



Kendal Futures

Kendal Futures wants to transform Kendal as a Place, developing the aspirations and principles set out in the Kendal Vision to inspire change. Kendal is a great town with much to be proud of but we still face challenges, including the need to attract more working age people.

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 to the Vision during a Community Planning Weekend and discussed their problems, dreams and solutions. The Vision was published in March 2020 with SLDC's Kendal Town Centre Strategy (now Westmorland and Furness Council). The key themes include: getting around/traffic, sustainability, housing, town centre, public realm, the river, arts and culture.

The Vision's 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

Action Groups

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
- Placemaking and Environment
- Arts and Creatives

If you would like to take part, contact Nick Taylor nick@kendalfutures.co.uk

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.

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

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

More information about the projects is available on the exhibition panels and online at kendalfutures.co.uk

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 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.

The scheme prioritises cycle and pedestrian access to the town centre, 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. 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

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

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 include:

- Routing through traffic along Romney Road, Lound Road and Aynam Road which 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

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.

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



Option 1

Option 2: Two-way working along Kirkland and 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.



Option 2



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, seating areas and trees
- 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)
- Beezon 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

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



Next Steps

Working with Westmorland and Furness Council:

- Gather views from local people, stakeholders and decision makers
- Engage the highway authority to further test the proposals using the Kendal transport model
- Develop a business case to prepare for future funding opportunities
- Develop the design work to detailed stage for costing
- Prepare a masterplan for Canal Head 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

The Better Balanced Streets 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>