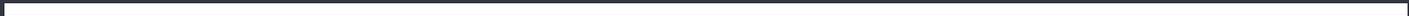


# KENDAL



## KENDAL FUTURES ANNUAL REPORT 2016 - 2017



# Kendal Futures is the regeneration partnership for Kendal and seeks to facilitate and encourage investment in the local economy.

## THE KENDAL FUTURES BOARD

In January 2017, Martyn Nicholson was appointed as the independent Chair of the Kendal Futures Board (KFB). Martyn replaced Peter Hensman OBE, who had successfully led the Board since its inception in 2008. Peter's commitment to Kendal Futures established the successful partnership model and contributed to the achievement of several major projects including establishing Kendal's Business Improvement District, the development of the Public Realm Framework, bringing superfast Broadband to Kendal earlier than planned, the Kirkland and Highgate enhancement schemes and piloting the development of the Food Festival.

Since his appointment, Martyn Nicholson, who was previously Vice-Chairman, has been working to strengthen the private sector membership and engagement on the board. The public and private sector representation on the Kendal Futures Board is vital to encourage good quality debate, discussion and improved understanding of the issues and constraints facing the town.

The board is supported by a part time project co-ordinator.

The following is a list of those who were members of the Board for all or part of the year and their nominating body:

**Peter Hensman OBE** - Chair to end 2016 - Private Sector

**Martyn Nicholson** – CBI - then Chair from January 2017 – Private Sector

**Cllr. Nick Cotton** – South Lakeland Local Committee (CCC)

**Cllr. Graham Vincent** – South Lakeland District Council

**Cllr. Austen Robinson** – Kendal Town Council

**Cllr. Jim Bland** – National Farmers Union

**Brian Harrison/Paul Foster** – Federation of Small Businesses

**Mandy Dixon** – Tourism Group

**Derek Armstrong** – Cumbria Chamber of Commerce

**Julie Chapman** – Cumbria Tourism

**Louise Shrapnel** – Kendal College

**Fenner Pearson** – CoC - Meantime IT

**Derek Jones** – CoC – Better Leisure Kendal Leisure Centre

**Richard Moore** – Kendal Business Improvement District

**Andrew Bass** – Cumbria CVS

**James Todhunter** – Young Professionals Group

**Alex Bourne** – Large Employers

## IN SUPPORT

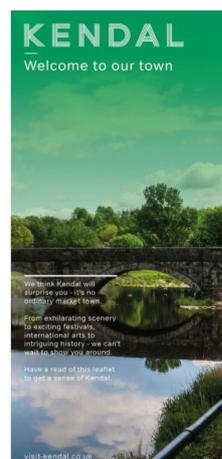
**Paula Scott** – Kendal Futures Project Co-ordinator

**Gareth Candlin / Joanne Golton**  
– South Lakeland District Council

More information about the work and direction of the Kendal Futures Board can be found on [www.southlakeland.gov.uk/kendalfutures](http://www.southlakeland.gov.uk/kendalfutures)

## GLOSSARY

<b>BID</b>	Business Improvement District
<b>CoC</b>	Cumbria Chamber of Commerce
<b>CCC</b>	Cumbria County Council
<b>KEGAP</b>	Kendal Economic Growth Action Plan
<b>KF</b>	Kendal Futures
<b>KFB</b>	Kendal Futures Board
<b>KTC</b>	Kendal Town Council
<b>LDNP</b>	Lake District National Park
<b>LEP</b>	Local Enterprise Partnership
<b>LIP</b>	Locally Important Projects
<b>SLDC</b>	South Lakeland District Council
<b>SLLC</b>	South Lakeland Local Committee



# Kendal Futures

## Annual Report 2016-2017

### THE VISION FOR KENDAL

The Kendal Futures Board works to achieve the Vision for Kendal. This Vision was initially set out in the Kendal Economic Regeneration Action Plan 2007. Much has been achieved in Kendal since 2007; many projects have been delivered and new projects have emerged. Together with a changing economic outlook and funding challenges, Kendal Futures decided in 2014 that a refresh of the original KERAP was required and the new Kendal Economic Growth Action Plan (KEGAP) 2015-2025 was published following consultation with the Kendal Futures Board and key partners and stakeholders.

The KEGAP contains a refreshed vision, strategic themes and priority projects as a basis for future investment decisions over the next 10 years.

### KENDAL'S 2025 VISION

In ten years the wider Kendal area is:

“An economically dynamic, diverse and culturally vibrant place, with strong new and established businesses in growing sectors with competitive infrastructure to support them. The businesses provide quality jobs and higher value employment opportunities. Kendal itself is a contemporary market town with an intriguing focus on culture, arts and the creative industries set in a thriving distinctive town centre within one of Europe's greatest landscapes.

The wider Kendal area is now achieving its potential to deliver sustainable wealth, health and well-being for all its residents and admired for its flourishing business, educational excellence, enterprise and ambition, the quality of its built heritage and its low carbon economy.”

The KEGAP includes programmes and projects that will grow the local economy, fuel job creation and increase the wider Kendal's long-term prosperity. It focuses on the drivers of business growth and job creation based on innovation, investment, infrastructure and skills.

There are 16 projects listed under 4 priority headings of:

- 1. Business specialisation and diversification:**  
**Continue up the value chain**  
Creating conditions to support growth-orientated businesses
- 2. Attract and retain working age talent**  
Creating the right environment to attract and retain younger working-age households and encourage entrepreneurship
- 3. Establishing a brand/USP for the wider Kendal economy**  
Focusing on quality of life to create 'brand Kendal' and exploit emerging economic and social trends
- 4. Deliver economic infrastructure and place making investment**  
Facilitating economic growth, infrastructure investment for key sectors and place-making

A copy of the KEGAP can be downloaded from [www.southlakeland.gov.uk/kendalfutures](http://www.southlakeland.gov.uk/kendalfutures)



# Kendal Futures

## Annual Report 2016-2017

### ACTIVITIES AND FUNDING

Kendal Futures has limited resources and so works to achieve its aims and objectives through other bodies with similar objectives. The activities of Kendal Futures include:

- Lobbying and influencing
- Support and facilitation
- Championing Kendal
- Project delivery

Many of the Kendal Futures Board partners have contributed financially to projects which have benefited Kendal since 2007 and their contributions to current projects are detailed in this report.

In addition, Kendal Futures has received funding to support the role of the part time project co-ordinator from Kendal Town Council, South Lakeland Local Committee (CCC) and South Lakeland District Council.

### WHAT IS THIS REPORT?

The economic development and growth of Kendal is the responsibility of a wide range of partners and stakeholders.

Through close partnership working, Kendal Futures has helped to deliver a range of economic regeneration projects.

The achievements of all partners are detailed in this 9th annual report, published by Kendal Futures, which covers the period June 2016 – June 2017.



# Focus on delivering the Vision 2016 to 2017

## 1. WE'VE HELPED TO CREATE THE CONDITIONS TO SUPPORT GROWTH-ORIENTATED BUSINESSES

### What we've done:

- Developed and launched visit-kendal.co.uk to promote Kendal's culture, events, outdoors and shopping offer to local people and visitors.  
*(Funding: KTC, Kendal BID and SLDC)*
- Contracted a part-time specialist to help manage the website updating and promotion.  
*(Funding: KTC and Kendal BID)*
- Instructed Springboard to conduct town centre footfall counts so that footfall trends can be monitored and compared.  
*(Funding: SLDC and KTC)*
- Commissioned a research study into Kendal's Evening Economy by a team of MBA students from Lancaster University's Management School to assess current opinion, trends and recommend future improvements.  
*(Funding: KTC)*
- Completed the New Shambles Signage Project to improve the high-street appearance, raise awareness of the characteristic yards and promote the businesses operating within them.  
*(Funding: SLLC, Kendal Unitarian Chapel and businesses)*
- Created a new Kendal series of Welcome, Culture and Walking Trails leaflets, in partnership with KTC, and co-ordinated the professional distribution to key visitor locations within a 2 hour drive time of the town.  
*(Funding: KTC and Kendal BID)*
- Tourism Group formed to steer the management and future development of visit-kendal.co.uk, leaflets and other marketing opportunities for Kendal.
- Invited festival organisers and the cultural sector to update the KFB about their future plans and discuss any strategic barriers or issues.
- Consulted the town's large employers about strategic issues affecting their business and growth.

### Outcomes:

- visit-kendal.co.uk ranking 4th in Google for the search term 'Kendal' and receiving 2100 visitors per month.
- Installed a heat-seeking footfall camera on Stricklandgate to compile hourly, weekly, monthly and annual footfall data and comparisons.
- Published the Kendal Evening Economy Research Report which sparked debate and discussion among partners, identified issues, future trends and made recommendations for improvement.
- Installed new projecting signs and business directory boards at both ends of the New Shambles.
- Kendal leaflet series printed and distributed and proving popular. Between January and June 2017, 60,000 Welcome to Kendal guides, 20,000 Culture guides and 20,000 Walking Trails guides have been circulated.
- Provided letters of support to cultural organisations to help bring vital future development funds to Kendal.
- Kendal shop vacancy rate has increased since the same time last year from 10.9% to 12% at the end of June 2017. (The national shop vacancy rate also rose in the same period to 12.2%.) There were 52 empty shops in the town out of a total of 432 shops surveyed.
- Events and festivals continued to play an important role in terms of quality of life and economic impact.

### Future focus:

- Increase visitor traffic to, and business engagement with, visit-kendal.co.uk.
- Share the footfall data with partners across the town, including commercial agents and landlords to help attract new businesses and festival organisers to capture visitor numbers. Future year on year comparisons will help to benchmark high street activity, vibrancy and footfall trends.
- Progress the findings from the Evening Economy Research Report with partners and local businesses to further increase the appeal of Kendal in the evenings and benefit the wider economy.
- Identify whether the KFB can offer additional support to festivals. (Disappointingly, the Food Festival didn't take place in 2017 due to funding and resource issues.)
- Develop the large employers group to identify and address issues affecting business growth.



# Focus on delivering the Vision 2016 to 2017

## 2. WE'VE HELPED TO ATTRACT AND RETAIN WORKING AGE TALENT

### What we've done:

- Responded to Local Authority policy consultations to encourage the adoption of policies which will ensure the Local Plan's housing and employment land allocations can be delivered.
- Appointed a board representative for Kendal's Young Professionals Group to help engage with, and canvas the opinions of, working age talent.
- Continued to champion Kendal as a great place to live, work and visit, particularly via [visit-kendal.co.uk](http://visit-kendal.co.uk) and the leaflet series.
- Consulted some of the town's large employers about their recruitment, retention and housing needs.

### Outcomes:

- The Young Professionals Group, co-ordinated by Napthens and Arnold Greenwood Solicitors, has met regularly for a year and is well attended with over 80 active members.
- Kendal identified as a great place to live by The Sunday Times (March-17) and positively featured in Lancashire Life and In Cumbria magazines.
- See cross-cutting outcomes under priority 3 opposite.

### Future focus:

- Explore better partnerships or links between education and business.
- Progress the findings of the evening economy research to improve the appeal of the town to younger people.
- Continue to liaise with large employers to understand their strategic issues.



## 3. WE'VE HELPED TO ESTABLISH A BRAND/ USP FOR THE WIDER KENDAL ECONOMY (FOCUSING ON QUALITY OF LIFE)

### What we've done:

- Developed and launched [visit-kendal.co.uk](http://visit-kendal.co.uk) to promote Kendal's offer and quality of life, including culture, events, outdoors and heritage.  
*(Funding: KTC, Kendal BID and SLDC)*
- Created a Kendal Promotional Toolkit (available on [visit-kendal.co.uk](http://visit-kendal.co.uk)) to help local businesses use the branding, marketing assets and photographic images to promote Kendal in their own marketing activity.  
*(Funding: KTC, Kendal BID)*
- Commissioned high quality images of the town for use on the website, leaflet series and in the Promotional Toolkit.  
*(Funding: KTC)*
- Continued to co-ordinate and promote the Kendal Courtesy Toilet Scheme in conjunction with local businesses.  
*(Funding: SLDC)*
- Tourism Group formed to steer the development of [visit-kendal.co.uk](http://visit-kendal.co.uk), leaflets and other marketing opportunities for Kendal.

### Outcomes:

- [visit-kendal.co.uk](http://visit-kendal.co.uk) ranking 4th in Google for the search term 'Kendal' and receiving 2100 visitors per month.
- The Kendal branding is being increasingly used by stakeholders, event organisers and local businesses on leaflets, signage and digital communications helping to promote the town in a consistent and positive way.
- 16 venues participating in the Courtesy Toilet Scheme and 30,000 leaflets distributed to promote the scheme to local residents and visitors.

### Future focus:

- Continue to increase visitor traffic to [visit-kendal.co.uk](http://visit-kendal.co.uk), improve search engine rankings and encourage engagement by local businesses and organisations.
- Promote and encourage use of the Promotional Toolkit to promote the town.
- Commission additional photography reflecting seasonal changes and activities to effectively promote the town.

# Focus on delivering the Vision 2016 to 2017

## 4. WE'VE HELPED TO DELIVER ECONOMIC INFRASTRUCTURE AND PLACE MAKING INVESTMENT PROJECTS

### What we've done:

- Actively engaged with the Kendal Strategic Transport Infrastructure Study process led by CCC.
- Refreshed the Kendal Public Realm Design Framework to help co-ordinate and prioritise investment in public realm projects, and to ensure that developers can use consistent high quality materials appropriate to the town.  
*(Funding: SLDC)*
- Consulted large employers about the strategic issues affecting their business, growth and staff recruitment to identify how KF can help and support.
- Considered the initial Environment Agency flood risk management plans and discussed ways to ensure businesses and employment land to the north of the town is protected.
- Support the Market Place Project Board to implement public realm improvements.  
*(Funding: SLDC, KTC, CCC and LIP)*
- Continued to lobby and engage with Cumbria LEP to remind them about the need to secure future investment in Kendal's infrastructure and place making projects.

### Outcomes:

- CCC are expected to publish the Kendal Strategic Transport Infrastructure Study shortly.
- Large employers group to continue to meet twice a year to discuss strategic issues.
- Refreshed Kendal Public Realm Design Framework circulated to partners for endorsement as a reference guide and future use.
- The Market Place public realm project has seen the installation of new lighting columns but other progress has been slow due to external factors.

### Future focus:

- Support CCC to progress the recommendations from the Kendal Strategic Transport Infrastructure Study and co-ordinate private sector support to develop a business case to present to Government.
- Encourage the Market Place Project Board to deliver the remaining Market Place public realm improvements in line with the project's original vision.
- Work with SLDC to ensure the section 106 monies from the new Shap Road supermarket development are spent effectively to improve the pedestrian route between Longpool and the town centre.
- Respond to Environment Agency flood risk management proposals to ensure the views of businesses are considered.
- Work with the local authorities and developers to prepare 'digger ready' infrastructure, place making and public realm projects which will benefit from future funding rounds and Cumbria LEP support.
- Influence proposals for New Road enhancements as they progress.
- Work with partners to support and facilitate the delivery of major employment sites.
- Continue to engage with the Kendal Master Plan process and influence proposals via formal consultation channels.





HISTORY &  
HERITAGE



ARTS &  
CULTURE



SPORTS &  
LEISURE



SHOPPING



SCENERY



BUSINESS



TOURIST  
INFORMATION



PARKS &  
GARDENS



TRAVEL &  
TRANSPORT



EVENTS  
& FESTIVALS



EDUCATION &  
LEARNING



FOOD  
& DRINK

## MORE INFORMATION

For more information about the work of Kendal Futures  
please contact Paula Scott on 01539 793284 or email [p.scott@southlakeland.gov.uk](mailto:p.scott@southlakeland.gov.uk)  
Lakes Alive cover photo by Pete Carr