

KENDAL ECONOMIC REGENERATION PROGRAMME – July 2010 update

PRIORITY ACTIONS	LEAD
<p>Sector Based Support – Kendal ‘Fit for Future’ Tourism Plan Kendal Festival of Food confirmed 22-29 Oct, now outsourced. Tourism Sub Group (KFB/ CT/ SLDC) to meet again shortly to drive action plans forward (including adding support to a sustainable Kendal TIC), good progress being made on delivery.</p>	Mandy Dixon/ Dawn Hunter-Ellis/ CT/ SLDC/ KFB
<p>‘Invest in Kendal’ via website Website brief written, £1k funding available to design and promote the site to feature employment land, business grants, planning, demographics, signposting etc. Working with Chamber to progress. Will link to E&SL Forward website and Invest in Cumbria.</p>	SLDC/ KFB/ Chamber
<p>University of Cumbria/ Higher Education in Kendal HLF bid submitted for Kendal Museum. New build completion expected Oct. College might open Castle Dairy as art gallery/ café.</p>	Kendal College/ SLDC
<p>Creative Industries Hub Project (Brewery) Progressing well, brief being developed for demand/ feasibility study in conjunction with E&SL. Input from Brewery received on a project proposal to be taken forward. Links will be made with YHA closure. Draft plans available to see scale of potential development.</p>	SLDC/ KFB/ Brewery/ E&SLF
<p>Provision of ‘one-stop business shop’ and business advisor 32 Market Place not operating as business hub. Chamber has moved out and business advisor now works from CREA. Business Link info pod also removed. The one stop shop will be provided via CREA who open their new offices on Shap Road in September</p>	
<p>Managed Enterprise Centre including business incubator units This will be at CREA from Sept, features 6 self-contained incubator units with reception facilities and meeting rooms. A useful asset for Kendal as there has been a gap in the market for provision of managed workspace and incubator units.</p>	KFB/ SLDC/ CREA
<p>Introduction of training for retailers - Quality Kendal Working with partners to secure more ‘Shop Doctor’ funding. Shopfront grant - 29 applications received and 25 approved.</p>	KFB/ SLDC/ LSP
<p>Kirkland and Highgate Regeneration (K Village to town centre) Enhancement scheme complete and well received. Section 106 projects to be formulated against Kirkland/ KERAP action plan. Highgate retailers have formed a group and are working on action plan for their area. Match funding in place for a Highgate scheme</p>	KFB/ SLDT/ CCC/ KP/ K Village
<p>Town centre signage project and public realm investments (connectivity and streetscape) Public realm framework out for consultation, report went to SLLC and SLDC in June. Expected endorsement in autumn. Framework includes Finkle Street, New Road & Market Place designs. Accompanying reports on business & young people consultations available.</p>	KFB/ SLDC/ CCC/ KTC
<p>Business Improvement District (BID) Town centre trader partnerships to be set up in Kendal, will formulate action plans under phase 1. Phase 2 is BID development work. SLDT to be commissioned to help move project forward.</p>	SLDT /KFB /SLDC
<p>Car Parking Improvements Car Parking subgroup delivered report and required measures. Submitted to the Cumbria Wide Visitor Car Parking Implementation Group for comment (Cumbria Tourism). Further work required on action plan to meet review date. Partnership working with CCC and SLDC essential to implement recommendations. Will be included in LTP3 review along with Public Realm Framework</p>	KFB Car Parking sub group/ SLDC/ CCC
<p>Canal Head Project Canal Area Action Plan to be revisited, planning application expected in Autumn for Canal Head. Major project in E&SL business plan.</p>	SLDC/ E&SL
<p>Redevelopment of New Road SLDC approved New Road design as basis for going forward. SLLC considering highways impact (taken from the KPRF work by Taylor Young). Deregistration could start following SLLC decision, with SLDC to reinstate management agreement of site.</p>	SLDC/ KTC/ CCC/ KFB
<p>Employment Sites – high tech LDF allocations of land doc delayed until Autumn, will list preferred sites and summarise deliverability.</p>	LDNPA/ CCC/ SLDC/ KFB/ E&SLF

KENDAL FUTURES 'IN TOWN' PROJECT UPDATE

PUBLIC REALM

- Taylor Young consultants are working on Kendal Public Realm Design Framework. This project is funded solely by NWDA. The work will agree themes, materials, and colour schemes for the town centre. Stakeholder workshops have been held inviting local members, council officers, and interest groups. Interviews have also taken place with local businesses and young people
- New design proposals for Market Place, Finkle Street and New Road will be published as part of that Framework, no planned delivery as funding to be secured.
- Kirkland Enhancement Scheme now complete with safer crossings, wider pavements, shared surface areas, improved lighting and footways. This was a £325000 scheme funded by NWDA, CCC, SLDC and K Village. Looking at a phase 2 for Kirkland to provide more seating, bins, planters and artwork.
- About to start discussions with Highgate businesses and residents and establish an action plan and possible enhancement works. Pedestrian survey planned for next month
- Bus station well on its way to being improved, new clock, shelters, signage, pigeon spikes etc

KENDAL MAPS

- First stage complete with 16 new visitor orientation boards across. The next stage of signage improvements is fingerposts, which should be refurbished starting next month.
- New cityscape maps have been installed at WSC, car parks and new counter maps in at TIC
- A new cycling guide will be out soon for Kendal. It includes a map, tourism information and 5 routes (4 from Kendal, 1 from Staveley).
- Kendal sense of place is out now. This replaces Kendal Mintcake and Kendal Live & Direct Leaflet.
- The tear off map is being well used and a reprint may be needed – its map area will change to town centre only.

CAR PARKING LATEST

- SLDC have endorsed the new design for New Road as part of Kendal Public Realm Framework
- Design includes cycleway on highway - being assessed by Local Committee
- Kendal Car Parking Study has been completed, copies available. Helping feed into air quality management work and will form part of SLDC's car parking review in Sept.

TOURISM GENERAL

- Kendal Festival of Food will run in October 2010 and be managed by Bluestone Events.

BUSINESS HELP

- Shopfront grants have halted as budget spent, 28 shops have received grants £40k grants, over £100k spent by local businesses.
- Empty shops down on last year to 46 from 52 (406 surveyed), good news given climate