



KENDAL 'FIT FOR THE FUTURE' TOURISM ACTION PLAN

GROUP MEMBERS: KENDAL FUTURES, CUMBRIA TOURISM, SLDC, KTC, K VILLAGE, BREWERY ARTS CENTRE

SUBJECT	PROJECTS	Activity	Actions	Lead
VISITOR ORIENTATION	Brown visitor signage for attractions in Kendal			
	Current signage audit needed, gaps to be identified - approaches to Kendal and within town boundary	KF conducting a photographic signage audit around the town, including brown signs, then request help from John Bath, Keith Masser & Victoria Lepper @ CCC for recommendations	Photography audit completed by summer	KF
	Lobby policymakers for appropriate signage to support visitor attractions	CCC has reviewed its brown signage policy and will present/consult with CT in May.	Continue current progress	CT/ MD
	Joint brown signage needed to promote attractions	MD to liaise with Kendal attractions after CCC consultation complete	Continue current progress	MD
	Improve visitor flow around Kendal			
	Signage Project - visitor maps, trails, information and social history project	Changes needed for new TIC location on signs/map vinyls.	TIC to source funding for new map vinyls	SLDC/TIC
	Provide information boards or maps at main arrival points	Citiscap maps located in main car parks, bus and train stations. (Citiscap told of changes to K Village info and toilets)	Completed but MD to source map dispenser at K Village	MD
	Fingerposts to complement Signage Project, pick up difficult areas	CCC funding confirmed for 7 new fingerposts which can progress now TIC has moved.	Fingerposts to be sourced and installed.	SLDC
	Free maps for visitors to Kendal TIC	CPL maps working with TIC to produce annual counter pads	Continue current progress	TIC
	Promote River Kent, provide interpretation information and walking routes	Completed	Completed	KTC
Provide Kendal visitor information print where gaps exist	Kendal Sense of Place reprint needed but no funding is available. A new leaflet may better meet the priorities for promoting Kendal as a cultural destination.	Funding for a new leaflet to be sourced	CT/ SLDC	
SUSTAINABLE TRANSPORT	Encourage Oxenholme Lake District users to visit Kendal			
	CT study into user habits at Oxenholme Station confirmed no public perception as a destination connected to the Lake District	KF approached LLCRP for support for name change to Kendal and Lake District. Supportive but want to see evidence of support and demand from other sources. Suggested Oxenholme for Kendal and Lake District as an easier option.	Lobby policymakers for name change to promote Kendal	ALL
	Work with Station Franchise and LLCRP to improve visitor facilities and information at the mainline station	Kendal in Bloom team have met with Oxenholme station. Other actions from the improvement plan are ongoing.	Need to follow up on extra signage & general improvements. In Bloom team to engage	SLDC/ KTC
	Support implementation of new Cycle Routes			
	Kendal cycling map needed for visitors, link to Ad Cap cycling leaflets	SLACC group have produced in-town leaflet, Ad Cap produced Cycling Around Kendal leaflet	Completed and leaflets still available	CT/ SLDC
	Encourage complete cycle route across town centre	Old canal path resurfaced as mixed use route, New Road route still unclear and may cross Gooseholme instead	Watching brief	SLDC
Encourage events that raise profile of Kendal as cycling destination	CCC have £300k for improving cycle routes in Kendal. Tour of Britain 2011 coming to Kendal 12 September. Possible links to Cyclefest and Transistion Town status	Watching brief and KF to investigate future plans for Cyclefest	SLDC/KF	
MARKETING	Promote Kendal as a key visitor destination			
	PRIORITY PROJECT Marketing plan needed for Kendal to promote cultural tourism offer and increase visitor numbers	Draft marketing plan developed by KF. Currently in 'wishlist' form subject to funding and agreement of priorities by partners	All to comment on draft plan	ALL
	Promote Kendal as destination for coaches	Work underway to provide more coach parking, once complete need to ensure marketing data updated	Continue current progress	KF
	Support tourism research to improve on visitor offer	Positive results from 2nd Kendal visitor benchmarking survey. More economic impact evidence needed from events such as Mountain Festival, Mintfest	Continue current progress	CT/ SLDC
	New photo shoots of Kendal required for future publications	K Village construction site opportunity for new 'rooftop style' photos of Kendal	Photo shoot to be organised	MD
	Promote Kendal as a key business destination			
	Encourage more tourism industry events in Kendal to help promote as destination	Cumbria Tourism Awards 2011 being held at the Castle Green on 7th July.	Need to check event calendars and promote Kendal as a host	CT/ SLDC
	Promote Kendal as a conference town through existing media (myplacecumbria.com)	New conference section developed for investinkendal.com. Future of myplacecumbria.com isn't clear, CT may provide other alternatives. Apply for AMT conference for 2012.	Continue current progress	KFB
	Promote Kendal as a key cultural destination			
	Encourage Kendal visitor attractions to work together on cross promotional activities	Establish an Attractions Group. Develop joint ticketing, cross-promote at venues and at exhibitions, trade shows, have pop-up banners suitable for roadshows etc. K Village has allocated promotional space in windows for BAC, QT and AH.	Discuss with Kendal attractions and host a joint meeting Attractions to provide promotional materials to K Village	BAC/MD/KF
New print and web material and marketing campaign to highlight Cultural Tourism offer	Kendal attractions cluster to lead on future Culture Tourism mailings from CT, via e-newsletters and mail outs (2 per year). Focus could be on competition, special offers, need to show Kendal's strength of offer as quality in a small area	Action required	CT	

Encourage more press trips to showcase attractions	CT is applying for funding for a 'cultural tourism' project which could include Kendal attractions. Levens Hall and Sizergh could be approached to strengthen the offer.	Action required	SLDC/ CT
Support Kendal as a foodie town	Successful American trip in Spring10, good press articles resulted	Continue current progress	KFB/SLDC
Retain key events and festivals for the town	Kendal Festival of Food funded for 3rd year in October 2011. KF funding and management by Bluestone Events.	Continue current progress	ALL
Encourage flagship events to be promoted/ launched using Kendal	Countryfest event now established and growing, International Summer School developing as part of Mintfest	Watching brief	ALL
Encourage attractions to increase visitor numbers through new offers	Lakes Alive season launch may be held in Kendal next year, will need commercial buy in to South Lakeland and Kendal events. Tour of Britain in September	Watching brief	ALL
Abbot Hall have introduced free entry for under 18s, progressing well			
QUALITY AGENDA			
Develop Kendal Ambassadors project			
Develop a Kendal Ambassadors programme to raise levels of service and promotion of the town to visitors.	Funding of £1k secured from KTC. A clearer picture about what is required from retailers, attractions and festival and events volunteers is needed.	Work with Civic Society/Welcome to Excellence to develop a half day programme.	KFB
Encourage more quality shopping and good customer service in Kendal	Shop Doctor programme is available to individual retailers who wish to buy it.	Source information from Bill Smith to promote to any enquirers.	KFB
Improve Kendal's reputation as a Tourism Town			
Improve the number of attractions "Open on a Sunday"	Quaker Tapestry to open on Saturdays throughout the summer. Abbot Hall aren't intending to open on a Sunday, but it is often discussed.	Watching brief	ALL
Encourage more retailers to open on Sunday	Good shopping offer in Kendal but need to provide more for residents and visitors	Action required	KFB
Ensure new TIC is opening hours fit visitor demand	Currently the new TIC will be closed on Sundays. Encourage Sunday opening as footfall improves.	Action required	SLDC/ KFB
INFRASTRUCTURE			
Improve toilet facilities for Kendal			
Kendal Community Toilet Scheme	Launched with 10 participating venues. Leaflets, posters and maps have been distributed across town.	Continue to monitor usage and business feedback	KFB
Champion need for quality public realm in Kendal			
Support Kendal Public Realm Framework principles	New Framework under development which includes materials and designs for key public areas	Continue current progress	SLDC
Lobby partners for quality public realm environment improvements across town centre	New enhancements planned for Kendal Parks, New Road, Stramongate and Highgate, need to ensure designs are attractive for visitors too	Watching brief	ALL
Improve parking facilities for Kendal			
Improve signage to and from car parks vehicular and non-vehicular.	Car park signage was covered by KFB Car Parking Recommendations. KF to include parking signage in general signage audit.	Continue current progress	KFB
Extend short stay time period from 3 to 5 hours	Average visitor stay is 5 hours, compromise reached and SLDC changing short stay to 4 hours. Ticket Transferring to be considered	Continue current progress	SLDC/ KFB
Improve coach parking facilities in Kendal	Potential coach parking sites being investigated and a promotional plan via attractions and SLDC/CT websites/publications needs to be developed	Continue current progress	SLDC/KFB
Improve infrastructure to support events			
Establish number of bedspaces in Kendal to assist large event planning	Base line study needed about accommodation provision in and around Kendal, bed nights, quality standards and type of accommodation. Mintfest team are developing a 'have an artist to stay' initiative.	Action required	CT/ SLDC
Encourage the development of good quality sites/venues to support events and festivals	Investigate additional site to County Showground for major event e.g. Kendal Calling	Watching brief MD to investigate Countryfest plans & if buses will operate from Kendal	SLDC MD
Support Kendal Tourist Information Centre			
Ensure TIC is stocked with most up to date data and included in tourism projects/initiatives	Chamber of Commerce running the TIC service in the Made in Cumbria shop. SLDC/KF/CT have supported and advised the opening. Staff trained in DMS.	Need to ensure correct level of support offered to enable TIC to offer quality advice	ALL
Ensure TIC is promoted effectively on web, in print and PR	Inform attractions, accommodation providers, retailers etc about new contact information for TIC.	Completed	CT/ SLDC