



Kendal Futures Board Meeting Minutes  
Wednesday 30th October 2019  
3.00 to 5.00 pm, Georgian Room, Kendal Town Hall

**Present:**

Martyn Nicholson, Chair  
Paula Scott, Kendal Futures  
Susanne Long, Kendal Town Council  
Louise Shrapnel, Kendal College  
Brian Harrison, Kendal BID  
Geoff Cook, South Lakeland Local Committee  
Rhian Harris, Culture & Festivals  
Miriam Randall, Creative Industries & Innovation  
Matt Williams, SLDC  
Mandy Dixon, K Village  
Jamie Allison, Young Professionals Group  
Jim Bland, NFU

**Apologies:**

Derek Armstrong, Cumbria Chamber of Commerce  
Mark Cropper, Large Employers  
Robin Ashcroft, South Lakeland District Council

**1. Apologies and membership**

Julie Chapman has resigned from the Kendal Futures Board as she is no longer working within a Kendal business.

**ACTION: P Scott to send a letter of thanks on behalf of the KFB.**

**2. Declarations of interest**

None declared.

**3. Minutes & matters arising**

The minutes of the meeting held on 11<sup>th</sup> September were agreed as a true record. M Dixon clarified that while the Travelodge at K Village will be operational in 2020, and the exterior construction work on the apartments will be complete, the interior work will take longer.

**Matters arising:**

**ACTION: P Scott to analyse the trend in footfall during the main shopping hours.**

**4. Vision for Kendal**

The Vision community participation weekend was very well attended with around 500 people taking part. The event included workshops, planning sessions and walk arounds and the team also toured Kendal by bus and went into the

local communities in Hallgarth and Sandylands to gather feedback. Sessions were also held in primary schools, at Queen Katherine School and Kendal College. Over 1500 people have shared their views in person, or via the questionnaires. The feedback has been positive with the public keen to discuss what they felt was wrong with the town but also share some good ideas to progress change. Around 130 people attended the feedback presentation in the Town Hall on 8<sup>th</sup> November, which was also positively received. The presentation slides have been widely shared and are published on the JTP website.

The next step is to get the final Vision document published (planned for before Christmas) and the KFB will be asked to sign it off at the December meeting.

There are some gaps and additional areas to address within the report which weren't covered in the feedback presentation at the Town Hall. These include Scrogg's Wood as a development site and the detail of the employers and stakeholders feedback following their one-to-one interviews. The views of the employers, and their need to attract a future workforce, are essential to the Vision.

A few KFB members commented that they were unable to attend the earlier sessions but would still like to share their views with the consultants. P Scott said the team were still aiming to complete interviews and gather information until mid-November. **ACTION: P Scott to co-ordinate final meetings between the consultants, R Harris and M Randall.**

The KFB also felt a better connection needed to be made between the public feedback and the opportunity/development sites. How were these sites arrived at? M Nicholson said the public workshops and walk arounds did cover these areas but it wasn't detailed thoroughly in the feedback. It is important to show that the public views have influenced their development. The consultants also reviewed SLDC's draft Town Centre Strategy, which isn't publicly available yet, and considered how to align some of that work.

There are more opportunities to detail some 'quick wins' within the Vision too which still need drawing out.

A stakeholder meeting was scheduled for later that evening to find out if, following the feedback, they are still invested and keen to remain committed and involved. It is important to continue to engage stakeholders and understand how the Vision fits with the priorities of other organisations. Ultimately, it will be up to the whole town to deliver the Vision and not just Kendal Futures. Community groups may also be able to offer support for some aspects of the Vision.

Next steps will include creating a plan to raise funding from both the private and public sector, and bidding into initiatives led by the LEP. It will be essential to share knowledge and responsibility for these areas in future. There will be further rounds of the Future High Street Fund and there may be opportunities through the Borderlands Growth Deal. **ACTION: P Scott to speak to Karen Johnson, CCC, and M Williams, SLDC about how to influence a future bid for Kendal.**

Letters of support for the Vision will be requested from stakeholders. Press and PR will be needed around the launch of the Vision, including in the development and investment trade press.

The KFB discussed a potential funding issue with the proposed Citizens Jury and a paper presented to KTC but agreed that there was no conflict and the two initiatives should complement one another.

S Long highlighted the need to also attract additional funding to support the enhancements and mitigation work around the flood relief scheme. SDLC and KTC are looking at how to resource the extra funding required and the Vision supports making the river a bigger feature of the town.

## 5. Partner and project updates

**CCC:** G Cook reported that a new hourly Sunday bus service is now in place, thanks to the Sainsburys planning gain monies. An operating contract has been agreed with Stagecoach for 4 years and the service will run from the bus station and include Morrisons, Sandylands, Heron Hill, the hospital and back again.

**Kendal BID:** B Harrison said the BID has identified funding which is surplus to Cumbria LEPs requirements which could be spent on riverside improvements as part of the flood scheme mitigation plans. They have been asked to submit an Expression of Interest based on funding criteria which includes job creation, learning opportunities, skills and private sector investment. Sarah Williams, Kendal BID Manager, will develop a small working group, and produce a 500-word Expression of Interest in the next 7 days. The BID has joined the flood scheme working group and supports the use of glass panels to improve the look of the town. S Long, R Harris and L Shrapnel all agreed to be involved in the working group.

**NFU:** J Bland said Kendal needs to be recognised as the capital of the Lake District National Park, and lobby to extend the Park's boundaries to include Kendal. The Vision says Kendal is the key to the Lake District and the KFB agreed they liked this term.

**Culture and Festivals:** R Harris said Lakeland Arts has opened a new exhibition about the influence of the Scottish colourists, its last before the Abbot Hall closes next spring for redevelopment. They are planning other activities, pop-up shops and community engagement for during the closure as well as thinking about what's unique and special about Abbot Hall. The gallery may be repositioned as national centre for landscape art, including commissioning new art.

**KTC:** S Long said the Flood Relief Working Group are also keen to attract LEP money to help mitigate the effects of the flood scheme. The Working Group hasn't yet received cost comparisons for the different types of wall materials from the EA. They need to decide how to prioritise Kendal's wish list which currently includes the need for more glass walls, walking and cycling trails, planting and parkland, public art and everything else that's possible and important.

**K Village:** M Dixon reported on a positive meeting with KTC and SLDC to discuss the future of the K Shoes Heritage Collection. There is a need to ensure the collection is returned from Clarks, and protected and stored adequately before it can be rehoused in Kendal, hopefully at the Museum of Lakeland Life post redevelopment. The next step is to develop a brief for a feasibility scoping study about protection and storage. A small sum of money is available via KF and KTC, and there is a possibility of approaching Cumbria Community Foundation who have a relevant fund.

K Village is getting some interest from businesses for premises along the riverside and they are considering increasing the size of the underground car park by using existing storage areas. There is currently a vacant space within the new development and the team are having early discussions about a possible live work scheme.

**Young Professionals:** J Allison said the group were very engaged with the Vision process, sharing information and providing feedback via the workshops and questionnaires. Their Linked In page received 2500 hits. They would like Noel Farrer to attend their next event in December and present the findings if possible. **ACTION: P Scott to follow up.**

**Kendal College:** L Shrapnel reported that a Castle Dairy relaunch is being discussed as a culture and training venue, linking its heritage to the museum and ensuring it can be used by groups such as the WI and Civic Society as well as a venue for special interest courses.

**Creative industries and innovation:** M Randall said the Brewery is revisioning and repositioning itself ready for 2022. Their capital project starts next May to upgrade the facility but there is also a much broader programme of work needed. She has found the Vision feedback interesting. The Brewery wasn't mentioned and her own research has revealed that many people believe the centre has turned its back on Kendal. A priority will be to win back trust and

work in partnership with the community as they are working towards their 50<sup>th</sup> anniversary year. They have also carried out significant research on the need for expansion within the challenging building and she feels the site has more potential. A £15m project is planned in next 4-5 years, working alongside partners and bringing together arts, innovation, education and talent development.

**SLDC:** M Williams gave a Kendal Markets update. A tender process to source market operators will take 8 weeks from early December. M Nicholson requested that the KFB have an input as an informal consultee. **ACTION: M Williams to ask Sion Thomas at SLDC whether the KFB can be informal consultees for the market changes.**

## 6. Any other business

There was no other business.

## 7. Date of next meeting

NB: Subsequent to the meeting, due to the General Election on 12<sup>th</sup> December, the next KFB meeting has been moved to:

**Monday 16<sup>th</sup> December, 3 pm – 5 pm, The MintWorks**