

Kendal Futures

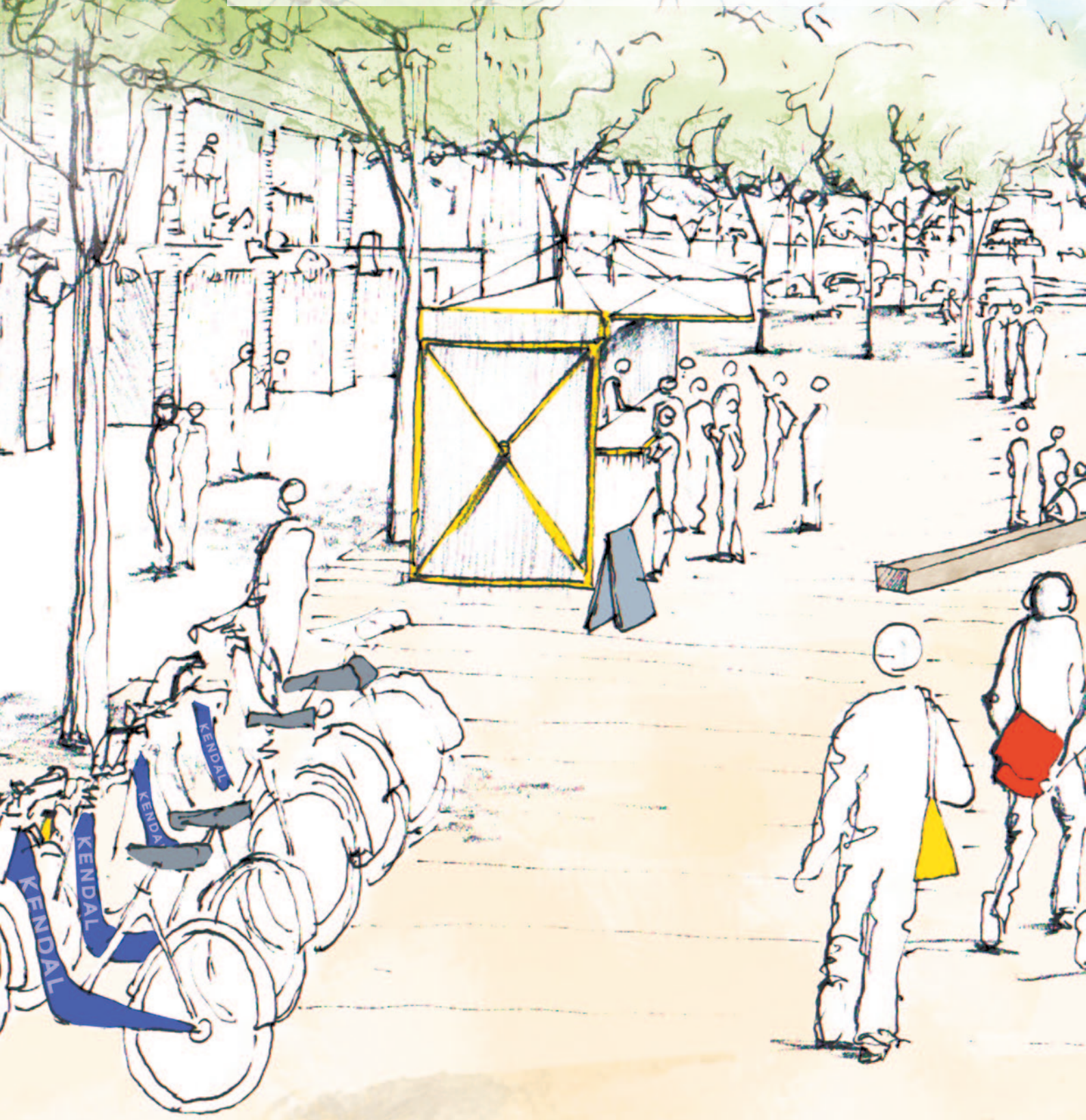


ANNUAL REPORT
2020

KENDAL

Kendal Vision

The Kendal Vision was published on 4th March 2020 just ahead of the first national lockdown. The ongoing impact of COVID-19 on Kendal and its community means the need for ambition and inspiration for our town is now even more important.



Inspiration for Change in Kendal

Kendal Vision was driven by a desire from the town's employers to secure Kendal's success and prosperity. Kendal Futures commissioned the Vision in response and the funding for it came entirely from Kendal's private sector. In October 2019 we asked the people of Kendal to tell us their dreams, problems and solutions for the town and the response was fantastic with input from nearly 2000 individuals. The result is the Vision - a call to embrace change, new ideas and innovation for the benefit of all those who live in, work in or visit Kendal.

The Vision has been well received by our partners, local businesses and the wider community. Throughout 2020, the Kendal Futures Board continued to meet virtually and work towards achieving the aims of the Vision.

2020 highlights:

- Kendal Vision published!
- SLDC agreed a 3 year funding package to help support the delivery of the Kendal Vision and their own Town Centre Strategy:
 - £50,000 per year to contract a Vision Manager and set up action groups.
 - £135,294 project development funding.
 - Kendal Futures will also influence and manage the delivery of improvements around Kendal Station using £246,000 Sainsbury's s106 monies.
- kendalfutures.co.uk published to host the Vision, news and documents.
- Supported the Kendal Climate Change Citizens' Jury process and recommendations.
- Raised the profile of the Vision and the importance of future investment in Kendal with partners in the local authorities, Cumbria LEP and with the private sector.

What is this report?

This 12th Annual Report details the work of Kendal Futures for January 2020 to March 2021.

The Kendal Futures Board

The voluntary Board will continue to provide governance and oversight to the delivery of the Vision. Their views, and the views of the public and private sector audiences they represent, are essential to ensuring our work is well formed and based on a broad base of knowledge and opinion. Meetings encourage good quality debate, discussion and an understanding of the issues and constraints facing the town.

Board members and their representative organisations, groups or sectors (for all or part of 2020)

Martyn Nicholson	Chair - Resigned May-20
Mark Cropper	Chair - Elected May-20
Miriam Randall	Creative industries/innovation
Rhian Harris	Culture/events/festivals
Derek Armstrong	Cumbria Chamber of Commerce
Julian Rayner	Distribution/transport
Brian Harrison/ Nick Pitt	Kendal Business Improvement District
Louise Shrapnel/ Kelvin Nash	Kendal College
Cllr Susanne Long	Kendal Town Council
Mandy Dixon	Hotels/visitor economy
Cllr. Jim Bland	National Farmers Union
Cllr Robin Ashcroft	South Lakeland District Council
Cllr. Geoff Cook	South Lakeland Local Committee (CCC)
Jamie Allison	Young Professionals Group
Cath Purdy	Housing
John Haley	Professional Services
Graham Booth	Observer, Cumbria LEP
Noel Farrer	Delivery Advice and Govt Liaison

In support

Paula Scott	Kendal Futures General Manager
Matt Williams	South Lakeland District Council

Funding:

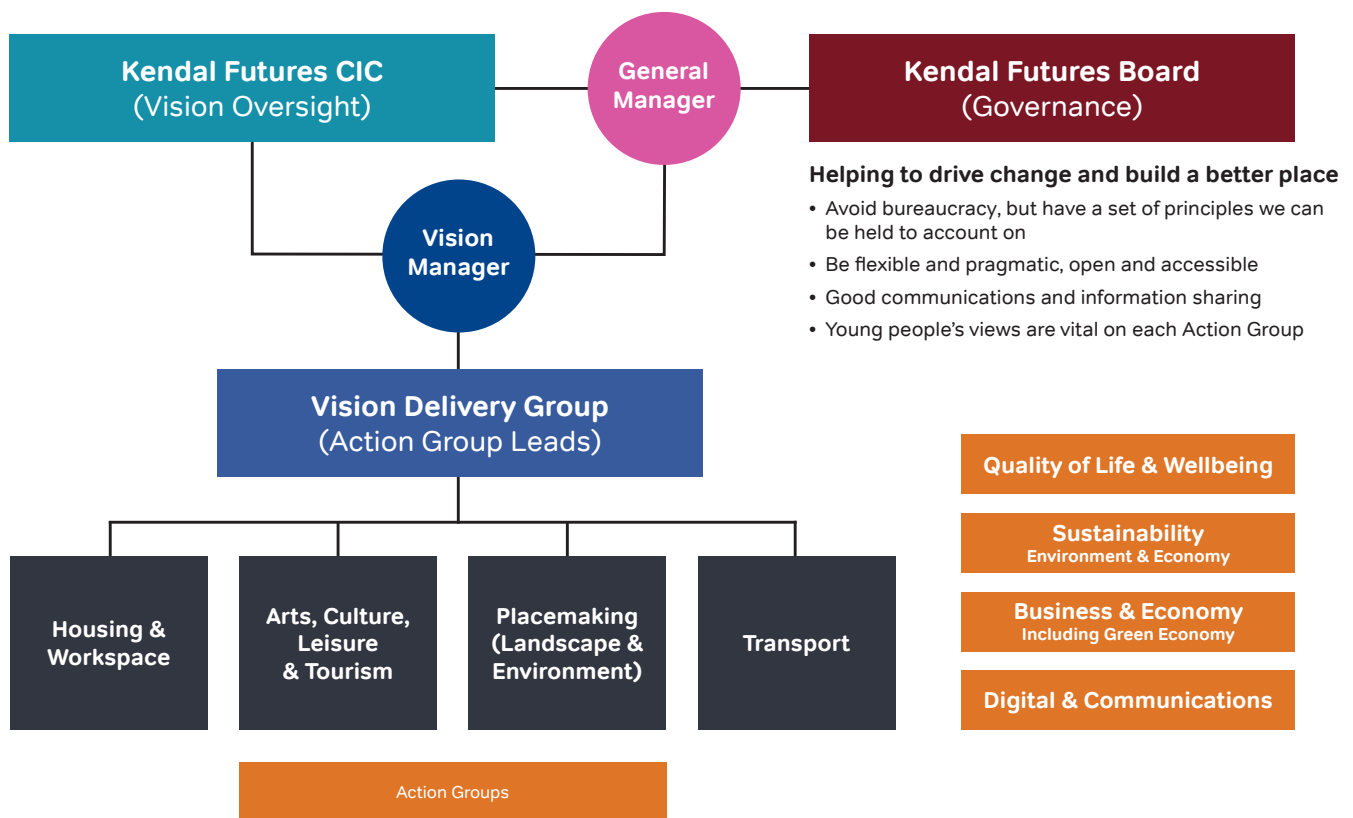
Kendal Futures has limited resources and financial contributions from partners are noted in this report.

Thank you to Kendal Town Council, South Lakeland Local Committee (Cumbria County Council) and South Lakeland District Council for funding the Kendal Futures Manager role (part time).

Martyn Nicholson retired as Chair of the Kendal Futures Board in May after more than 3 years in the role and 10 years as a committed Board member. Mark Cropper was elected Chair.

For the list of current Board members see kendalfutures.co.uk/about

Kendal Futures & Vision Delivery Structure



Kendal Futures CIC:

Kendal Futures Community Interest Company was formed in March-19 to undertake activities that benefit Kendal and its community of residents, businesses and visitors. The not-for-profit company funds will be invested in initiatives in the town to ensure Kendal remains an attractive and vibrant place to live, work and visit.

The CIC Directors in 2020 were:

Mark Cropper

Martyn Nicholson (resigned May 20)

Jamie Allison

John Haley (appointed May 20)

Noel Farrer (appointed December 20)

The CIC is the working group progressing the Vision with additional support from Cllr Susanne Long (Kendal Town Council) and Matt Williams (SLDC). The KFB provides oversight to the work of the CIC and continues to question and challenge their activities.



Other Projects

Town Centre Traffic Study

(Vision Theme 5 – Traffic Flow)

(Funding: private sector contributions)

A small study was commissioned with Andrew Cameron Associates, independent traffic management consultants, to test some early new ideas about traffic and Kendal's one-way system (one of the most widely discussed issues at the Vision workshops in October 2019).

The study is underway and CCC has shared data and officer expertise with the consultant. The work will also link to Kendal Town Council's investigations into possible 20mph zones.

Town Centre Footfall counts

(Funding: SLDC)

Monitored via Springboard and data shared with partners and local businesses. Unsurprisingly, footfall in the town centre was severely affected by the pandemic. Figures will be used to support the town's recovery.

2020 – 1,300,420

2019 – 1,986,911

2018 – 2,087,136

Kirkland Banners

(Funding: Kendal Town Council)

Renewed and updated to create a welcoming feel and promote visit-kendal.co.uk.

Kendal shop vacancy rate

SLDC's shop vacancy survey revealed the effects of the pandemic on the town centre with the number of empty shops increasing from 44 in December 2019 to 64 at the end of August 2020. The highest figure since the data collection began in 2007. It has since fallen slightly to 58 empty units in January 2021 with a total of 433 shops counted, giving a vacancy rate of 13.39%

Visit-kendal.co.uk

(Funding: Kendal Town Council)

Kendal's destination website promotes the town's offer and quality of life to visitors and local people. The site's content and navigation has been restructured and visitor numbers have increased.

- Ranks 1st Google for search term 'Kendal'
- Up to 12,000 visitors per month
- 144 published pages
- 52 blog posts published
- Top 10 2020 pages: Shopping, Restaurants, Trails and Tours, Pubs Old and New, Visitor Guide, Kendal by Night, Taste, Outdoor
- 719 published businesses in directory
- Two newsletters sent

Kendal Courtesy Toilet Scheme

(Funding: SLDC)

During the national lockdown periods, the public struggled to access toilets as shops, cafes and attractions were closed. The scheme did attract 3 new venues during the open months.

Future Focus for 2021

- Contract a Vision Manager.
- Establish community Action Groups to develop projects around civic pride, people and place.
- Hold a series of facilitated workshops to enable effective working partnerships.
- Embed the principles of the Vision in strategic plans including SLDC's Local Plan.
- Progress our ambitions to develop projects and gain the necessary investment to bring them to fruition.
- Develop a pipeline of projects which can be used to attract further investment in the town.
- Support SLDC and other organisations to develop Kendal's Markets offer.
- Support work to champion and achieve the recommendations of the Kendal Citizens Jury for Climate Change.
- Support Kendal Town Council in the delivery of their Action Plan.
- Continue to secure the position and quality of visit-kendal.co.uk.
- Continue to lobby for measures to mitigate the effects of the EA Flood Risk Management Scheme.



Priority areas for the development of Vision projects are:

- Kendal Station Gateway
- Market Hall, Market Place and Westmorland Shopping Centre
- Abbot Hall Art Gallery (linking to the Brewery Arts Centre and wider area)
- Riverside Corridor
- Sustainable Kendal



Kendal Futures is a partnership that represents businesses and stakeholders. We have developed a bold Vision for the town which will guide future decision making and change in Kendal.



More information

Contact:

Paula Scott

Kendal Futures General Manager

Tel: 01539 793284

Email: paula@kendalfutures.co.uk

KENDAL

kendalfutures.co.uk