

# KENDAL FUTURES

**Kendal is a great town with much to be proud of but we still face challenges.**

**Kendal Futures is a private/public sector partnership created out of the desire to make Kendal a better place for businesses to operate and for working age people to live and work.**

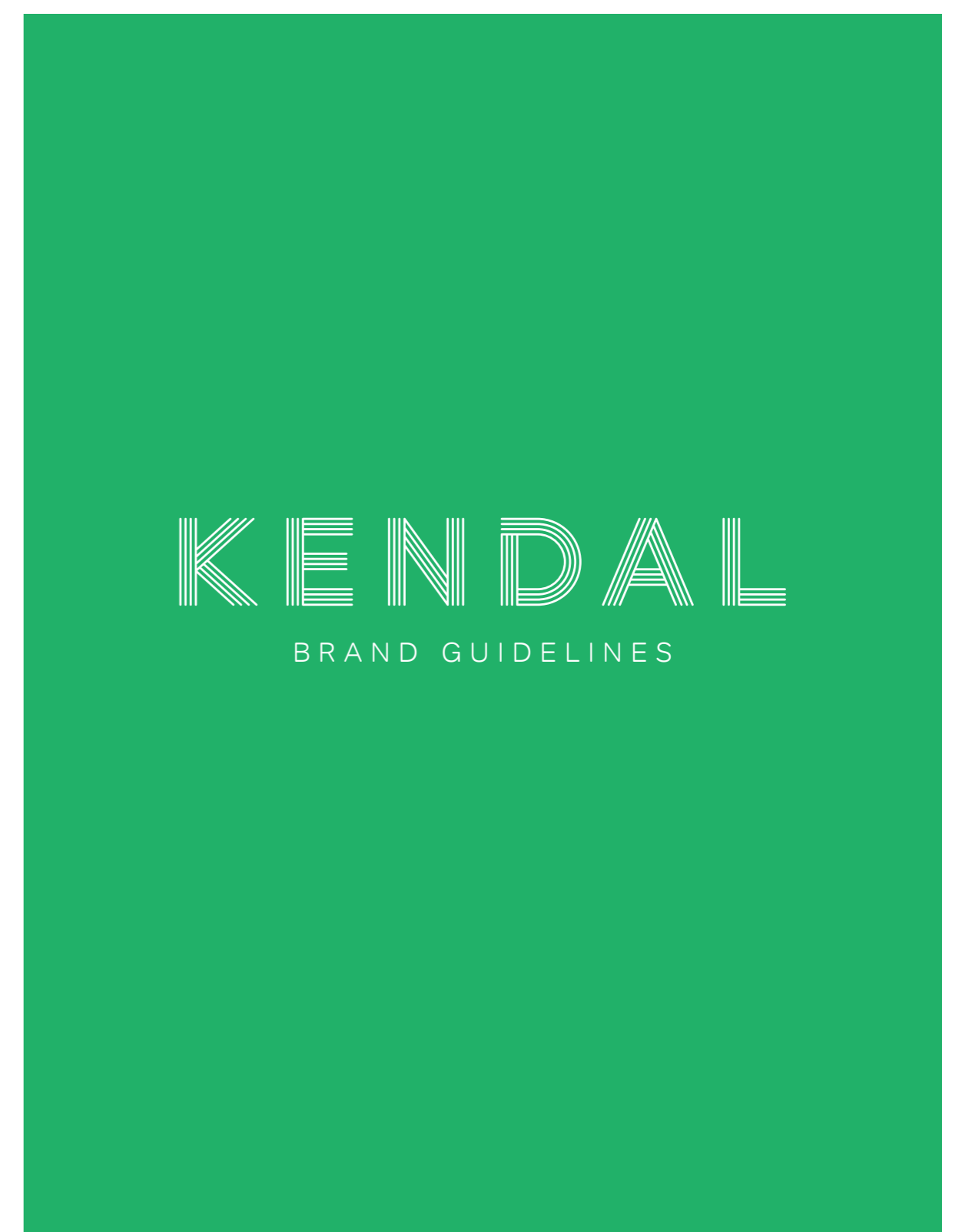
Its board contains a mix of people from the public and private sector.

Kendal Futures has helped to deliver and make possible a range of projects to make Kendal a better place.

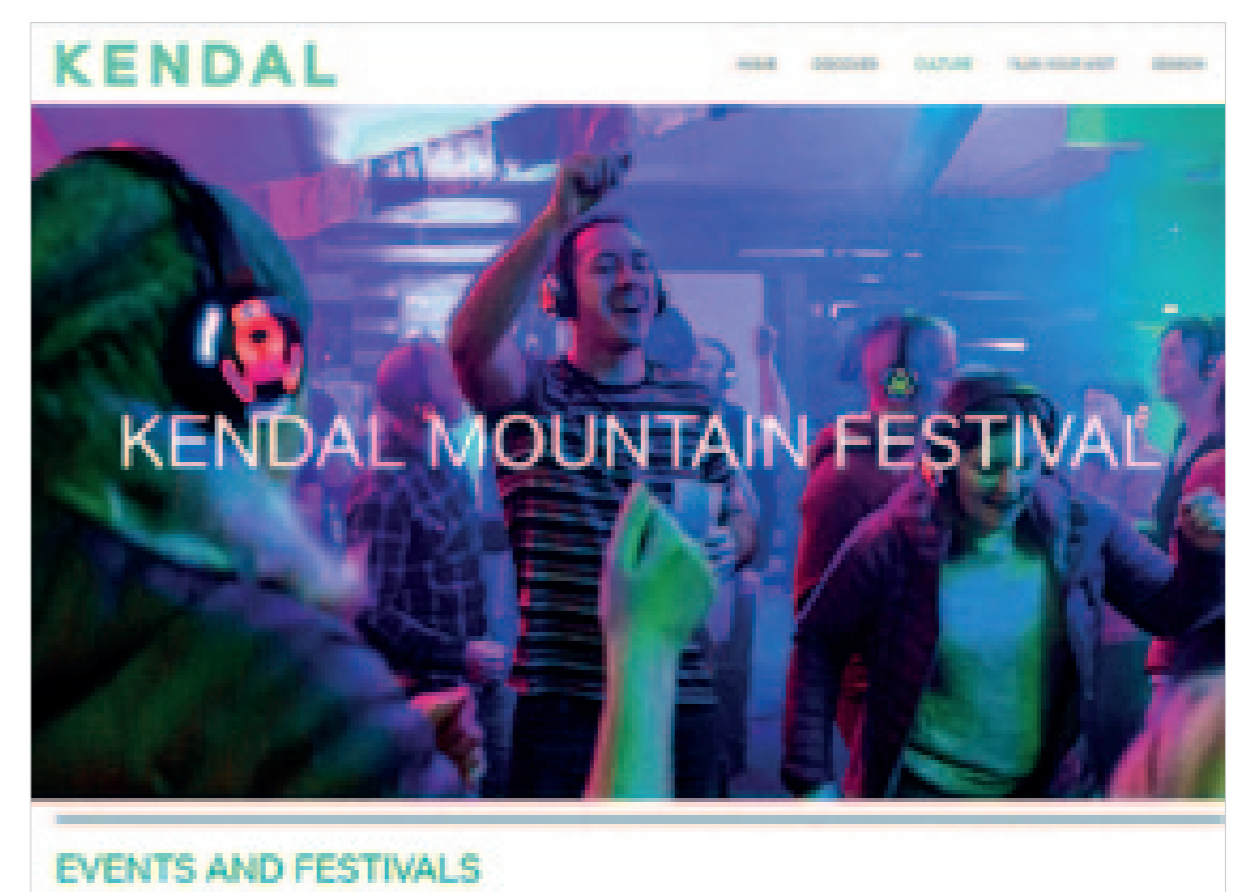
We want to make Kendal the UK's best market town to live, work, invest and visit by:

- Putting Kendal the Place at the heart of everything we do.
- Raising aspirations and making a more exciting case for investment.
- Creating the conditions for prosperity and growth where innovation and creativity can flourish.
- Bringing together and supporting our partners and the community to achieve our common purpose.

[www.kendalfutures.co.uk](http://www.kendalfutures.co.uk)



KENDAL





# KENDAL FUTURES

# Kendal Vision: Inspiration for change in Kendal

**Kendal Vision was driven by a desire from the town's employers to secure Kendal's future success and prosperity. Kendal Futures, with funding from the town's key stakeholders and employers, commissioned the Vision in response.**

2,000 people contributed during a Community Planning Weekend:

- Public workshops, walkabouts, hands-on planning sessions.
- Schools, college students, visited local communities.
- Problems, dreams, solutions.
- Presentation to 130 people in Kendal Town Hall.

Kendal Vision was published in March 2020 with SLDC's Kendal Town Centre Strategy (now Westmorland and Furness Council).

What mattered to the people of Kendal: Getting around/traffic, sustainability, town centre, public realm, the river, arts and culture.

## Aims and Principles

- Create a vibrant town and local economy
- Enhance key assets and their surrounding areas
- Deliver high quality public spaces
- Repurpose underutilised space
- Deliver quality, affordable housing close to the town centre
- Deliver employment and start-up opportunities in and around the town
- Improve movement around Kendal
- Encourage walking and cycling
- Create a more sustainable Kendal
- Collaboration and partnership working





Successful community engagement uses the expertise and experiences of local people to find solutions to issues. The process of developing the Kendal Vision showed that Kendal has an abundance of knowledge, expertise and enthusiasm in its local community. To harness this, Action Groups, chaired by local volunteers and aligned to the themes of the Vision were created.

## Transport and Getting Around

Chair – Keith Trill

The Vision highlighted a strong desire among local people to improve the way we all move around Kendal and reduce the traffic dominant feel of the town. This group:

- Discusses ways to increase active travel – cycling, e-bikes and walking
- Speaks to local public transport providers about issues
- Supports local initiatives, such as the e-cargo bike project
- Helped shape the Stramongate Improvement Scheme and findings in the Better Balanced Streets study
- Suggested wayfinding and public space improvements to help bus station users reach the town centre

## Placemaking

Chair – Ian Reay

Placemaking lies at the heart of the Vision and is defined as ‘creating and managing public spaces that promote people’s health, happiness and wellbeing’. This group:

- Identifies places and spaces which need improving, and takes appropriate action
- Reviews and comments on planning applications affecting public areas
- Liaises with other local groups to encourage ‘joined up’ activity and thinking
- Leads a project to improve the appearance of some of the town’s yards
- Spoke to the visiting Britain in Bloom judges
- Helps to shape public space projects as they develop by sharing their views

## Arts and Creatives

Chair – Matt Burke

Arts, culture and leisure, and its importance to a vibrant town, is a key theme of the Vision. This group is supported by a diverse group of creative practitioners. They value the opportunity to build relationships with one another and are planning further ‘Creative Connections’ and ‘Creative Careers’ events.





# LEVELLING UP KENDAL

The Government's Levelling Up Fund (LuF) has awarded financial support of £13.5M to Westmorland and Furness Council. The award will help to regenerate Kendal and deliver key aspects of the Kendal Vision.

A partnership Town Team was formed to develop the bid comprising Westmorland and Furness Council (previously SLDC and Cumbria County Council), Kendal Town Council and Kendal Futures.

Potential projects were considered for inclusion in the LuF bid, with each being costed and scored against the Government's criteria of deliverability and benefit.

The selected regeneration projects in receipt of the funding must be completed by summer 2026.

### Kendal's Town Centre Regeneration

- Repurposing the Westmorland Shopping Centre to provide new education accommodation, creating a third campus for Kendal College.

- Regenerating and reimagining Kendal's historic Market Hall.
- Renewal of Market Place and Kent Street to enhance this public space in the heart of the town.

### Kendal's Riverside Corridor

Transforming a riverside path into an active travel route connecting the River Kent to the town centre.

## LUF Strategy Diagram



### LEVELLING UP FUND PROJECTS

- A** Repurposing of Westmorland Shopping Centre: New town centre campus for Kendal College. Regeneration of the indoor Market Hall.
- B** Regeneration of Market Place public realm: for outdoor markets, community events & performances.
- C** Improved pedestrian space on Kent Street: to reconnect Market Place with the River Kent.
- D** Enhanced public realm along the riverside: to promote two-way active travel.

### PROJECT SPLIT

- Project 1
- Project 2

### KEY BUILDINGS

- 1** Kendal Railway Station
- 2** Castle Dairy - Education And Heritage Centre
- 3** The Box - Performance Venue
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Market Hall proposed



Market Place proposed



Kent Street proposed



Artist's impression of the proposed riverside route



# LEVELLING UP KENDAL

# A New Campus for Kendal College

**Kendal College is an excellent institution recently ranked the N°1 Further Education College in England by FE Week. It has a vision for serving the further education needs of the community and wider area and has a key role in transforming lives and driving positive economic outcomes.**

Supporting increasing numbers of students, Kendal College is creating a third campus on levels 1 and 2 of the Westmorland Shopping Centre to provide much needed additional educational space, repurpose an underused building, bring young people into the town centre and help upskill the local workforce.

The new campus will house up to 400 16-19 year old College students each day. The courses will provide qualifications in areas such as Health,

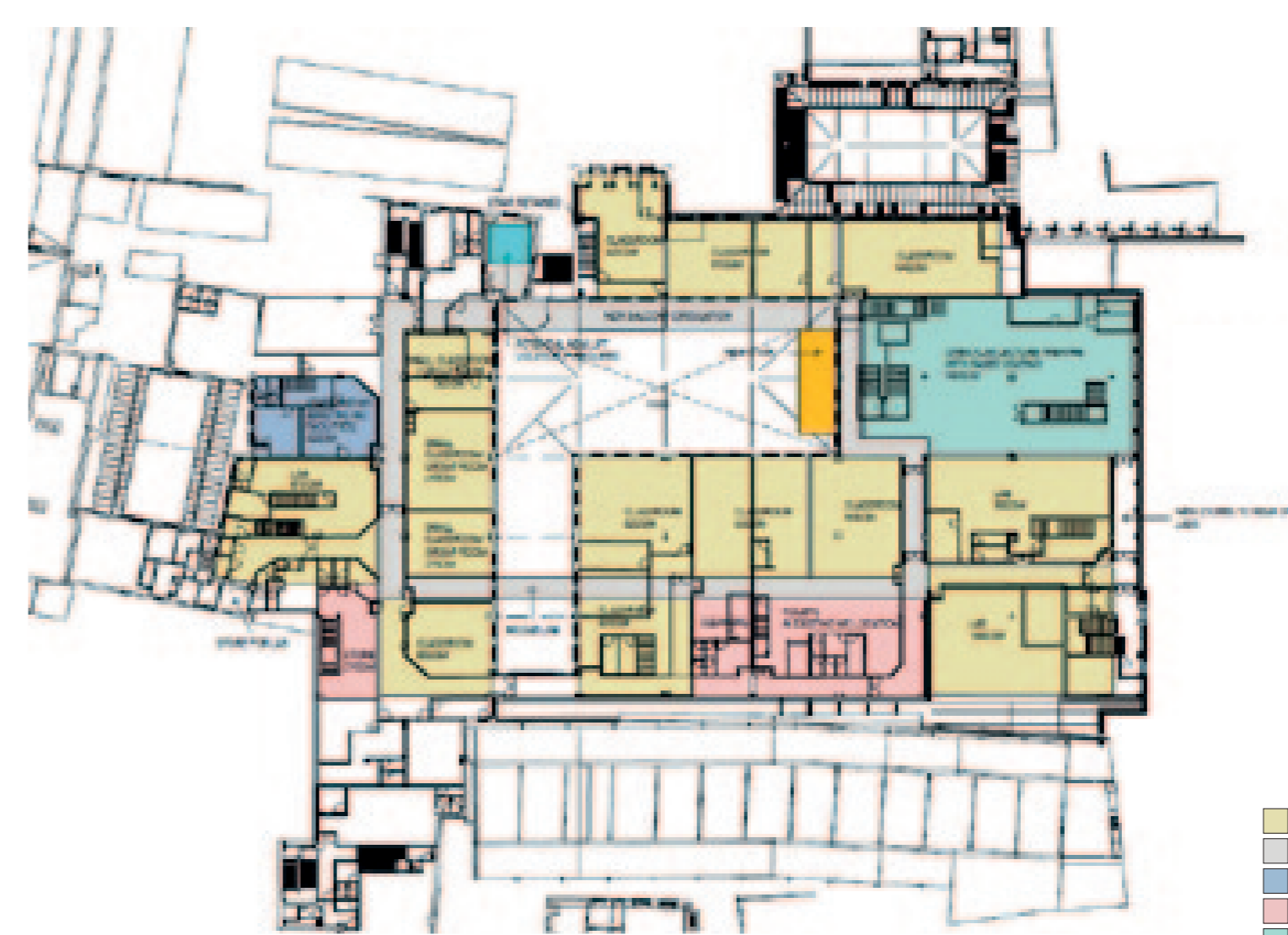
Care, Business, IT and centralised provisions such as English and Maths, as well as providing for new adult evening classes. The project will also explore conference and meeting facilities for use by the wider town.

Presently the Market Place level of the shopping centre is accessed from the multi storey car park on Blackhall Road and linking it to Highgate. This will be replaced with a new route from the car park to Market Place through the historic Market Hall. This will serve two purposes:

- Security of the new College campus and safeguarding of students by allowing control of the entrances into the campus at 1st floor.
- Greater footfall of people through the Market Hall, helping retailers to thrive.



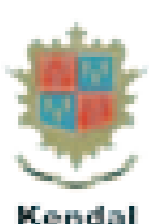
Kendal College plan - level 1 (ground floor)



Kendal College plan - level 2



400 students based in the heart of Kendal will help stimulate a more vibrant town centre





# LEVELLING UP KENDAL

# Regeneration of the Market Hall

Upon construction of the Westmorland Shopping Centre in 1989, the old Market Hall became part of the new retail mall and was reduced in size.

The historic Market Hall trading is currently at risk of terminal decline.

With the introduction of the new Kendal College Campus it is anticipated to bring two key benefits for Market Hall:

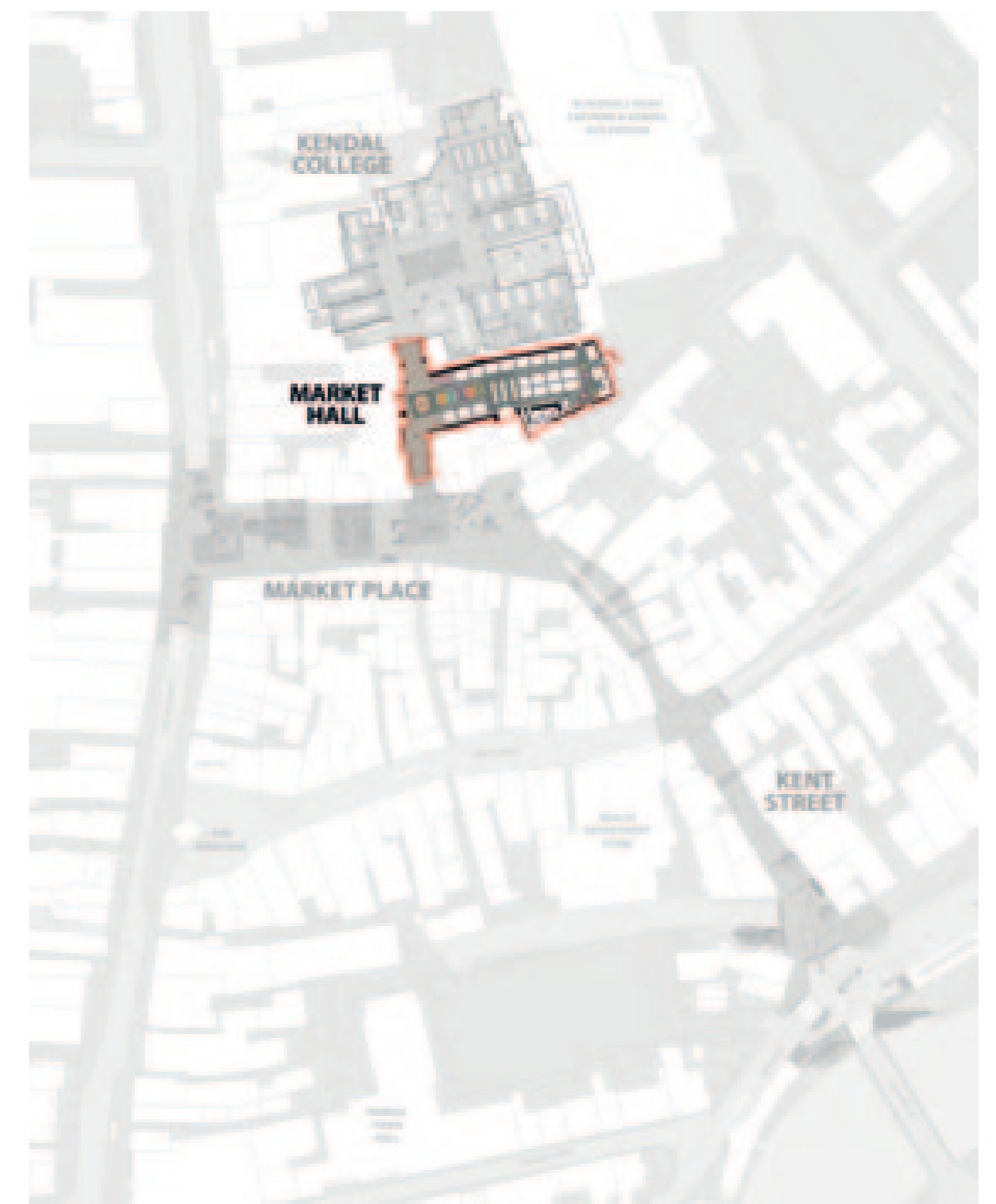
### Demographics

There are planned to be up to 400 students per day on site in the heart of the town, immediately adjacent to the Market Hall. This brings a new market for traders.

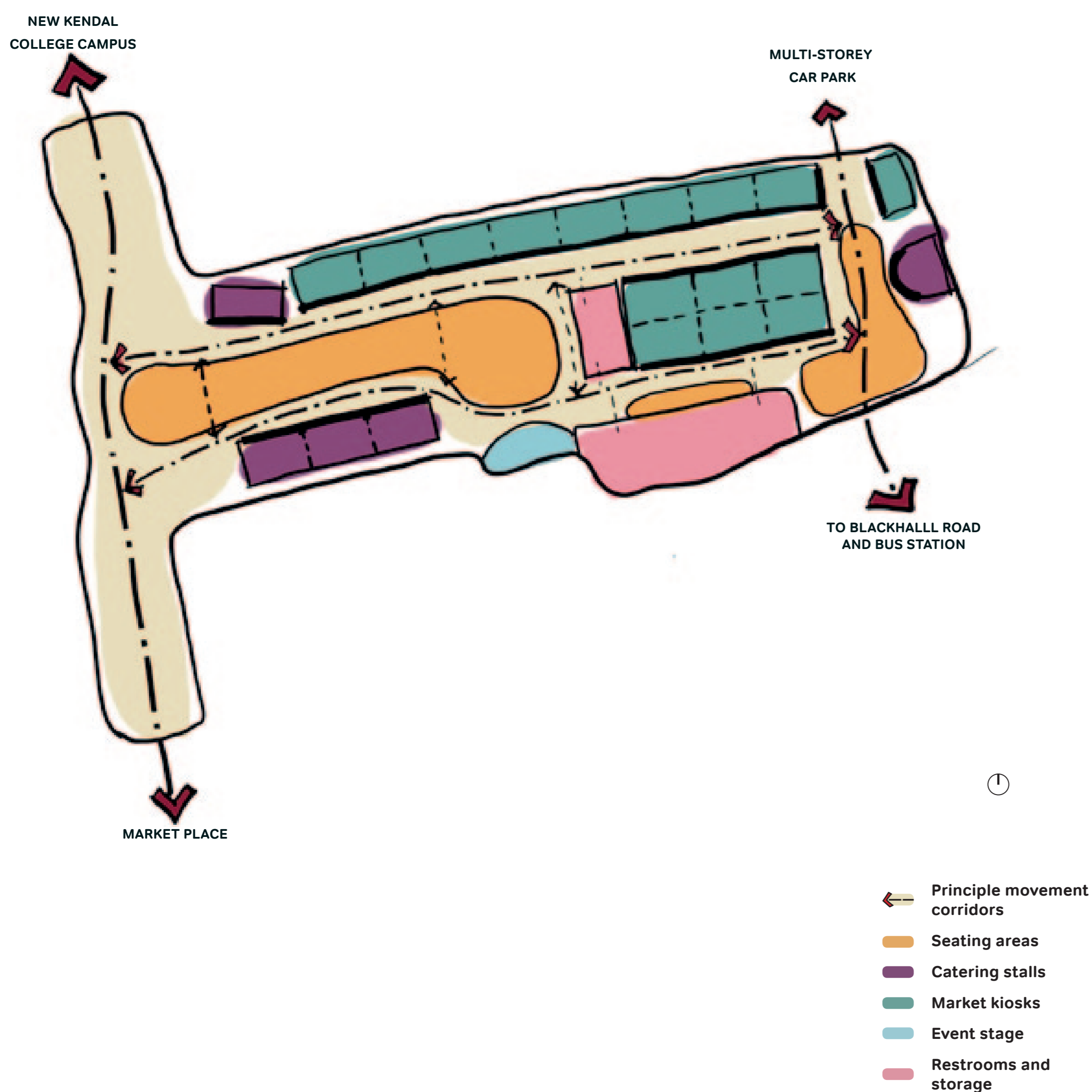
### A New Direct Access

People coming from the car park to shop in the town centre will now pass through the Market Hall.

These changes present an opportunity to re-imagine Kendal's historic Market Hall as a vibrant and attractive destination in its own right within the town and the wider county.



### Concept Diagram



The Market Hall today



Kendal Shambles  
© A Family Affair, Kendal. Via instagram @ a\_family\_affair\_kendal

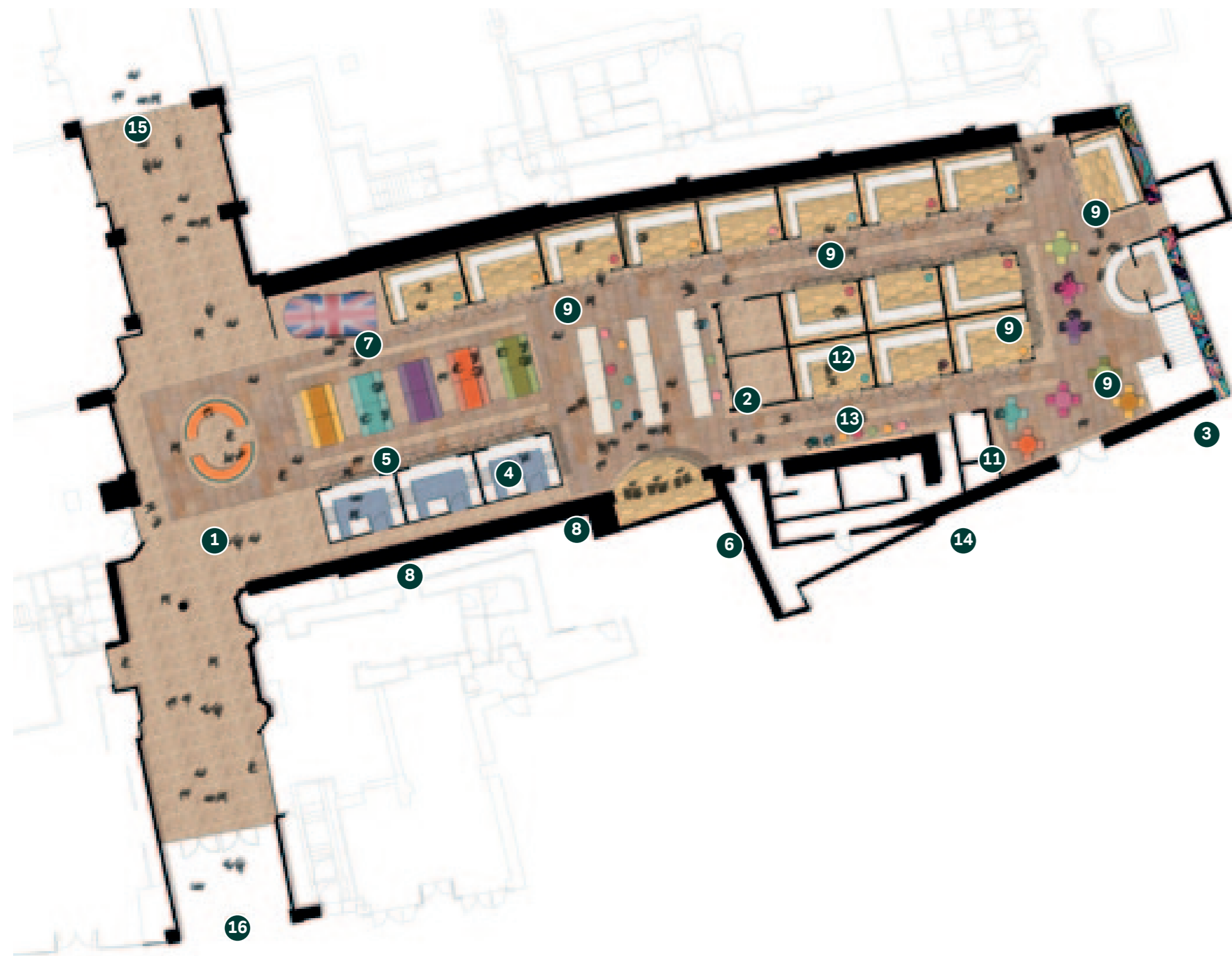


St Nicolas Market, Bristol  
© Sew 'n' Sew St Nicholas Market Bristol. Via instagram @stnicks-market

# LEVELLING UP KENDAL

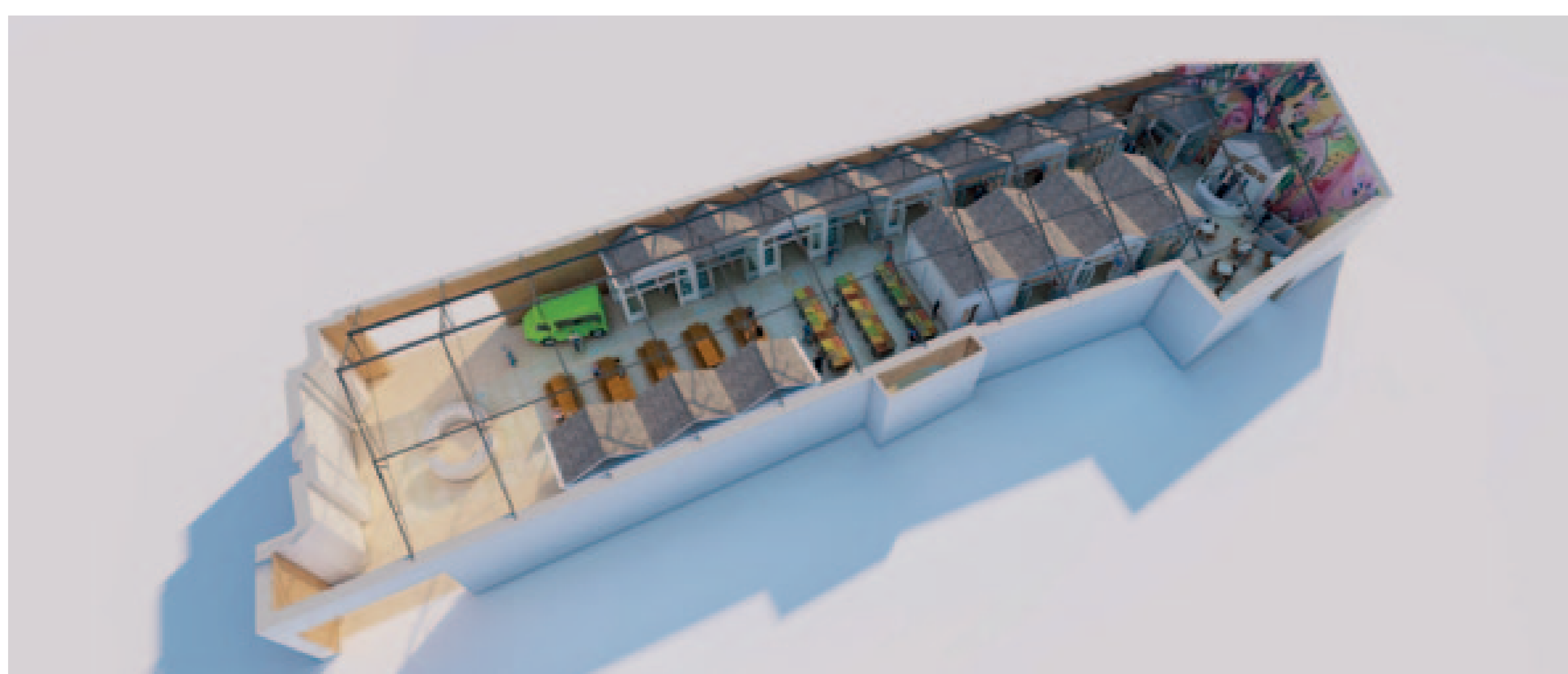
# Regeneration of the Market Hall

## The Market Hall Proposed Design



- 1 West Square - seating area
- 2 Mid Square - events space/ removable market barrows
- 3 East Square - market cafe
- 4 The Shambles - indoor Kendal yards
- 5 Street food courtyard - bench seating and trestle tables
- 6 The Stage - informal performance space
- 7 Vintage street food van
- 8 Street food kiosks
- 9 Victorian market kiosks
- 10 Cafe kitchen and servery
- 11 Coffee bar with stools. Bulletin boards/ market info panels above.
- 12 Store for removable seating
- 13 Store for removable market barrows
- 14 Refurbished WCs
- 15 Entrance to Kendal College
- 16 Entrance from Market Place
- 17 Artists mural to cover internal east wall of Market Hall
- 18 Artists mural to cover external east wall of Market Hall

Coloured masterplan



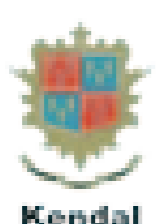
Aerial perspective



View from West Square



Alleyway





# LEVELLING UP KENDAL

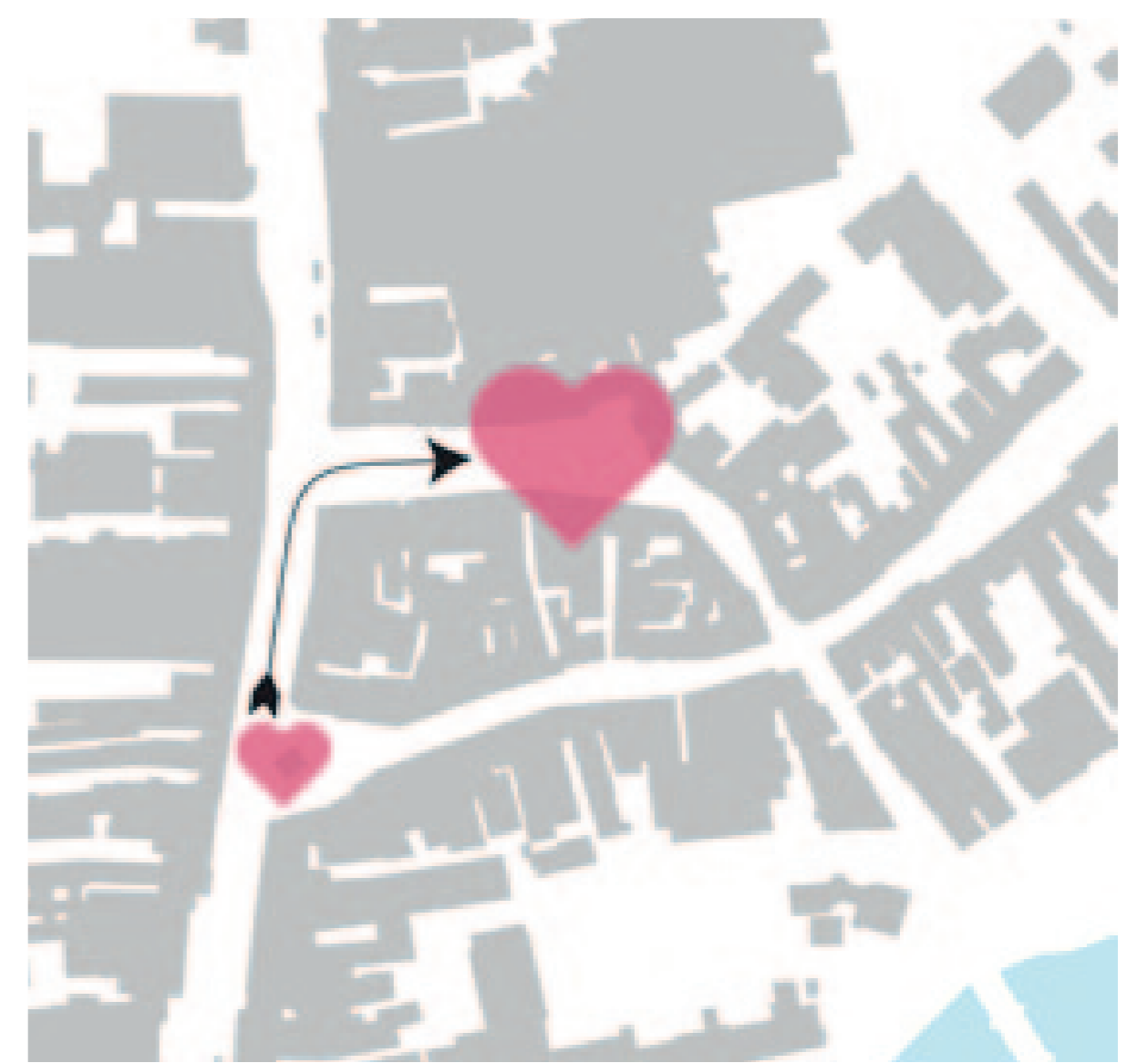
# Renewing Kendal's Public Realm: Market Place

The historic Market Place was traditionally the focal point in the town, a place for everyone to congregate, socialise and trade.

Whilst Market Place is enclosed by several heritage buildings it suffers from being poor quality and feels 'down at heel'. A complete renewal of the materiality and lighting within the space, along with a greater level of management of the space will help restore Market Place as a festival destination and its rightful position as the town's beating heart.

The proposals include:

- Spill out space for meeting, eating, drinking and socialising.
- Open air performances and gigs.
- Town festivals.
- Regular farmer's markets.
- Outdoor cinema screenings in the summer.
- Winter market and Christmas festivities.
- Arts and literary events.
- Remembrance events.



## Proposals for Market Place



-  Pedestrian "yards" and access routes within town
-  Buff sandstone flagstone paving
-  Caithness flagstone feature paving
-  Proposed kerbs, paved delineations & yard motifs
-  Small-scale buff sandstone sett paving
-  Existing circular seating area with added uplighting
-  Proposed 'L'-shaped and straight feature benches
-  Proposed street trees within paved surface
-  Indicative formal market stall designated spaces
-  Proposed sculptural feature lighting above Market Place

- 1** Redesigned War Memorial space: "The Missing Peace", marking the entrance to Market Square.  
  
A new shared space street design and single lane entrance and exit for the square from Stricklandgate. Vehicles turn around at the end of the square. Proposed restricted through traffic via Branthwaite Brow by means of a mechanical bollard.
- 2** New street trees and benches along Stricklandgate form part of the shared space design. Extra large paved semi-circular yard motif announces the entrance to Market Square as the premier town centre destination.
- 3** No parking facilities in Market Place. The versatile space will accommodate existing markets and community events with restricted times for making deliveries.



The new market place will be flexible and adaptable to accommodate a whole host of activities and events

- 5** New pedestrian paving to add to the existing cobbles outside the Square's cafés, completing the end of the square around the circular benches on Branthwaite Brow.
- 6** New primary lighting for Market Place will unify the space and provide a sculptural focus for the numerous events and gatherings held throughout the year. New uplighting at the existing circular seats will support the annual Christmas tree lights.
- 7** Markets will be provided with formal areas within the square for the display of goods and stalls (as outlined on the plan in yellow).



# LEVELLING UP KENDAL

# Renewing Kendal's Public Realm: Market Place



Market Place existing

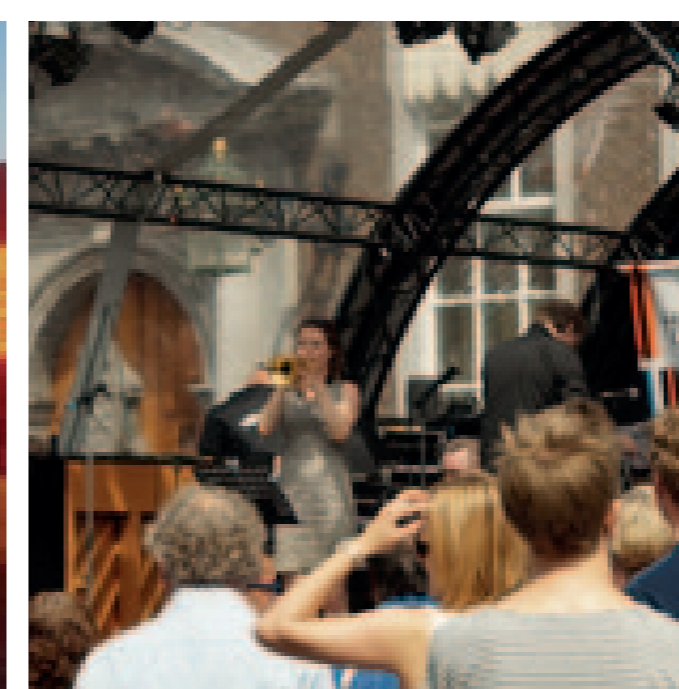
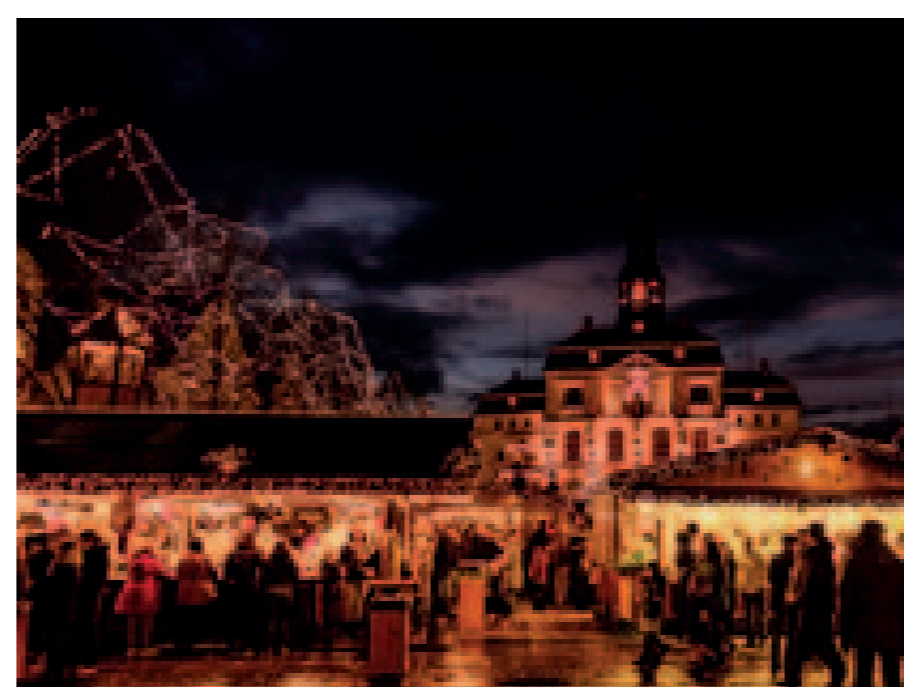


Proposed materials palette



Market Place proposed

## How the Space Could be Used



**Top Left: Santa Fe International Folk Art Market**  
Santa Fe International Folk Art Market - Denise Womack-Avila via Flickr ©

**Top Middle: Two Months to go!**  
@edfringe via Instagram ©

**Top Right: Lights and cobblestones**  
Maayan Windmuller ©

**Bottom Left: Remembrance Day Parade 2014**  
Rtg Scotland via Flickr ©

**Bottom Middle: Films on the Cornhill**  
@allaboutspwch via Instagram ©

**Bottom Right: Breda Jazz Festival**  
Deborah via Flickr ©



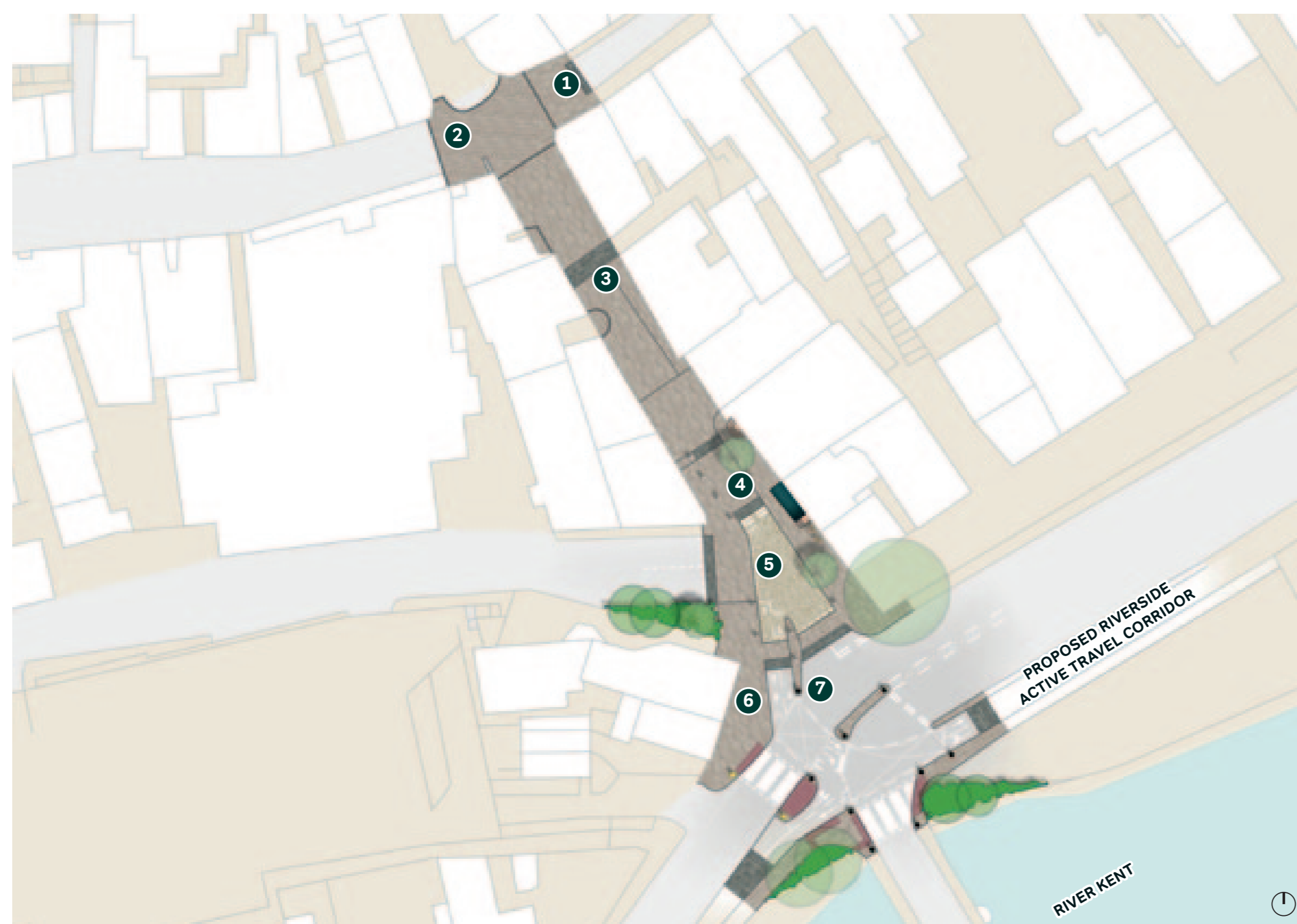
# LEVELLING UP KENDAL

# Renewing Kendal's Public Spaces: Kent Street and Riverside Path











**Kent Street should be the foremost route for pedestrians entering the town centre from the riverside and Miller Bridge. The proposals introduce a street environment that reflects this primacy over vehicular access.**

The proposals will improve the current car-dominant character with the introduction of street trees, natural stone paving and discreet raised footpath detailing to improve road safety for pedestrians and reinforce Kent Street as a town-centre public space for people. There will be greater opportunity for cafes on Kent Street to spill out onto the newly paved surfaces.

These improvement works would complement recent developments at nearby Stramongate, New Road and Gooseholme Bridge, building connectivity and increasing the amount of pedestrians and cyclists accessing the town, generating greater footfall, supporting nearby businesses and helping to green the town centre.



- 1 Kent Street has one-way access only from Stramongate. New raised footpath entrance to Kent Street from Stramongate with new natural stone paving complements the existing heritage streetscape at Branthwaite Brow.
- 2 Where Kent Street meets Branthwaite Brow, natural stone setts are laid at an angle against inlaid delineations marking out the pedestrian-friendly meeting place.
- 3 Natural flagstone paving follows down Kent Street where inlaid natural stone panels and delineated setts mark out key building entrances and a local yard access gate for motorists as they drive towards New Road. A changed junction priority means that vehicles on Kent Street yield to the right.
- 4 Bollards and street trees at the lower reaches of Kent Street provide a balanced junction where pedestrians are given safe passage across and through the junction, where vehicular and cyclist speeds are reduced by the narrow carriageway and panels of rough stone setts.
- 5 A cycling contraflow into the street environment will further reduce vehicle speeds and increase driver awareness down Kent Street. Drivers entering the Kent Street junction from the adjacent service road must negotiate a ramp onto a continuous footpath crossing before turning left on to New Road.
- 6 Pedestrian access routes to the town centre have been given a comprehensive redesign to facilitate wayfinding and reduce the amount of street space given to over vehicles in the existing Kent Street environment.
- 7 A segregated cycle-lane and crossing point at the New Road junction makes a positive connection with the Riverside Active Travel Corridor proposals, where the junction is restructured for walking and cycling priority phases.

-  Pedestrian "yards" and access routes within town
-  Buff sandstone flagstone paving
-  Caithness flagstone feature paving
-  Proposed kerbs, paved delineations & yard motifs
-  Small-scale buff sandstone sett paving
-  Proposed resin-bound surface to lower Kent Street
-  Proposed pedestrian safety paving at key crossings
-  Existing street trees
-  Proposed street trees within paved surface
-  Indicative highways signage and traffic signals



Above: Kent Street existing  
Right: Kent Street proposed





# LEVELLING UP KENDAL

# Upgrading the Riverside Path

The riverside active travel corridor is the primary route within Kendal for cycling and walking, being situated alongside the River Kent and largely separate from local roads into and out of the town centre. It is considered to be of primary importance to Kendal in attracting people to consider viable active travel alternatives in their daily lives, helping reduce car usage, reducing pollution and benefitting people's health.

The focus of the Local Cycling and Walking Infrastructure Plan (LCWIP) is the improvement of routes used for everyday shorter journeys, such as to work, school or the shops. It aims to identify good quality infrastructure that connects the places people need to get to, in a coherent, direct, safe and attractive way.

The LUF proposal is to upgrade the materials and landscape specified for the portion of the LCWIP riverside route from Kent Street to Miller Bridge and south to Lound Road – to continue

the high quality natural stone paving materials and landscape treatments proposed for Market Place and Kent Street linking to the arts venues and conservation area of Kirkland.

## The Riverside Active Travel Corridor



### LEVELLING UP FUND PROPOSALS

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Existing riverside route



Artist's impression of proposed riverside route



# STRAMONGATE Improvement Scheme

Kendal Futures and the Vision have influenced the improvement project at the junction of Stramongate and Blackhall Road taking advantage of a limited available budget.

This small public realm scheme is designed to demonstrate the ambition and quality set out in the Kendal Vision through the use of natural stone materials, street trees and planting. The same materials and principles will be used as other areas of the town centre are renewed through the Levelling Up Fund projects.

Access to the town centre via Stramongate from Gooseholme Bridge and New Road for pedestrians and cyclists will be encouraged.

The raised footpath across the mouth of the junction will prioritise the space for pedestrians, encouraging vehicle drivers to slow down.

Planting and trees are intended to reduce traffic noise and air pollution from Blackhall Road for a more pleasant shopping and visitor environment on Stramongate.





# BETTER BALANCED STREETS FOR PEOPLE AND PLACE

## Feasibility Study

- Reimagines Kendal's road network, a key focus for improvement in the Vision
- Makes car journeys shorter and more logical, while reducing dominance of traffic
- Creates a more pleasant town centre to walk and cycle in
- Raises the quality and attractiveness of Kendal by investing in its streets



**The impact of traffic on Kendal's streets was one of the primary concerns of local people during the Vision planning events in 2019. The negative impacts associated with the one-way system included driving increased distances, uncomfortable traffic speeds, noise and air pollution, with traffic discouraging walking and cycling.**



Kendal Futures commissioned the Better Balanced Streets feasibility study to look at ways to improve the traffic system and enhance the town. While inspirational, the study has involved significant data analysis and exploration of technical constraints to ensure that the proposals can be delivered.

Changes to the traffic network offers an opportunity to transform our public spaces with an associated investment in new pavements, lighting, street furniture, trees and planting creating an attractive, safe destination for everyone to enjoy.

**Better Balanced Streets does not aim to ban the car. Instead, it proposes a viable alternative to Kendal's road network which creates a better balance for everyone.**

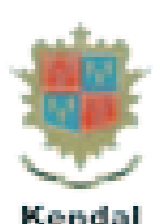
### Underlying principles for Better Balanced Streets

- Placemaking – to create a desirable town centre
- Slower traffic speeds and 20mph zones
- High quality public realm and materials
- Shared spaces where cyclists feel safe and equal
- Trees, planting and landscaping to improve the look and feel of streets
- Informal and formal crossing points across the streets

The study was funded via Kendal Futures CIC using project development funding from Westmorland and Furness Council and by the UK Government through the UK Shared Prosperity Fund. The UK Shared Prosperity Fund is a central pillar of the UK Government's Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025.

The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills.

For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>



Funded by  
UK Government



KENDAL



# BETTER BALANCED STREETS FOR PEOPLE AND PLACE

## Objectives and review

The existing one-way system, presence of through traffic using the A6 and several pinch points all contribute to the levels of congestion within Kendal.

### Objectives of the study

- Reduce traffic dominance
- Enhance Kendal's heritage assets
- Encourage more local journeys by active travel (walking and cycling)
- Improve access to and reliability of public transport
- Improve connections and links to the River Kent
- Protect and promote Kendal's arts, culture and leisure assets

### Kendal's assets

A review of Kendal's assets identified that protecting green spaces is important to everyone, along with improving connections to the river Kent.

Kendal has over 170 Listed buildings and yards, a range of Scheduled Ancient Monuments, significant arts, culture and leisure facilities and civic assets, including the bus station and Kendal railway station. Creating a more attractive town centre and reducing the feeling of vehicle dominance can increase visits, dwell time and spend in local businesses.

**High street walking, cycling and public realm improvements can increase retail sales by up to 30%.**

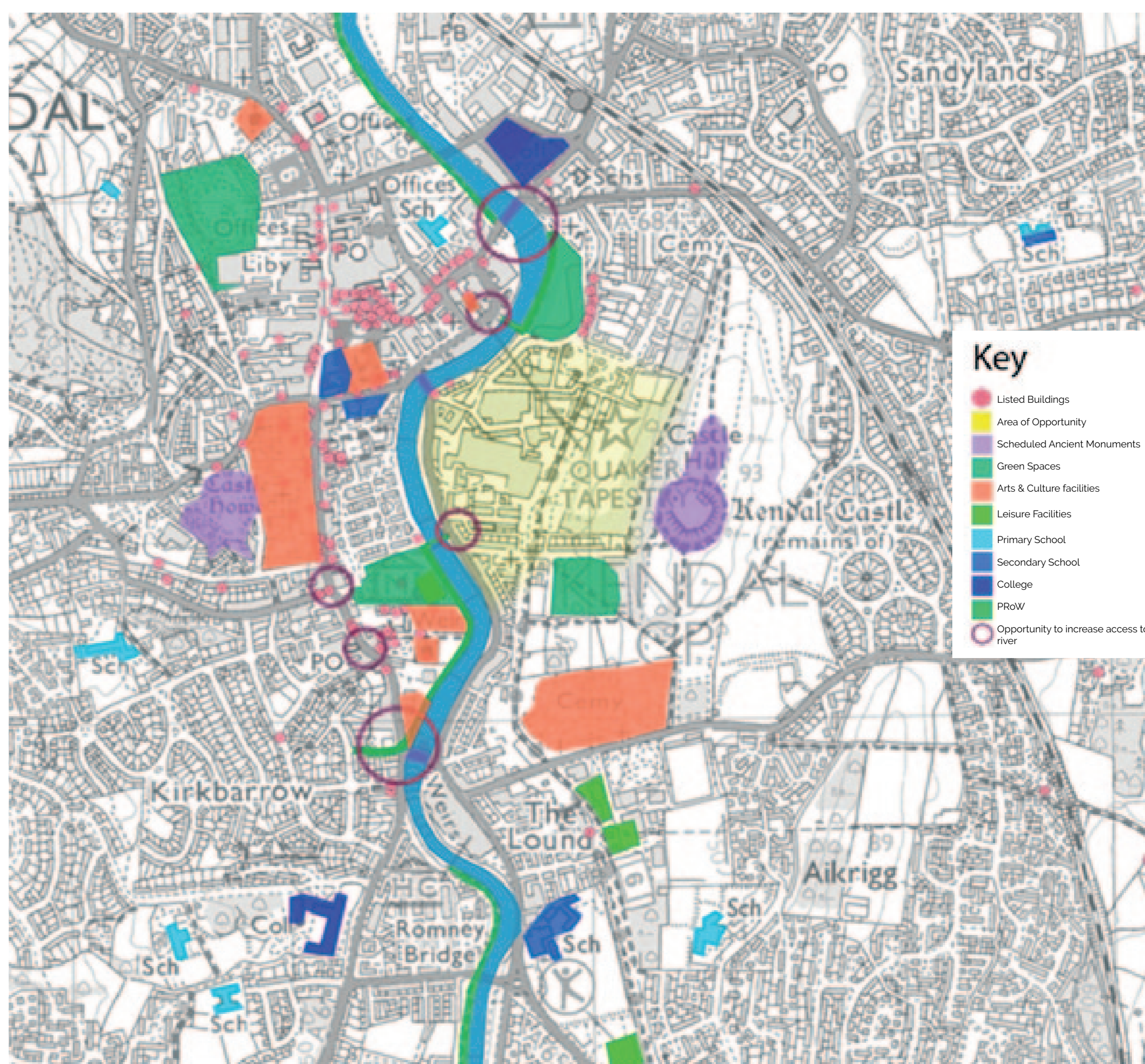
**Over a month, people who walk to the high street spend up to 40% more than people who drive.**

Many of Kendal's key amenities and facilities are found on the west side of the river which is currently dominated by vehicles.

### Existing traffic data

Traffic flow diagrams were created from available traffic counts and junction modelling assessments at key junctions were assessed.

**35% of local community trips in private vehicles are under 5km**



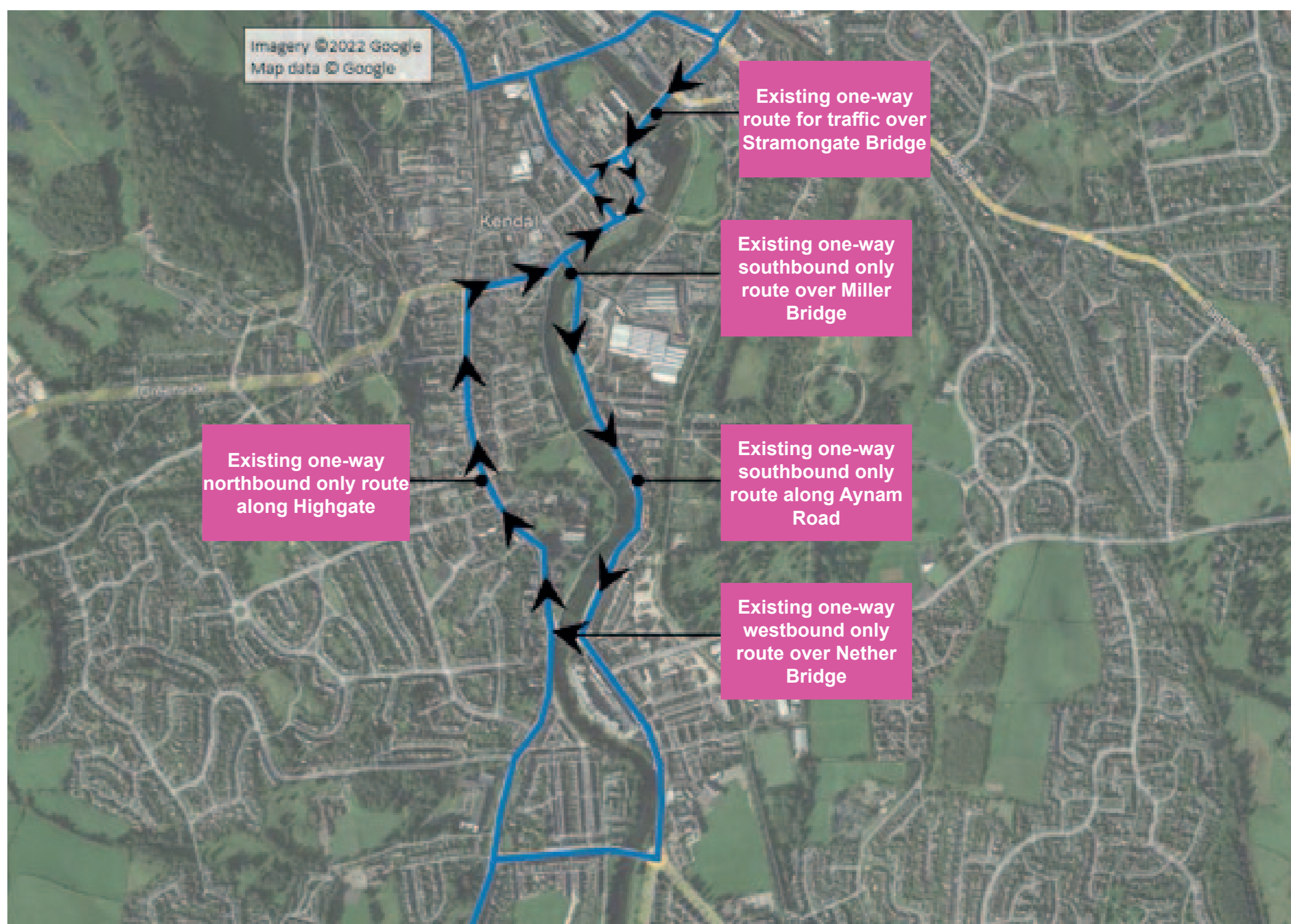


## The strategy – proposed network

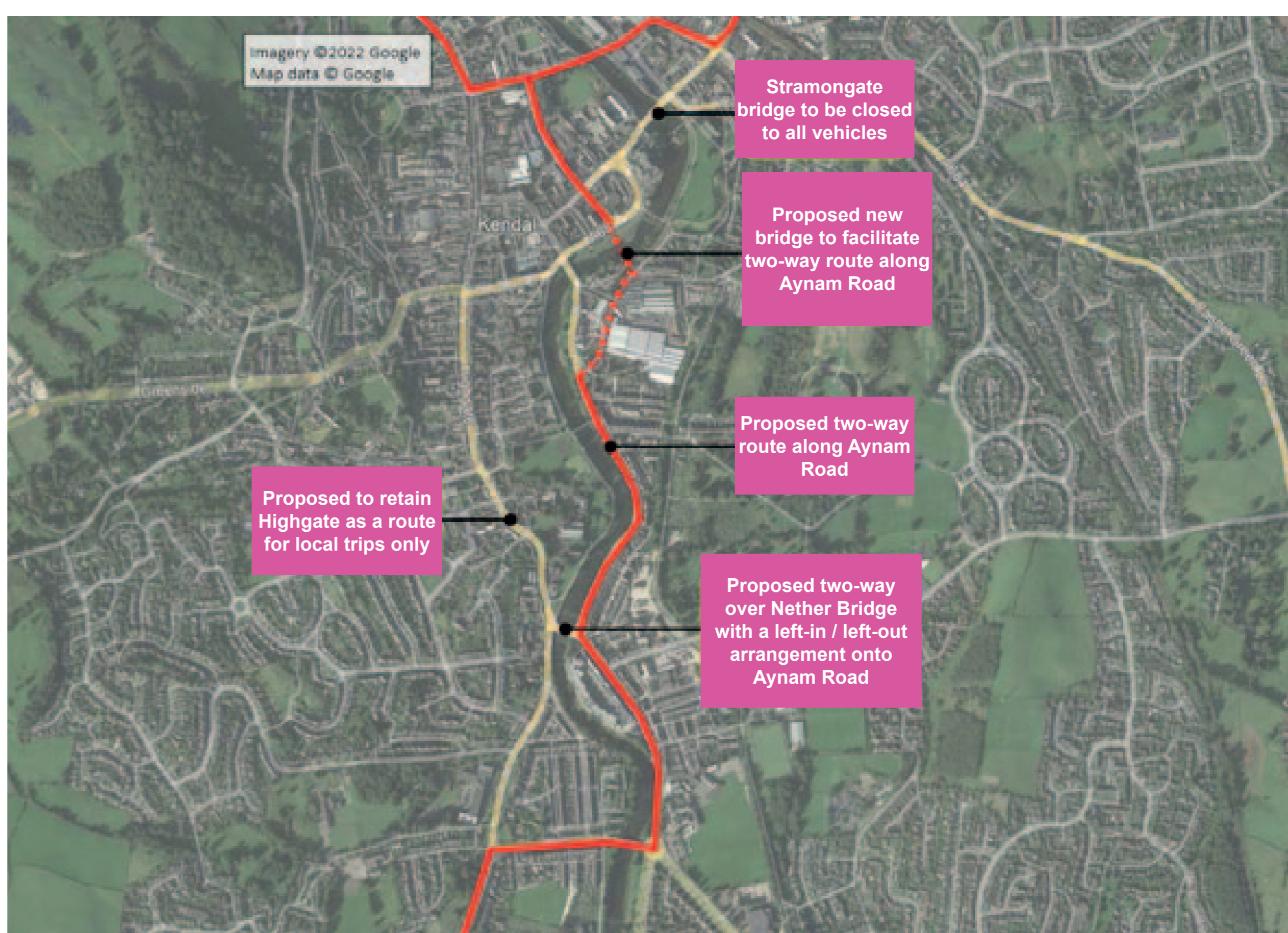
The study has proposed a new traffic routing strategy for Kendal which directs the main A6 'travelling through' traffic to the east of the river, at 20mph, whilst enabling local traffic to access the town centre.

### Suggested changes to the Kendal traffic system

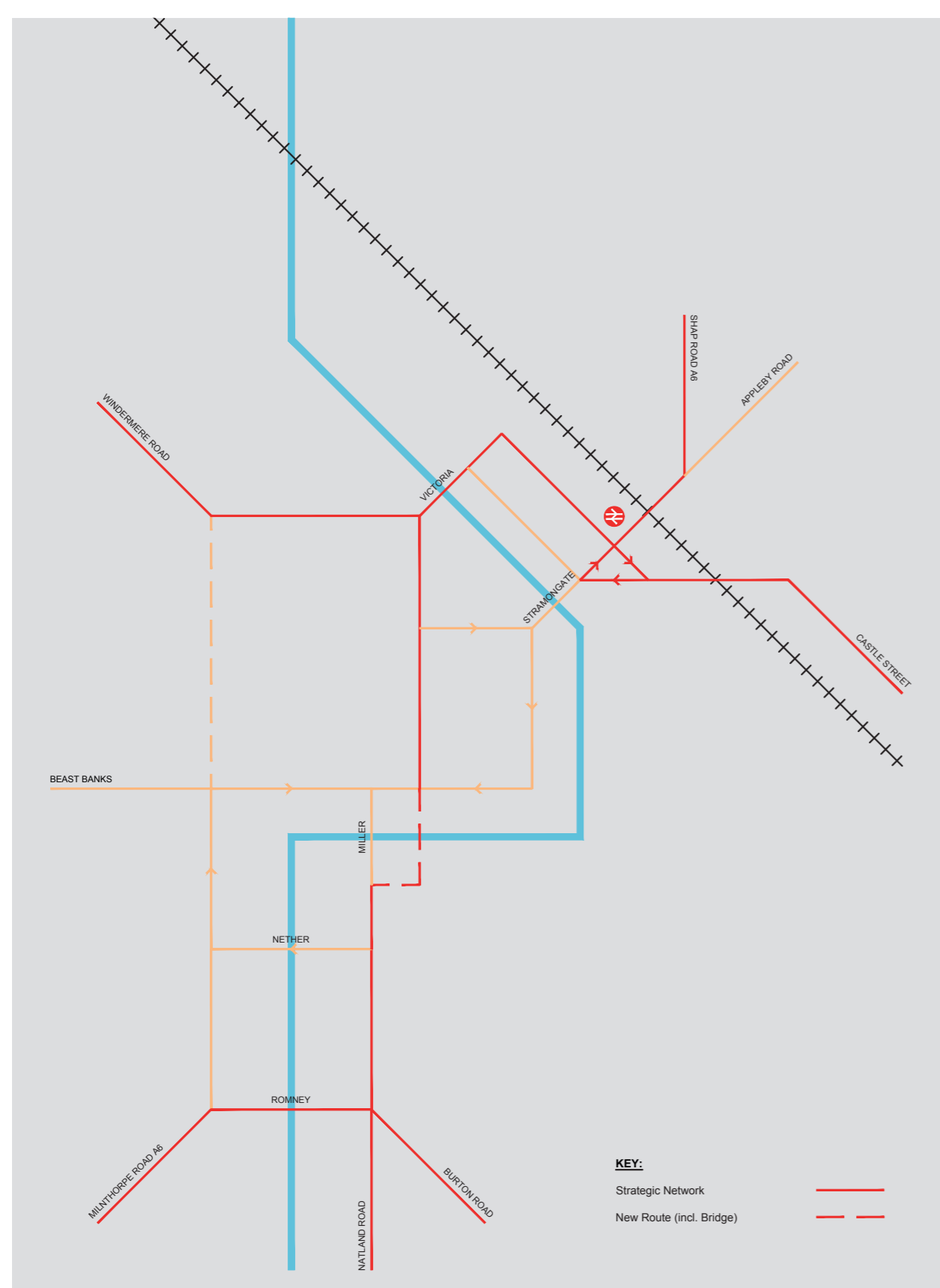
- Routing through traffic along Romney Road, Lound Road and Aynam Road
- Aynam Road becomes two-way
- A new route through Canal Head with a new bridge over the River Kent, connecting to Blackhall Road
- Closure of Stramongate Bridge and Miller Bridge to vehicles (with use by pedestrians and cyclists only)
- Changes to the arrangement of the Longpool junction to improve station pedestrian access and the look and feel of this town gateway
- Changing the direction of Ann Street, Castle Street and Wildman Street
- Kendal town centre being used by local access traffic only
- - with one-way and two-way traffic routing options explored



Kendal's existing road network



Proposed through traffic route



Strategic network diagram



# BETTER BALANCED STREETS FOR PEOPLE AND PLACE

## Emerging concepts – Kirkland and Highgate

Two options have been considered for Kirkland and Highgate, both of which better reflect the areas unique heritage and break up the linearity of this corridor. Kirkland and Highgate should be viewed as important places within the town, and not just a strategic road.

### Option 1: Northbound single carriageway with-flow cycle lane



#### Proposals include:

- Reducing the existing two-lane carriageway northbound to one lane northbound
- Adding a with-flow cycle lane
- Widening footway
- Introducing new pedestrian crossings
- Introducing new seating and tree planting
- Southbound cyclists encouraged to use riverside cycle route

Visualisations for single carriageway at narrowest point along Kirkland with segregated cycle lane for northbound cycles, southbound cyclists directed to the riverside route, tree planting and benches



Visualisation for Highgate at the junction with Lowther Street/ Allhallows Lane/ Stricklandgate





# BETTER BALANCED STREETS FOR PEOPLE AND PLACE

## Emerging concepts – Kirkland and Highgate



### Option 2: Visualisation for two-way working along Kirkland/Highgate



Proposals include many of the proposed benefits under option 1, plus;

- Shared space for cyclists travelling bi-directionally
- Traffic management at the pinch point of Peppercorn Lane with signal control
- Limited opportunities for tree planting, seating, footway widening and cycling infrastructure.

Visualisation for two-way working along Kirkland/Highgate



Visualisation for Highgate at the junction with Lowther Street/ Allhallows Lane/Stricklandgate with two-way working





# BETTER BALANCED STREETS FOR PEOPLE AND PLACE

## Emerging concepts – Miller Bridge/New Road

By removing through traffic from the town centre, New Road only needs accommodate local access traffic providing an opportunity to better connect the town centre to the riverside.

### Proposals include:

- Rain gardens and tree planting
- Bi-directional cycle lanes
- Miller Bridge becomes traffic free for pedestrians and cyclists only – enhancing connections to riverside routes
- New bridge over the River Kent aligning with Blackhall Road
- Aynam Road becomes two-way with slower traffic speeds, placemaking benefits



Example of new bridge constructed within historic setting at Pooley Bridge, Penrith (©Sean Coby)





# BETTER BALANCED STREETS FOR PEOPLE AND PLACE

## Emerging concepts – Stramongate Bridge to Longpool

The re-routing of through traffic creates the opportunity for a dedicated active travel route for those walking and cycling on Stramongate.

Removal of vehicular traffic from Stramongate Bridge provides the potential to create a simpler priority T junction at Longpool.

Proposals include the reversal of the existing one-way system formed of Wildman Street, Ann Street and Castle Street to help facilitate improvements to the Longpool junction, reduce the area of existing carriageway and improve the space for people, as well as the overall appearance of this important gateway junction.

### Changes could include:

- Widening of footways and creation of new public spaces
- New public seating areas
- Tree planting
- Improved pedestrian crossings to make navigating on foot easier
- On-carriageway, with-flow, eastbound cycle lane (possible contra-flow cycle lane facility could be explored)
- Beeson Road becomes two-way
- Provision of a coach bay on Wildman Street
- Flush central median, over runnable strips facilitate informal crossing points on Station Road
- Over-runnable central strip along Station Road facilitates vehicle movements at the junction



### Developing Better Balanced Streets

#### Working with Westmorland and Furness Council, the next steps include:

Continue to gather views and options from local people, stakeholders and decision makers

Decide on the appropriate option to progress for Kirkland and Highgate

Engage the highway authority to further test the proposals using the Kendal transport model

Develop a business case for the proposals to prepare for future funding opportunities and schemes

Development of the design work to detailed stage for costing

Prepare a masterplan for the Canal Head opportunity area to include routing options for a new bridge across the River Kent

Download the full Better Balanced Streets for People and Place report - [kendalfutures.co.uk/betterbalancedstreets](https://kendalfutures.co.uk/betterbalancedstreets)

**ttc** urban movement  
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