- Joanne Golton and Tom Powney were involved in short listing and interviews for the Assessment. Nine tenders were submitted for the work; five were interviewed. The contract is being let shortly and the work should be complete by January 2008.
- Tom Powney raised serious concerns that the £70k funding was considerably short on what was required to commission a study that would provide robust evidence for the LDF process (sufficient for public enquiry), as the Saturn traffic model system was not satisfactory. Consultants highlighted the issue at interview and suggested an overall budget need of up to £120k to carry out full up-to-date traffic modelling. This caused the Board some concern and opened up the discussion again about additional funding. Dave Clarke offered to discuss the issue with colleagues at CCC and also investigate additional funding through the Local Committee route (**Action: DC**).

2. Kendal Business Advisor Report (BB)

- A business advisor is available to town centre based businesses every Tuesday and operates from 32 Market Place.
- The scheme has been operating since July as a SLA between CREA and SLDC and will operate until April 2009.
- Over the last 10 weeks the advisor has worked with 25 businesses. 50% have enrolled onto a marketing workshop.
- The main queries have been assistance with completing business plans; understanding profit and loss accounts; producing cash flow forecasts & assessing business viability; planning a marketing strategy on a budget; assistance with completing SLDC Marketing support grants and gaining more clarification on eligibility for Kendal Employment Development Grants; understanding and recognising their client base; assessing the benefits of e-commerce to their business; sign posting to other business support organisations
- Cumbria Vision is currently talking to NWDA about regional business support. A business support package will continue but grants may not. Universal support programme is currently running via Business Link. How this affects the SLDC Marketing Grant has yet to be confirmed.

3. Lakes Line Community Rail Partnership (EA)

- In April 2008, the Lakes Line was designated as a community line. This enables the community partnership to have more freedom to work with Dept for Transport and other partners on timetabling, park and ride etc. LLCRP has developed good links and effective lobbying with partner organisations such as Network Rail, Transpennine and Dept for Transport etc.
- LLCRP commissioned a pedestrian audit of the route from Kendal railway station to the town centre and the recommendations from the report are being discussed and funding sought to enable delivery.
- At Oxenholme station LLCRP are working closely with partners to improve visitor experience but there is uncertainty on future investment as the current Virgin franchise is up in 2012.
- A meeting is planned shortly with all partners to agree an action plan for Oxenholme Station.
- The Lakes Line CAMRA real ale trail leaflets have been short listed for a national award.

4. Tourism development plan (MD)

- A KFB tourism sub group has been established to deliver a Kendal- Fit for the Future' tourism action plan with Cumbria Tourism, SLTAG, SLDC and KFB.
- Mandy Dixon gave a presentation to the group on the action plan and current projects and circulated presentation copies. She stressed the importance of Sunday opening and of improving connectivity across the town.
- After discussion it was agreed to include Food and Drink (from the KERAP) and Kendal in Bloom in the tourism plan.
- There is a need to work with camping/ caravanning operators and planners to encourage opening of sites to link with major events e.g. Mintfest
- **ACTION: MD** to give regular updates to the group

5. Representative group updates

- Jim Bland, NFU: The new NFU building was officially opened today.
- Derek Armstrong, Chamber: Rob Johnston has met with NWDA to discuss wider Business Improvement District feasibility study including Carlisle, Workington and Kendal. Links have been made with Invest in Cumbria regarding the new Invest in Kendal website.
- Geoff Cook, KTC: Kendal won the best large town and best overall town in the Cumbria in Bloom awards and gained a silver award from Britain in Bloom. Kendal has been invited to enter Britain in Bloom 2009.
- George Inchmore, KRA: discussions are underway with Capita, the Brewery and SLDC to bid to My Place funding for a youth facility in Kendal. Capital funding of up to £5m is available from DCFS

- Mandy Dixon, South Lakeland LSP: Meetings due to take place on new Local Area Partnership working with CCC, local community, LSP, parish council etc
- Richard Pealing, Cumbria Vision: Interviews took place with SLDC and Eden regarding the SRAP proformas on 23rd September.
- Graham Vincent, SLDC: David Sykes has reported back on the SRAP interviews. 'Employment Land in South Lakes' and 'Kendal Canal Head - Delivering the Canal Quarter' received clear support to progress further. 'Kendal Enterprise Centre' will progress further, but will need further definition to assure NWDA that there is no overlap or conflict with the business support simplification programme. 'Creative Campus' will progress further, but needs to be better defined in terms of its focus and the outcomes it can deliver. NWDA said that it would need discussion with a number of thematic leads within the agency, to understand it better and to consider how the Agency could take it further. NWDA acknowledged that there was a greater range of support expressed for the project than previously and this had a positive bearing on how they may consider it. SLDC are expecting a further meeting with CV and NWDA to discuss this project and other SL projects due to time constraints last week. No date has been set, but has been requested.
- Bill Broekhuizen, Kendal College: The new build is on schedule and courses will be starting in October. Low-cost student housing is essential if the University is to locate in Kendal.
- Dave Clark, SLACC: Funding has been agreed for the signage project and a report on a BID is expected for the next meeting (**ACTION: JG**). There has been a change of leadership at County Council but not a change in policy.

6. Programme update (JG)

Priorities

- JG circulated the October update of the KFB priorities sheet.

Project news

- Employment sites: Shenstone and Canal Head remain proposed priority sites under the sub regional employment sites programme. This is a £10m programme to bring forward employment land where market failure is present. CCC is co-ordinating this work and Jayne Kendall is the SLDC lead. A new 50-acre site for employment land has been identified and is to be discussed with SLDC and LDNPA planners.
- Public realm: NWDA have invited Kendal to submit an application for 'Quality Gateway to the Lakes'. JG circulated a proposal for the works associated with the project. This will be worked into an application in partnership with a variety of local organisations including SLDC, KTC, Civic Society and others.
- The Sports Village project is considering an alternative development and will present at a future meeting.

Kendal Christmas

- The lights switch on is 15th November. The Christmas lights will extend down Stricklandgate to County Hall this year. Bands will be in the town centre on 13th and 20th December. Made in Cumbria are operating markets on 19th, 22nd and 23rd in Market Place. Free Sunday car parking starts in December.

7. AOB

- The Kendal Employment Fund is available to SME recruiting new employees. A grant of up to £2000 is available; copies of the grant application form were circulated.
- The Business 2 Business exhibition is being held on 13th November 2008 at the Castle Green Hotel from 3-8pm.
- It was agreed that Dianne Whitehead from CCC should attend future meetings as an observer.

8. Date of next meeting:

- 4 November 2008 – 4.30pm, County Hall, Kendal
- 10 December 2008 – 5.00pm, County Hall, Kendal
- 28 January 2009 – 4.30pm, County Hall, Kendal
- 11 March 2009 – 4.30pm, County Hall, Kendal