



# KENDAL VISION

INSPIRATION FOR CHANGE IN KENDAL



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# KENDAL VISION

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# THE PURPOSE

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

The Vision recognises that a drive for change is the only way to ensure Kendal's future success, for the benefit of all those who live in the town, work in the town, and visit the town.

Kendal Vision is the inspiration for this process of change, which can deliver a vibrant and exciting future. The project has engaged a wide audience, through meetings, conversations and public engagement including, three days of workshops, walkabouts and hands-on planning groups, which together provided 1500-2000 individual contributions by the people of Kendal.

The views given provide important clues as to the future success of Kendal's housing, employment, transport infrastructure, public realm and environment.

The Vision is a call to embrace change, new ideas, and innovation, acknowledging the necessity to continuously adapt to the demands of our future world and environment.

A series of themes and principles are provided within the Vision to initiate and inform this process of change.



The professional team, commissioned by Kendal Futures, set about gaining a complete understanding of the town. They explored the morphology, history, heritage, and all social and economic factors at play.

Put simply, the team's analysis of Kendal confirmed that this is a great town, justifying its status as one of the most desirable places to live in the UK.

And yet, it is a town which - common to many others - has significant challenges which must be addressed to ensure that its greatness is sustained in the future.

# “KENDALNESS”

What are the factors that make Kendal feel like Kendal and nowhere else?

## THE HISTORIC FABRIC

Found in the high street, heritage buildings and marketplace.

## THE RIVER

Running through the heart of the town.

## THE YARDS

Linking the main streets and the river.

## THE CLOSE PROXIMITY OF NATURE

Allowing glimpses of the hills or river to be seen from all the yards and spaces.

## THE LEGACY OF TRADITIONAL MANUFACTURING

And its expression today.

## THE BURGEONING ARTS & CULTURE SCENE

Nurtured by the The Brewery Arts Centre, Abbot Hall Art Gallery, and the established and emerging events in the town.

- 1 The Lakes International Comic Art Festival at the Brewery Arts Centre  
Image: Chris Payne Images

- 2 A typical Kendal yard  
Image: Kendal Futures

- 3 The weir on the River Kent in the middle of the town by Stramongate Bridge  
Image: Kendal Futures

- 4 The Town Hall viewed over the river from Aynam Road  
Image: Kendal Futures

- 5 Lakes Alive Festival  
Image: Pete Carr, Lakes Alive

- 6 Kendal's Torchlight Carnival  
Image: Kendal Torchlight Carnival

- 7 Abbot Hall Art Gallery  
Image: Florence Acland

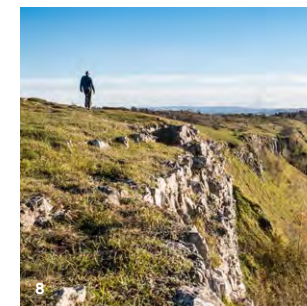
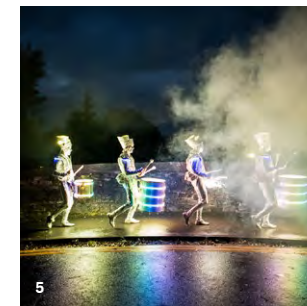
- 8 Scout Scar, one of many breathtaking walks close to Kendal  
Image: Kendal Futures

- 9 K Shoes, an important part of Kendal's making heritage

- 10 Kendal Cycle Club  
Image: Cadence Images/Wheelbase

- 11 Gilkes, a world class business and employer in the heart of the town  
Image: Farrer Huxley

- 12 Kendal Castle looking over the town  
Image: Kendal Futures





# KENDAL'S HISTORY

**The influence of Kendal's rich history can be found throughout the town.**

From the parish church and castle to the 50 or more Webster family buildings of the late 18th and early 19th century.

Katherine Parr, sixth and surviving wife of Henry VIII came from Kendalian stock. Her family were notable barons of Kendal for over 200 years.

Kendal's landmarks along with the distinctive yard and ginnel typology provide a perfect platform and inspiration from which the town can blossom.

The much needed new housing and changes to the town's infrastructure and retail heart all need to be as bold and high quality as the best of the town's heritage.



Below: The River Kent early 19th Century.

This painting highlights key assets, which people recognised throughout the public events. Namely, its green setting, the river and the noble limestone buildings.

Painting by James or William Brown; Courtesy of Kendal Town Council

As the town has developed it has led to encroachments into the valley sides and flood plain.



## Kendal c1770

Tightly clustered along Highgate and centred around the junction between Finkle Street and Shap Road, the town keeps a respectful distance from the river.

Kendal was a market for local agriculture and a staging post on the main route north and south.

The first yards were home to the emerging wool fulling and spinning industry.



## Kendal c1900

The town continues to expand. Industrial expansion on the east bank was driven firstly by the coming of the canal and then the railway.

Town affluence saw residential development expand in all directions, onto the flood plain and steeper slopes of the surrounding hills.



## Kendal Today

The car saw Kendal increase in size 5 fold as housing no longer needed to be close to the town centre.

The creation of the M6 and then the bypass to Windermere from the south made Kendal redundant as a staging post.

Many of the yards have been severed with views and links to the river curtailed.

Whilst providing housing, the more recent and largest areas of built expansion in the last century have not contributed to 'Kendal-ness'. It is largely sprawl, masking what makes Kendal unique and special.



# KENDAL'S LANDSCAPE

**The landscape morphology, surrounding hills, river setting and weather, each contribute to Kendal's distinctive character.**

Dramatic landscape elements impact the everyday experience of the town, with hills, sky and water influencing every movement and engagement. You can move quickly from the flat expanse of the flood plain, crossing Gooseholme, to Beast Banks on the valley side. Wherever you are in Kendal you have glimpses of the surrounding hills and the castle atop a drumlin.

Local people know the landscape of their town perhaps better than those anywhere.

Right: The flood plain and contours of the surrounding hills define the character of the town.



The skies and the reflection of the weather in the river is central to the experience of Kendal.

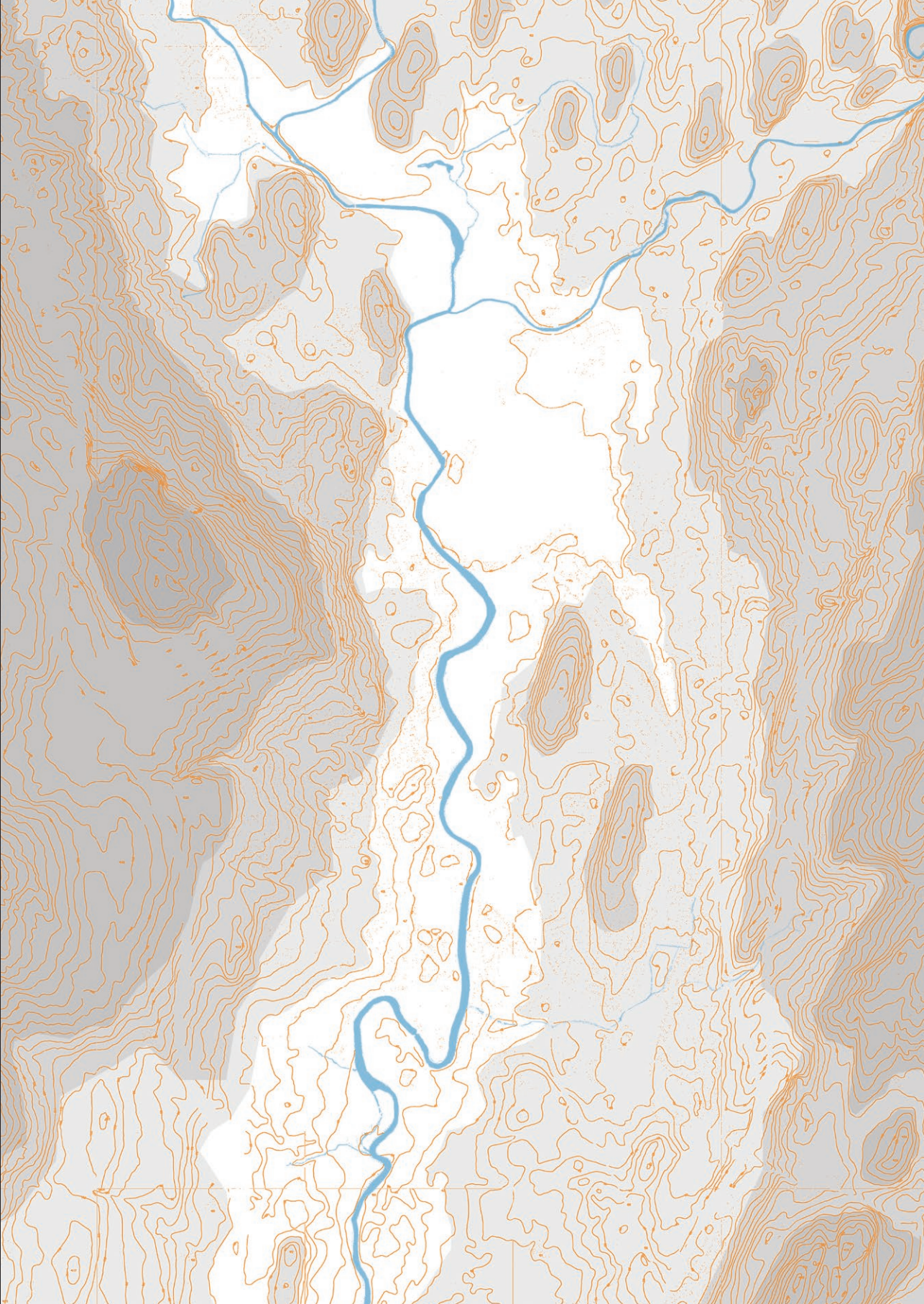
The mercurial river rises and falls, changing from placid to a torrent in just a few hours.

Image: Courtesy of Kendal Futures



The castle is a popular destination for dog walkers, ramblers and runners.

Image: Courtesy of Farrer Huxley





## KENDAL'S CULTURE

**Kendal has a thriving arts and culture scene. The town is proud of Abbot Hall Art Gallery and the Brewery Arts Centre, as well as the contribution of Kendal College in raising the profile and provision of art and culture in the town.**

In addition to having several established venues, the town hosts a surprising number of festivals and events, each contributing to the arts and culture offer in the town, including:

- Abbot Hall Art Gallery
- Brewery Arts Centre
- Cross Lane Project
- The Factory and Canal Head buildings
- Kendal Community Theatre
- Kendal Mountain Festival
- Kendal Museum
- Kendal Poetry Festival
- Kendal Torchlight Carnival
- Kendal Unity Festival
- Kendal Walking Festival
- Kendal Windows on Art
- Kendal Wool Gathering
- The Lakes International Comic Arts Festival
- The Mary Wakefield Festival
- Museum of Lakeland Life and Industry
- Quaker Tapestry Museum
- Space2Create
- Wake the Lakes Festival

Right: Base camp at the Kendal Mountain Festival.

Image: Courtesy of Kendal Mountain Festival



Kendal Futures understand that Kendal has much to be proud of, yet the town still has many challenges.

This led to the commissioning of Kendal Vision, in order to highlight the problems that do exist, explore aspirations and establish a positive mandate and starting point for change.

The project began well before the launch, with Kendal Futures creating the brief in response to the challenges the town faces. Their board members, along with several of the town's larger employers, raised awareness of concerns and the need for change.

The early work by the commissioned team involved individual meetings with key stakeholders in the town. These included Kendal College, Gilkes, James Cropper, Lakeland, Kendal BID, councillors, local businesses, schools, community groups and others. The project team, working closely with Kendal Futures, already had excellent local knowledge, but undertook background reading of existing and emerging strategic documents.

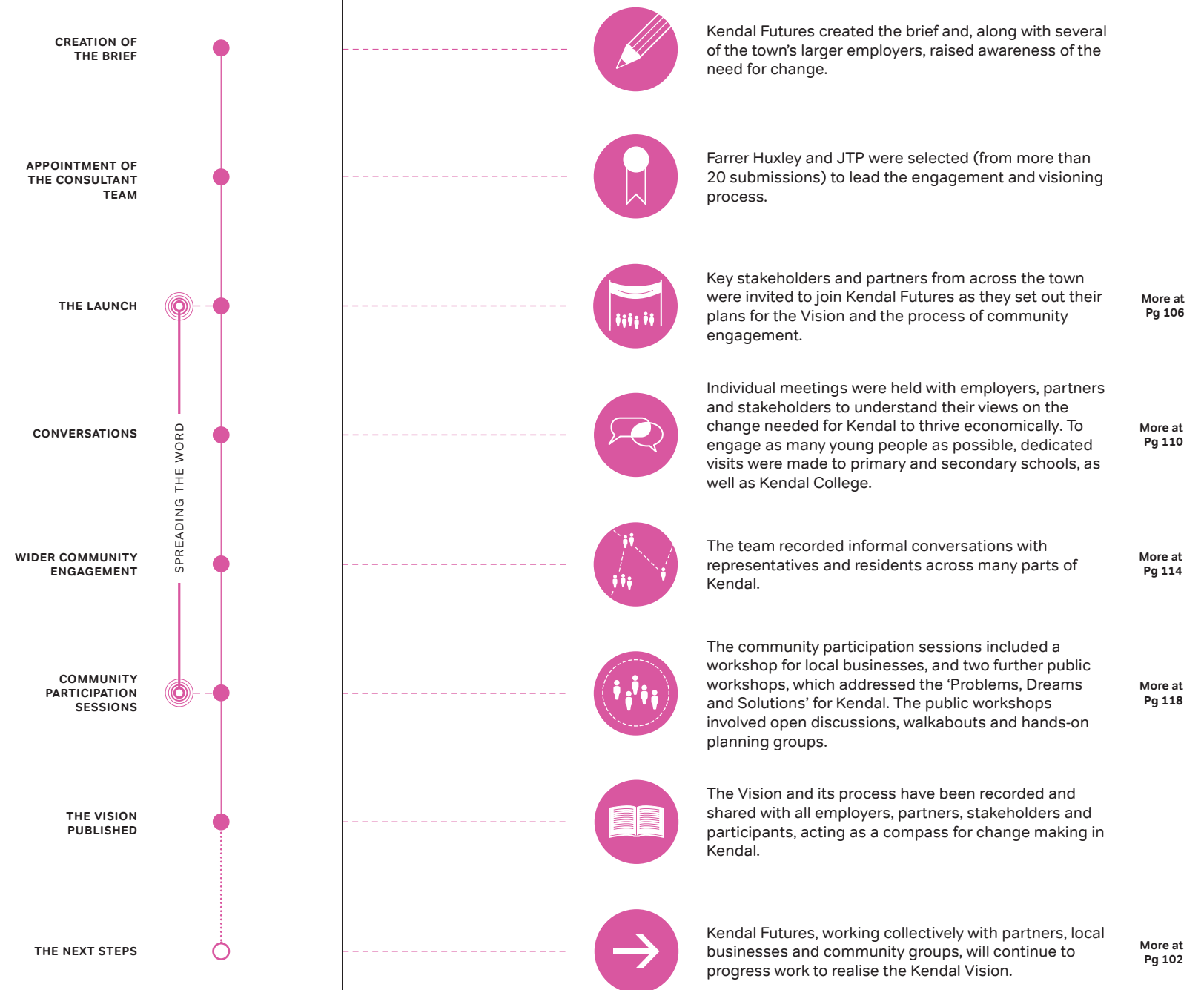
The community planning process was based on well established techniques, which enabled everyone to consider the 'Problems, Dreams and Solutions' that would inform a Vision for Kendal.



# THE PROCESS

Kendal Futures wanted the Vision process to ensure the broadest possible engagement, and therefore a true understanding of people's thinking across a wide range of topics. The young (the town's future) were of particular interest and a focus for engagement.

The process was then developed to allow the Themes, Principles and Possibilities of the Kendal Vision to emerge.



# CONVERSATIONS WITH EMPLOYERS, PARTNERS & STAKEHOLDERS

Fundamental to the success of the town is the presence of the larger employers. Unlike most towns, making is still strong here. These industries, along with the other key stakeholders, landowners, and decision makers, called for the Vision.

The visioning team had one-to-one meetings, smaller forums and a dedicated session for employers and key stakeholders at the beginning of the public participation event. This was in recognition of their role in catalysing and undertaking future change in the town.

The discussion was wide ranging and overwhelmingly positive. They grasped the need for change, understanding their responsibility and role in achieving it.

The key points of recognition and consensus were:

- The quality of the town and the pride of their place within it.
- The need to retain and attract talented, working age employees.
- The need for desirable, affordable and convenient family housing for their future employees.
- Frustration with the inertia of change and the delays caused by the planning process.
- The need for the business area north of the river and railway to be better serviced by road.
- The lack of strategic planning to promote and encourage business innovation.
- High business rents and rates.

## VISION FUNDERS



## VISION SUPPORTERS





Over three months the team listened to businesses, stakeholders, Councillors and the people of Kendal. They also visited schools, Kendal College and local community groups.

An exhibition was followed by three energetic days of public community participation, including conversations, workshops, walkabouts and hands-on planning sessions.

Analysing every comment and 'Post-it' note, Kendal Futures and the professional team compiled the key themes of the Vision.

Each theme was considered further, in order to identify objectives for change which reflected the views of the town.

The 12 themes have been derived from the complete process of consultation and public participation.

The principles provide a compass for those nurturing, driving or determining change in Kendal.

# SUSTAINABLE KENDAL



# SUSTAINABLE KENDAL

1

## THEME

Kendal Town Council recognises a Climate Emergency and many participants at the event, including school children, lobbied for the town to become much more sustainable, including better walking and cycling provision, electric buses, renewable energy sources, recycling and less use of plastic.

The town wanted to be greener with a strong emphasis on increasing biodiversity and local food sourcing.

New buildings must use sustainable materials and be energy efficient, utilising solar power and low energy outcomes wherever possible.

The town must also encourage healthier living to reduce impacts on care services. Recognising this will make an important contribution towards a more sustainable town.

**“Push for Kendal to be energy self-sufficient!”**

QUOTE FROM WORKSHOP PARTICIPANT (OCTOBER 2019)

## PRINCIPLE

All future investment and change in Kendal must embed the principles of sustainability and target carbon zero.

Working closely with businesses in the town, the public and private sector must ensure sustainable practices in all they do.

# MAKING THE MOST OF KENDAL'S ASSETS



# MAKING THE MOST OF KENDAL'S ASSETS

2

## THEME

Kendal is a uniquely beautiful town, defined by its topography, heritage and community.

People love living here. They are attracted and stay because of the town's many assets, including heritage, art, culture and making. As a destination for retail and recreation, the town, like many others, is facing challenges. Making the most of our assets and using them as inspiration to innovate and positively move forward will ensure a distinct and viable offer for Kendal's future.

The community participation event provided an opportunity for members of the community to discuss these issues and co-design solutions for an exciting and inclusive future for the town.

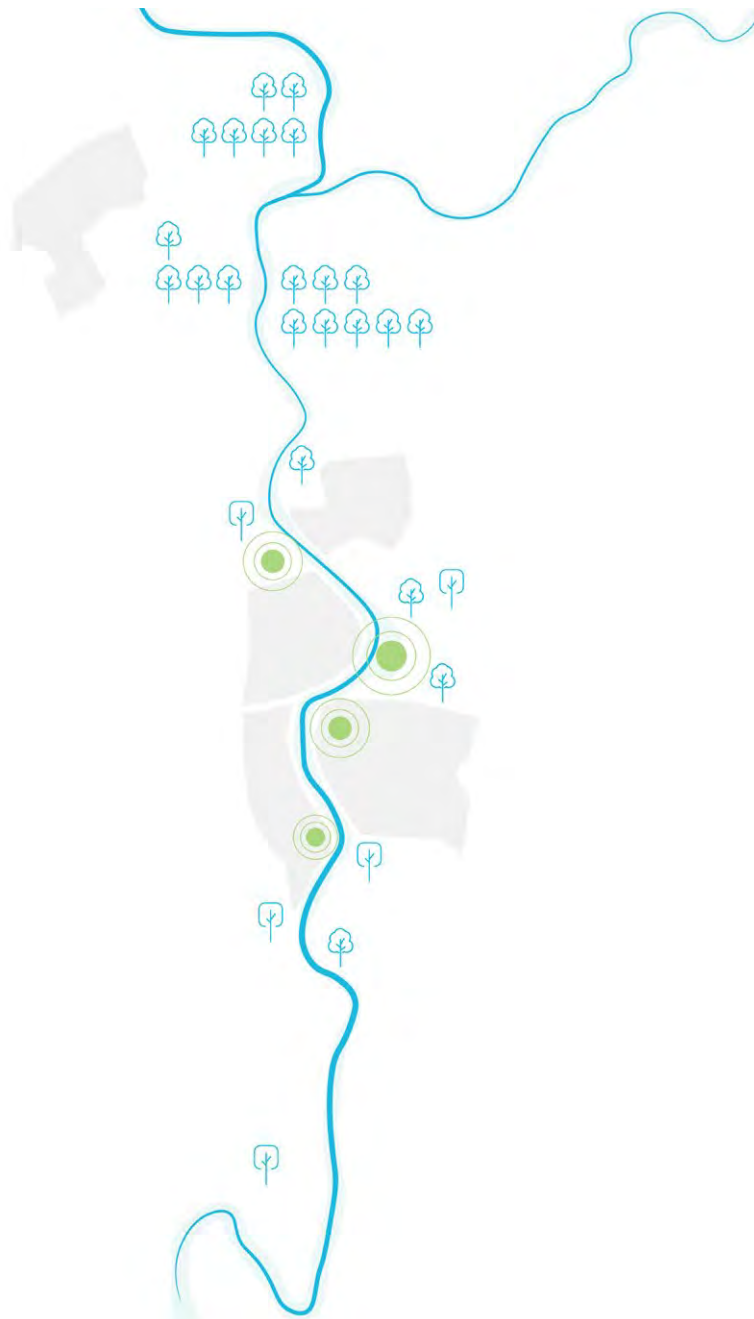
**“Kendal is a big picture - it’s an old master that should be hanging in the national gallery!”**

QUOTE FROM WORKSHOP PARTICIPANT  
(OCTOBER 2019)

## PRINCIPLE

Kendal’s assets must be the foundation and inspiration for innovation and change.

## RIVER KENT



## RIVER KENT

# 3

### THEME

The River Kent is an important feature running through the heart of Kendal.

Historically, the river was a major focus. Central to industry, it established the grain of the town through the lanes and ginnels, which reached towards its banks. Today, this connection is severed in places and the river is blighted by fast moving traffic hugging its banks.

There is great potential to re-establish these connections, restore the river in the heart of the town and link facilities on both banks, including Abbot Hall and those at Canal Head.

The Environment Agency flood defence scheme, soon to be implemented, still requires the details to be approved. This is an opportunity to ensure the scheme maximises wider benefits to the town centre.

Other upstream management measures, including flood storage, tree planting and re-profiling, which will ensure the flood defence is effective; are supported and should be brought forward to benefit the town and the environment.

### PRINCIPLE

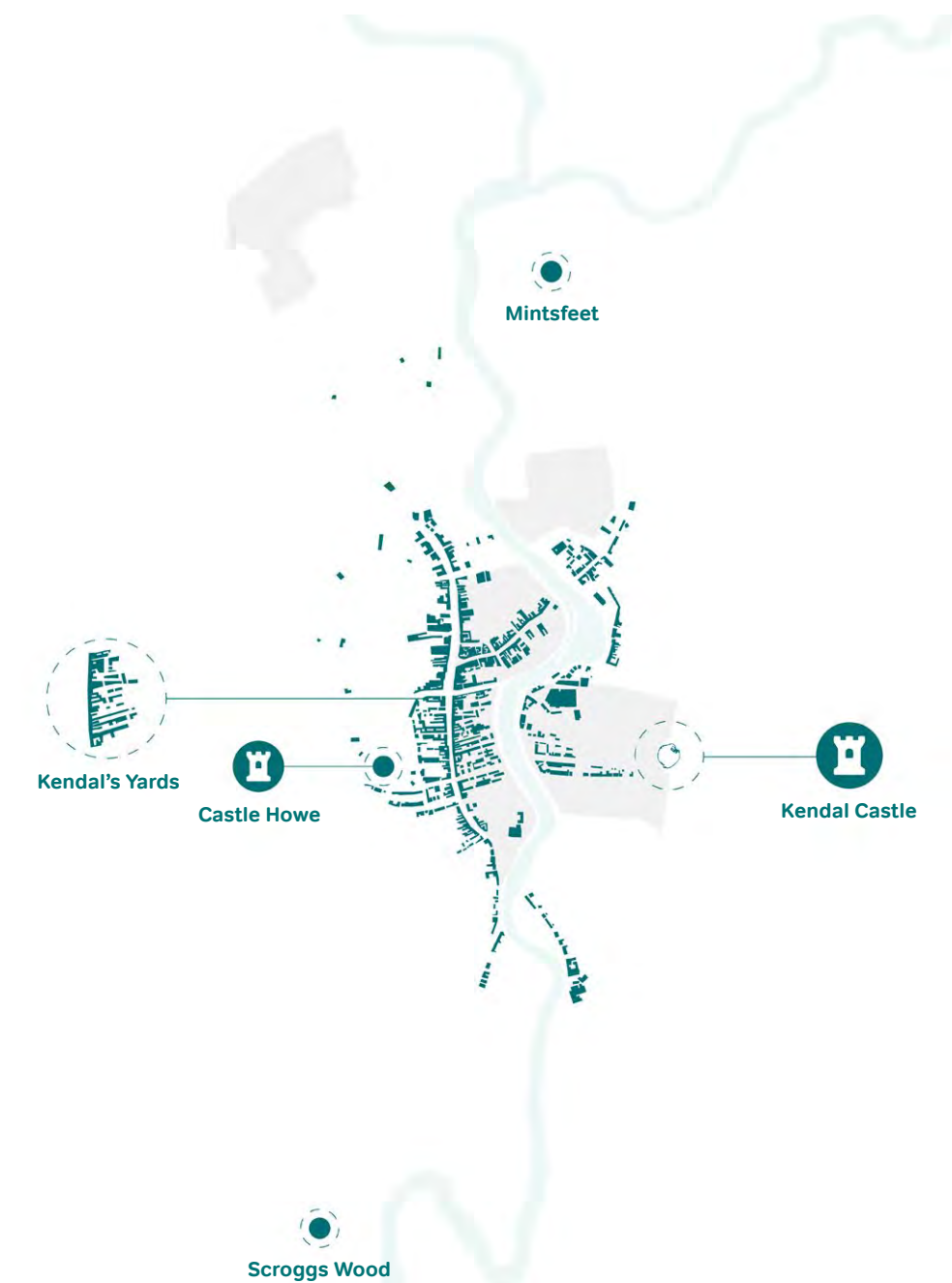
The river is at the heart of the town, to be glimpsed, contemplated, and utilised as a movement corridor for walking, cycling and enjoyment.

Flooding must be mitigated to protect Kendal's people and property. However, the River Kent's setting and value, and our connection to it, must also be retained.

**“If this was a French town the river would be flowing with flowers and it would be the hub of the town!”**

QUOTE FROM WORKSHOP PARTICIPANT (OCTOBER 2019)

# HISTORIC TOWN CENTRE



# HISTORIC TOWN CENTRE

4

## THEME

The town centre is a collection of fine buildings, characterful streets, yards and ginnels, which are a delight to explore. However, this is compromised by the impacts of traffic, poor quality and neglected public realm and a challenging retail sector with some empty shops and dilapidated frontages. To compound this, many people felt that Kendal lacks a legible heart.

There is a strong wish to create and deliver a town centre strategy, which gives locals and visitors the historic market town daytime and evening experience found in the best towns. It was recognised that to achieve this there needs to be housing and visitor accommodation at the heart of the town and above shops.

It was also recognised that there is a need to attract and support diverse creative, artisan and professional businesses by providing co-working space, as well as a strong evening economy.

Everyone identified the poor quality and tired public realm. Investment in new pavements, road alignments, furniture, lighting and street trees will transform Kendal into an attractive destination for retail and as a place to love, live and work.

## PRINCIPLE

Significant development is required to support the future economy and community, as well as the historic town centre.

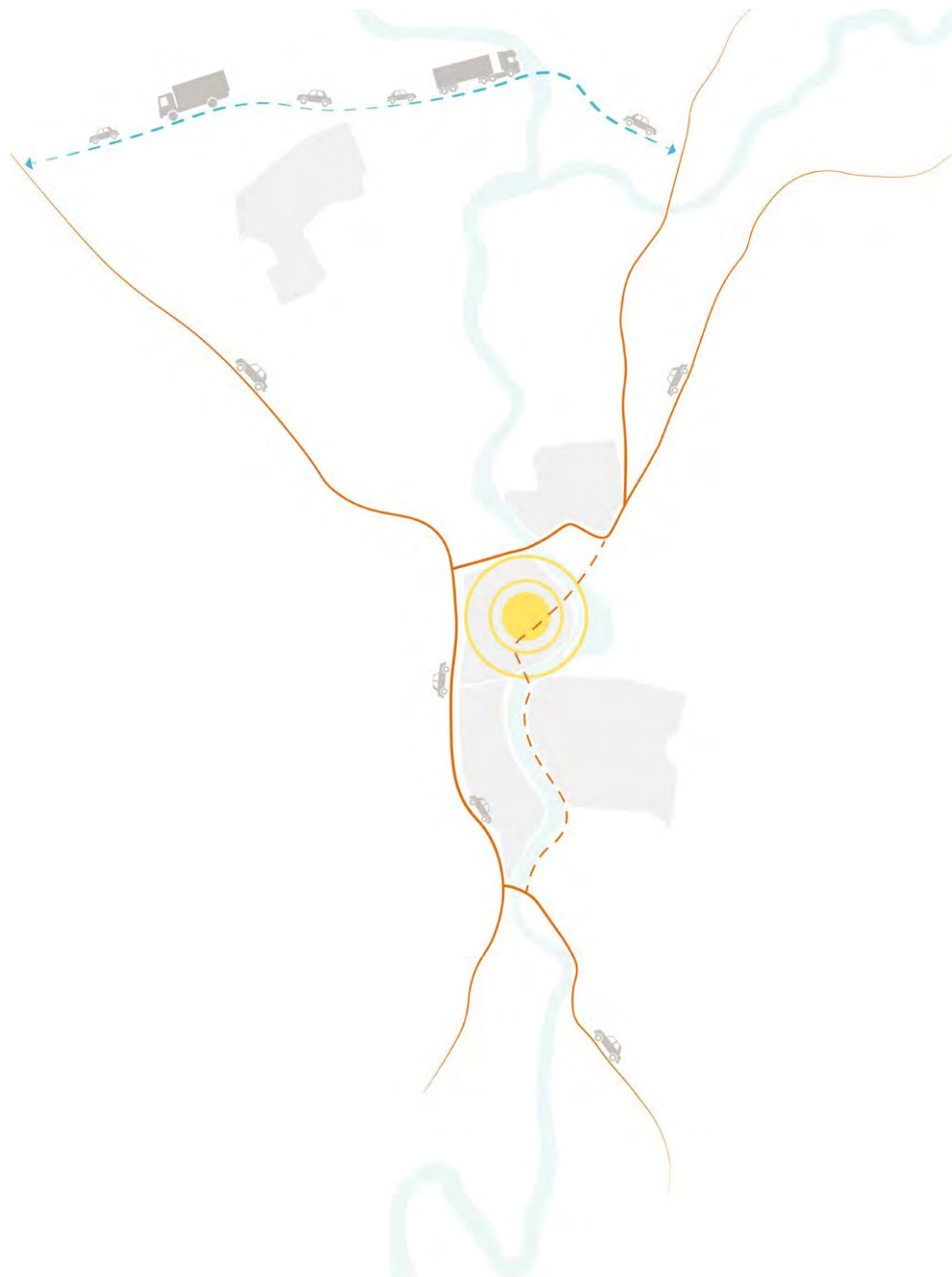
Future changes must support the town centre by placing people at its heart.

Delivering quality homes for workers in local businesses will in turn provide the market for retail and night life.

**“The heart of Kendal has lost its soul - there’s a lack of life in the town centre.”**

QUOTE FROM WORKSHOP PARTICIPANT (OCTOBER 2019)

## TRAFFIC FLOW



## TRAFFIC FLOW

5

### THEME

The town's one-way gyratory has negative impacts, including: dramatically increasing distances driven in the town; uncomfortable traffic speeds; and noise and air pollution. These impacts discourage walking and cycling, blighting the town centre and river with the barrier effect of fast moving traffic.

There was support for exploring the benefits of Park and Ride or easy walking, and providing car parking at the gateways to the town centre.

A radical review of traffic management is needed. The first step could be the introduction of a 20 mph limit in the town centre and better balancing of the streets to promote walking, cycling and crossing.

**“We need a simplified driving experience.”**

QUOTE FROM WORKSHOP PARTICIPANT  
(OCTOBER 2019)

### PRINCIPLE

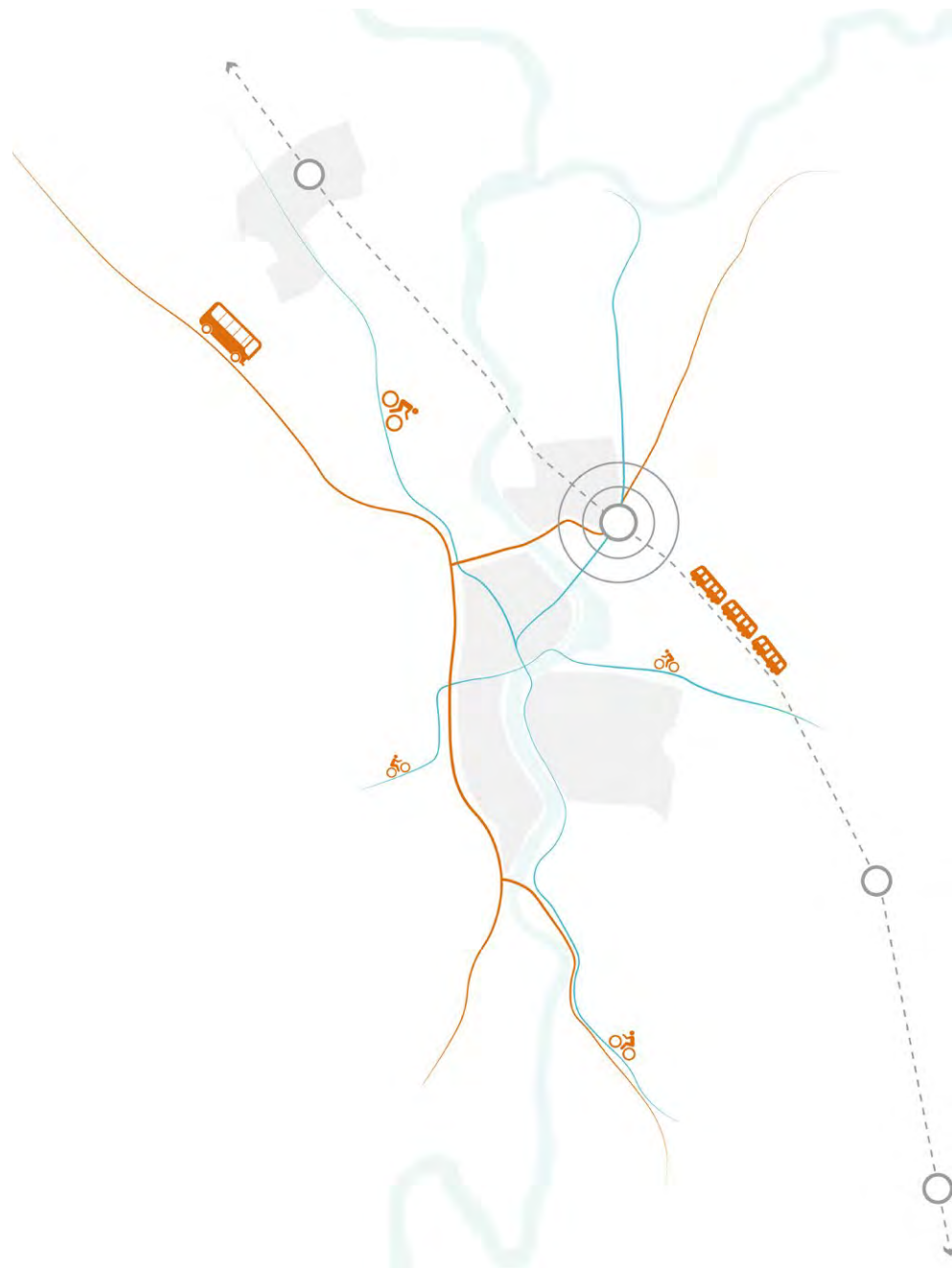
The negative impact of traffic must be addressed to deliver a healthy, sustainable and desirable town centre for walking, cycling, working, trading, buying, living and enjoyment.

The wholesale alteration to the one-way system should be explored, in order to redress the balance of people and cars.

Providing an edge of town capture parking strategy can fulfil business needs and deliver customers without causing detriment to the town centre destination.



## BIKES, BUSES & TRAINS



## BIKES. BUSES & TRAINS

# 6

### THEME

Most people are frustrated by the high cost and inadequacy of public transport.

Some teenagers use bikes to get to school, but the cycle network is not adequate.

Many said they would like to travel more sustainably, but poor cycle provision, unreliable buses and trains, and high fares lead most to continue using cars.

There is a need for improvement to, and better promotion of, the train service, including the route to Windermere, which would encourage tourists to visit and stay in Kendal.

**“We should get more people walking and cycling, so there’s far fewer cars.”**

QUOTE FROM WORKSHOP PARTICIPANT  
(OCTOBER 2019)

### PRINCIPLE

Promoting walking and cycling through the provision of an affordable and convenient public bus and rail offer will alleviate car dependency and contribute to a healthier, more desirable town.

A comprehensive review of bus services, routes, prices and frequency is needed to provide a sustainable and well-used service in the future.

A new public transport hub at the railway station, linking with buses, bicycles and E-bikes would encourage more sustainable travel.

# LOCAL ECONOMY



# LOCAL ECONOMY

7

## THEME

Supporting the local economy is essential to Kendal's sustainable future.

There are opportunities to diversify the economy and support small and medium sized businesses and start-ups, including artisanal and making enterprises around the town centre.

Certain key moves are possible over time to accommodate the relocation of larger scale and high impact businesses to more suitable edge of town locations, unlocking mixed-use development opportunities closer to the town centre. The migration of businesses to edge of town locations must be linked to reducing impacts, uplift of employment, and housing provision in the town centre.

**“It’s a working town. There is huge potential for it to do better, it’s underselling itself.”**

QUOTE FROM WORKSHOP PARTICIPANT  
(OCTOBER 2019)

## PRINCIPLE

Kendal must support existing businesses and welcome new ones. Listening, and understanding their needs is paramount to inform future change.

High quality, affordable new homes in walking distance from the town centre are needed to attract future employee talent who will sustain Kendal businesses.

A vibrant evening economy and a strong cultural offer are essential to encourage both young and talented people to work and live in the town.



# HOUSING



# HOUSING

8

## THEME

A bold and sustainable housing offer is required for Kendal to embrace a new generation of workers and their families. This must reflect all sectors and levels of affordability, as well as rental and self build.

Housing in Kendal is expensive and in high demand. The provision of affordable, energy efficient homes for young people and young families, particularly in the town centre, is key to meeting local need and attracting and retaining a younger generation to Kendal, who will supply the workforce for local business and services.

Kendal needs to provide housing for a balanced, diverse population of all ages to live, work and spend time in the town centre, stimulating a circular and local economy.

## PRINCIPLE

Like the best of the old, new housing provides an opportunity to develop a highly sustainable and contemporary vernacular, creating the future sense of place for Kendal.

Kendal must deliver desirable, affordable housing for employees and their families, convenient to the town centre.

**“Kendal hasn’t got the houses we can afford.”**

QUOTE FROM WORKSHOP PARTICIPANT  
(OCTOBER 2019)

## ARTS, CULTURE & LEISURE



## ARTS, CULTURE & LEISURE

9

### THEME

The arts and cultural sector is thriving in Kendal, with many well supported festivals attracting people from a wide catchment.

The facilities and infrastructure for these enterprises is now inadequate and needs to improve to allow the sector to fulfil its aims.

There are plenty of activities for those who enjoy sport. However, teenagers say there is an urgent need for facilities that suit their needs. High prices and a lack of places to 'hang out' has social consequences for them.

**“There’s no night life, no one goes to the pubs in town, and there’s nowhere to buy clothes – we’ve got to go to Lancaster or Manchester.”**  
[Young Adult]

QUOTE FROM WORKSHOP PARTICIPANT  
(OCTOBER 2019)

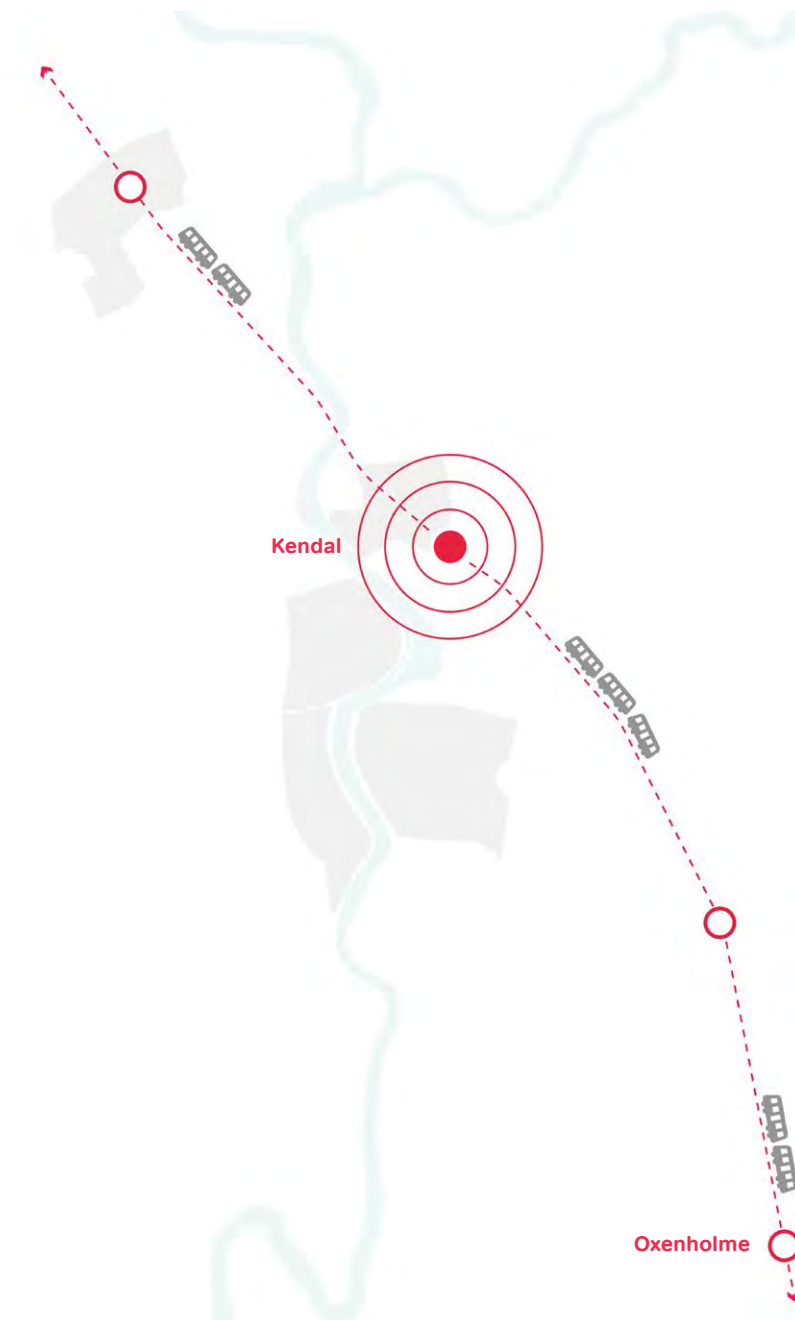
### PRINCIPLE

Kendal must embrace creativity and innovation to ensure desirability for those living here and to solidify the town's reputation as a distinctive destination.

Kendal College, Abbot Hall and the Brewery Arts Centre provide potent opportunities to revitalise Kirkland and the whole town. They also have an important role in the promotion and accommodation of Kendal's festivals.

The town's artisanal activity and evening economy both need to be supported to stimulate their expansion.

## RAILWAY STATION OPPORTUNITY



## RAILWAY STATION OPPORTUNITY

# 10

### THEME

Kendal station is an underutilised asset, isolated and hidden behind industrial buildings and disconnected from the town centre.

The surrounding neighbourhood includes Kendal College's Arts and Media Campus, Kendal Museum, and the Box. There is huge potential to regenerate this area, in association with the College, to create a new mixed-use neighbourhood with safe and direct links to the Market Place via a reinvigorated Wildman Street and Stramongate.

### “We have a hidden railway station. Why?”

QUOTE FROM WORKSHOP PARTICIPANT (OCTOBER 2019)

### PRINCIPLE

Kendal railway station is a key future entry point for the town. It must be connected to the heart of the town and its retail experience to ensure future sustainability.

The Lakes branch line requires electrification, allowing through trains to Manchester and putting Kendal on the map rather than Oxenholme.

A passing loop at Burneside would double capacity on the single track line.

# KEY TO THE LAKES



# KEY TO THE LAKES

11

## THEME

Kendal has a beautiful, strategic location on the edge of the Lake District. However, despite some excellent initiatives, Kendal fails to take full advantage of its unique attractions, which could draw in the visitors currently bypassing the town.

Kendal lacks a good enough town centre experience and sufficient variety of overnight accommodation to entice visitors to stay in and enjoy the town. However, with a strong Vision and coordinated investment and action, the opportunity now exists for Kendal to realise its potential and change from a 'gateway to Lakes' into a destination in its own right.

## PRINCIPLE

The town needs to develop as a destination in its own right, rather than a stop on the way to the lakes.

This requires excellent connections to the lakes, a wide choice of accommodation for visitors and investment in a high quality and distinctive town centre public realm.

**“There could be walking trails from Kendal, mountain biking, make it the starting point of a family adventure.”**

QUOTE FROM WORKSHOP PARTICIPANT  
(OCTOBER 2019)

## KEEP COLLABORATING - THINKING AHEAD!



## KEEP COLLABORATING - THINKING AHEAD!

# 12

### THEME

Participants enjoyed the opportunity to help shape a Vision for Kendal and want to stay involved.

The local community has a key role to play in helping develop and deliver the Vision, along with other stakeholders, including local councils and agencies, businesses and landowners.

Public participation helped build trust in the process through collaboration, information sharing and good communication. Carrying this forward is crucial. The participation process must now be expanded to engage all communities and age groups.

Existing planned projects should be embraced first, galvanising them to deliver the Vision aims and building momentum and confidence in the Vision process.

### PRINCIPLE

The process of collaboration by all in the evolution of the Vision must be acknowledged as the key to effecting positive change.

Entrepreneurs and businesses in Kendal must recognise that improving the town, and being engaged in its development, can play an important role in their own future success and sustainability.

Kendal Futures must evolve as an organisation that can reach out, communicate and coordinate diverse initiatives to ensure the realisation of the Vision themes.

**“Produce the Vision,  
tell everyone, keep the  
momentum going to  
achieve it!”**

QUOTE FROM WORKSHOP PARTICIPANT  
(OCTOBER 2019)

Ideas raised by local businesses, key stakeholders, and at the public sessions, were distilled and developed by the project team into a series of linked and aligned possibilities for change.

This work was undertaken by a team with a wide professional knowledge and extensive experience of regeneration, planning and socio-economic change.

# THE POSSIBILITIES

The possibilities are set out in two sections:

## SECTION 1 EMERGING IDEAS

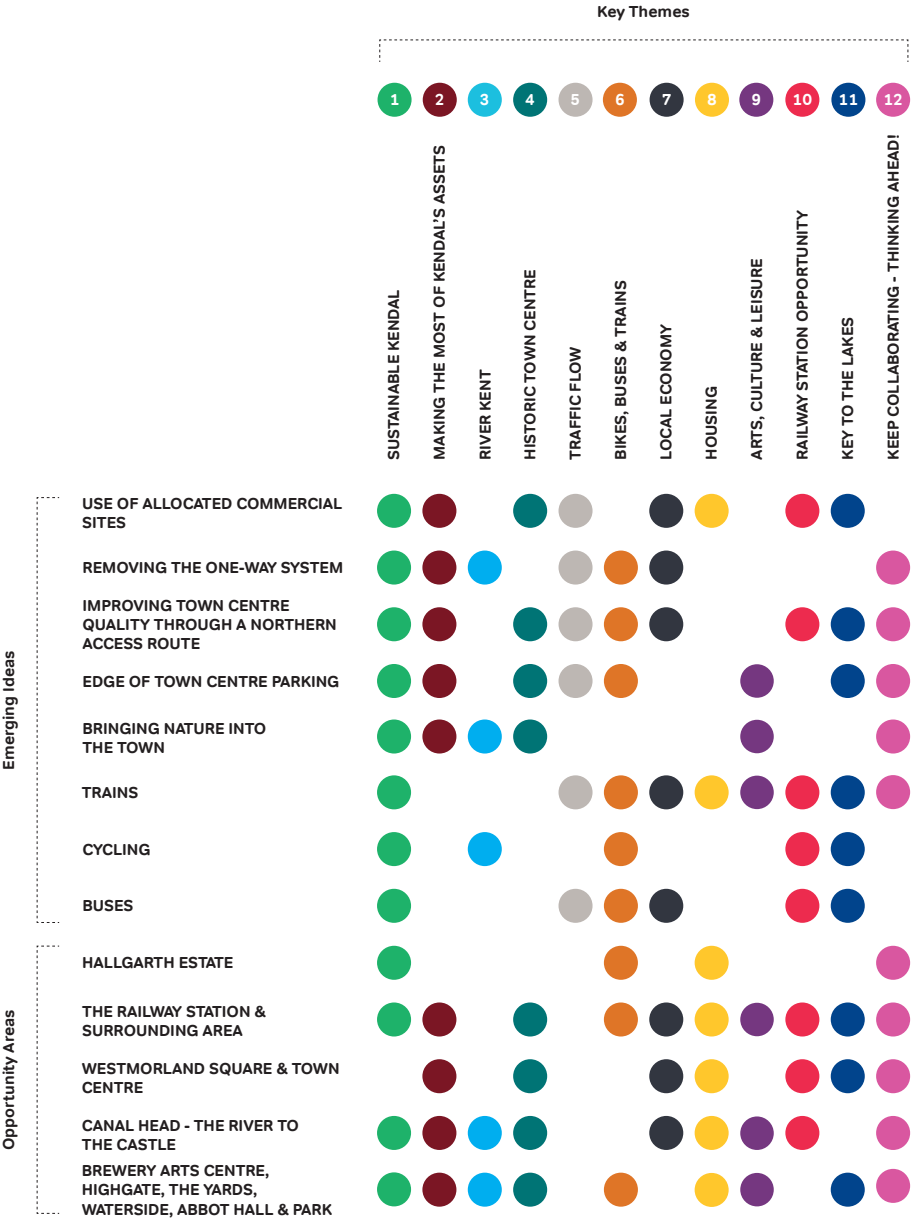
Ideas developed during the public sessions and hands-on planning groups for improving local infrastructure.

## SECTION 2 OPPORTUNITY AREAS

5 identified opportunity areas within Kendal that address the key themes and opportunities.

Right: The diagram illustrates where the 12 themes converge with:

- 1 Emerging Ideas
- 2 Opportunity Areas





# EMERGING IDEAS

## USE OF ALLOCATED COMMERCIAL SITES

**It was recognised that encouraging new business to the town centre is of vital benefit to the economic and sustainable future of Kendal.**

It was noted that a number of allocated sites for commercial use were adopted in the local plan but they have yet to be developed.

These sites could provide an opportunity to move high impact town centre functions, such as the bus depot or blue light facilities, to more appropriate locations that would allow their functions to operate more efficiently, whilst reducing traffic impact and pollution.

Freed up town centre sites should focus on dense, high employee business and co-working spaces, which can support the lunchtime and evening economy of the town.

Right: Masterplan indicating opportunity areas for some commercial sites to be relocated.

The following services were identified as those that would best be relocated to town edge locations, increasing convenience and reducing town centre impacts, as well as delivering more appropriate accommodation for these organisations:

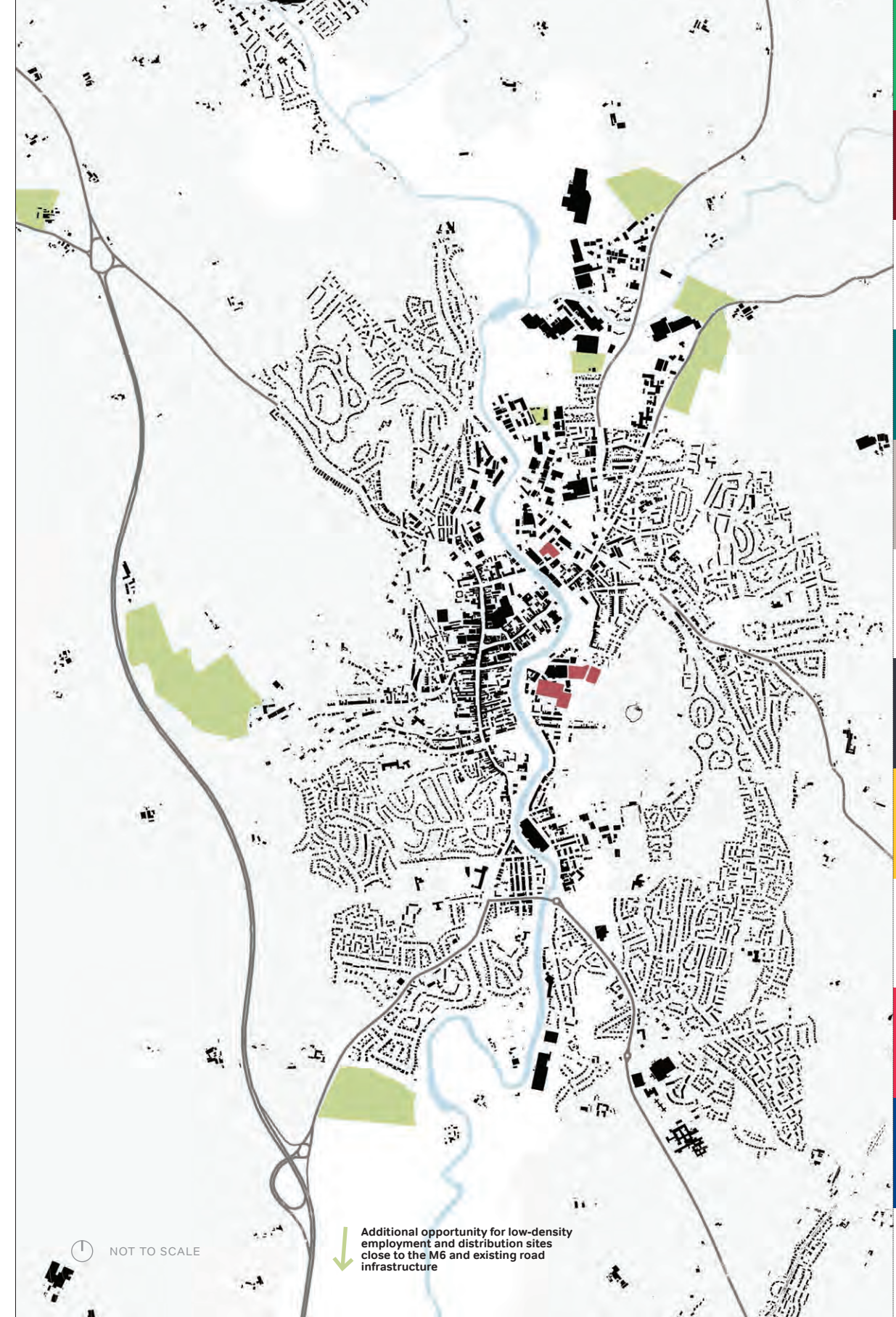
- Bus depot
- SLDC waste depot/ bin lorry parking
- Domestic recycling site
- Some large scale industrial units at Canal Head

### Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 2 MAKING THE MOST OF KENDAL'S ASSETS
- 4 HISTORIC TOWN CENTRE
- 5 TRAFFIC FLOW
- 7 LOCAL ECONOMY
- 8 HOUSING
- 10 RAILWAY STATION OPPORTUNITY
- 11 KEY TO THE LAKES

Existing commercial functions such as the bus depot, SLDC waste depot and the recycling centre in the town centre

Opportunity sites to relocate services from the town centre





# EMERGING IDEAS

## REMOVING THE ONE-WAY SYSTEM

The public workshops highlighted the impact of traffic on the enjoyment and use of the town centre as a major concern.

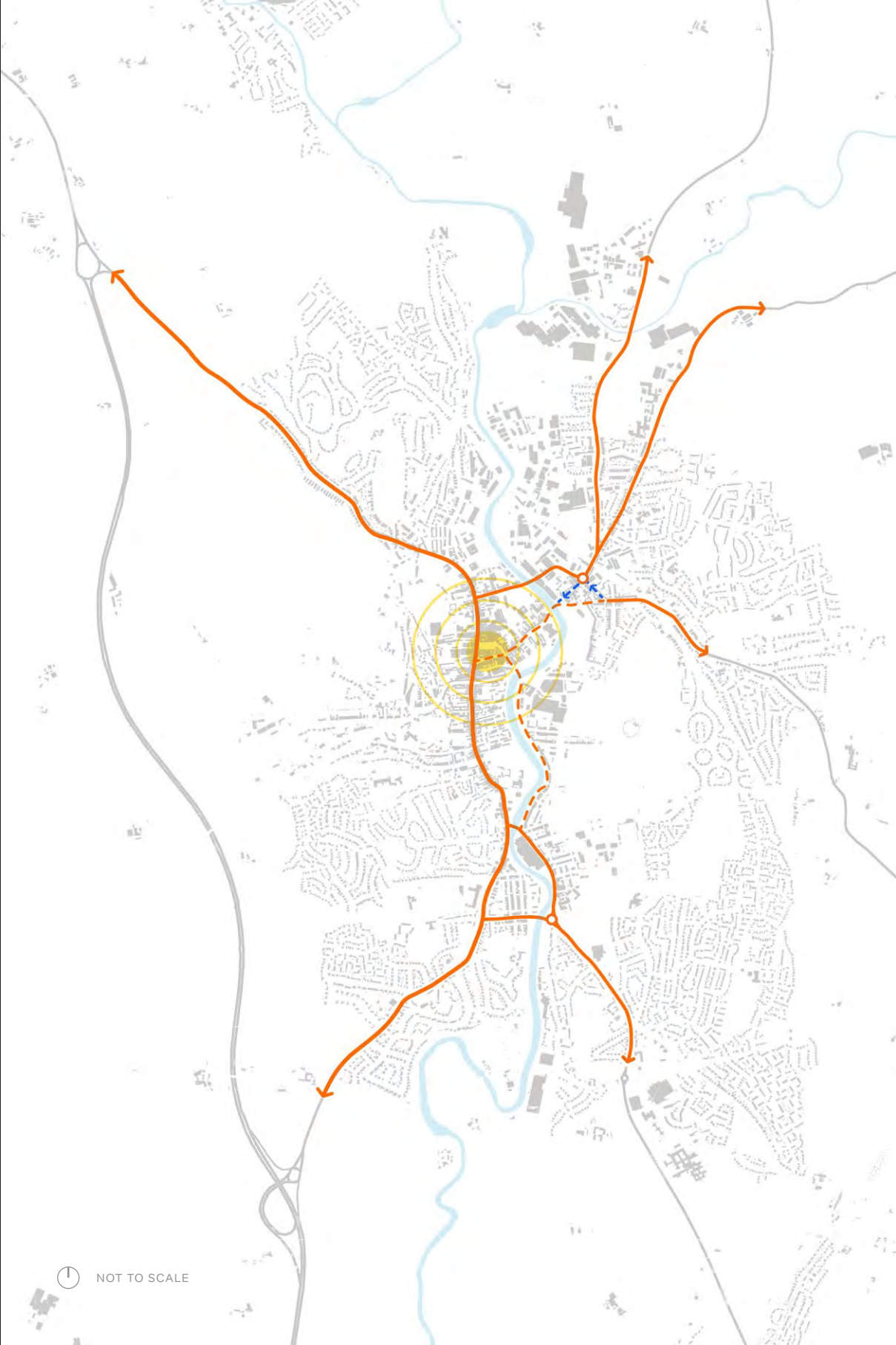
The hands-on planning workshops identified the need for pedestrian friendly yards and streets, which would reconnect the town centre with the river and Canal head, and better allow people to discover and enjoy the heart of the town.

One possibility is to reopen Stricklandgate to traffic and make Sandes Avenue and Stricklandgate two-way. This could relieve Lowther Street, Wildman Street and Stramongate, taking all town centre traffic along these main thoroughfares and allowing the heart of the town to become pedestrian friendly.

Further exploration of new and innovative ideas for the road network should be explored.

Below: Existing road network with one-way system.

Right: Proposed road network with new two-way system.



### Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 2 MAKING THE MOST OF KENDAL'S ASSETS
- 3 RIVER KENT
- 5 TRAFFIC FLOW
- 6 BIKES, BUSES & TRAINS
- 7 LOCAL ECONOMY
- 12 KEEP COLLABORATING - THINKING AHEAD!

- Two-way
- One-way
- 'Town heart' growth

NOT TO SCALE

# EMERGING IDEAS

## IMPROVING TOWN CENTRE QUALITY THROUGH A NORTHERN ACCESS ROUTE

A northern access road has been an aspiration for many decades.

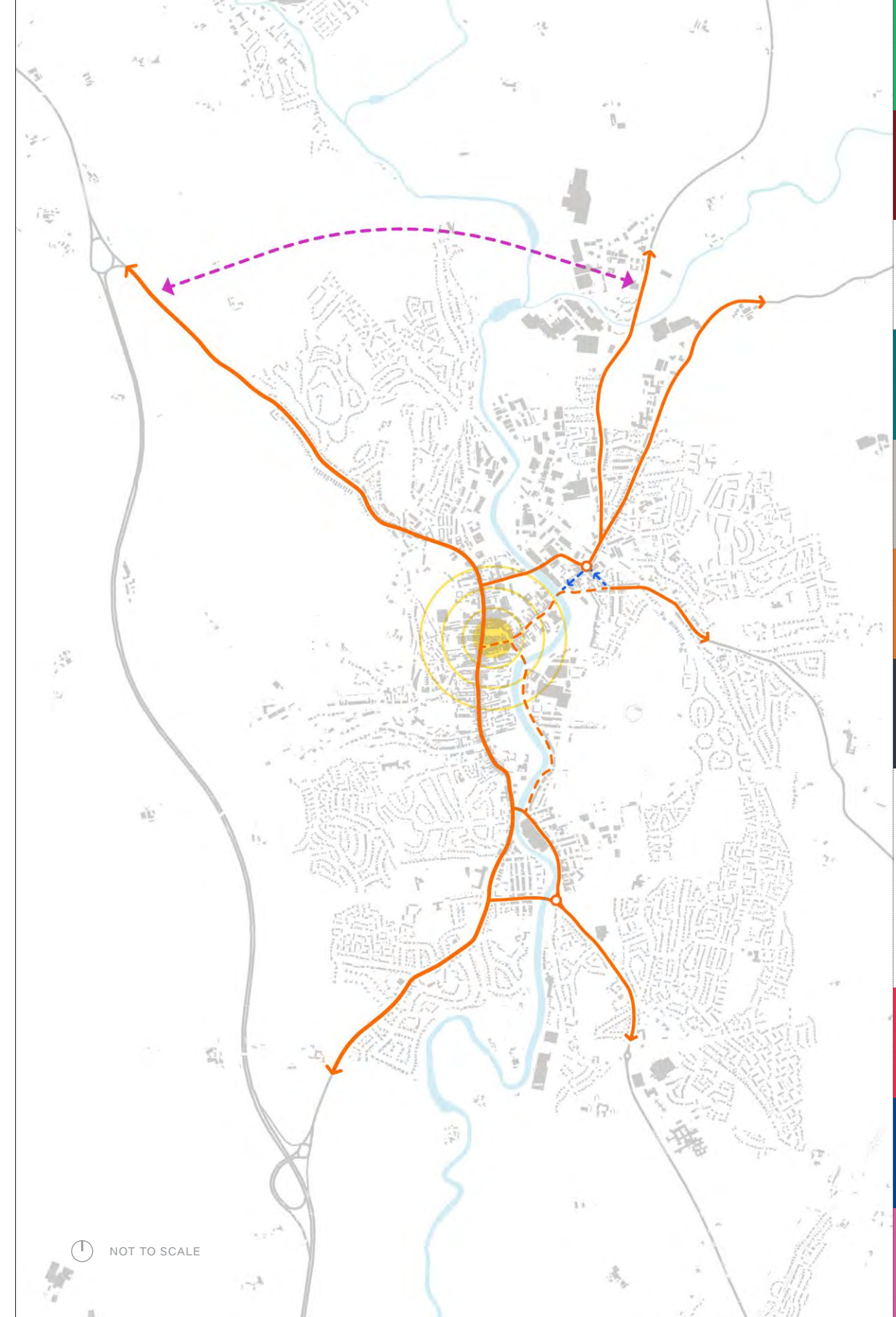
The Vision, public workshops and hands-on planning groups identified that the servicing of businesses in the northern commercial districts of Kendal through the new access road, would remove traffic from the town centre. This would support the possibility to remove the one-way system, improving connectivity, legibility and therefore desirability within the town.

The northern access route would improve flood resilience, provide an alternative access route to the northern part of Kendal over the River Kent, and become the M6 emergency diversion route, further reducing pollution and traffic impact in the town centre.

### Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 2 MAKING THE MOST OF KENDAL'S ASSETS
- 4 HISTORIC TOWN CENTRE
- 5 TRAFFIC FLOW
- 6 BIKES, BUSES & TRAINS
- 7 LOCAL ECONOMY
- 10 RAILWAY STATION OPPORTUNITY
- 11 KEY TO THE LAKES
- 12 KEEP COLLABORATING - THINKING AHEAD!

- Balanced streets contributing to a new pedestrian friendly town centre
- Two-way
- One-way
- Northern access road
- 'Town heart'





# EMERGING IDEAS

## EDGE OF TOWN CENTRE PARKING

**Parking in the town centre is a major concern. The workshops identified an estimated 40% of journeys by car are less than 1 mile.**

The possibilities are:

Firstly, to increase prices for town centre parking, meaning that those wishing for convenience must pay for it.

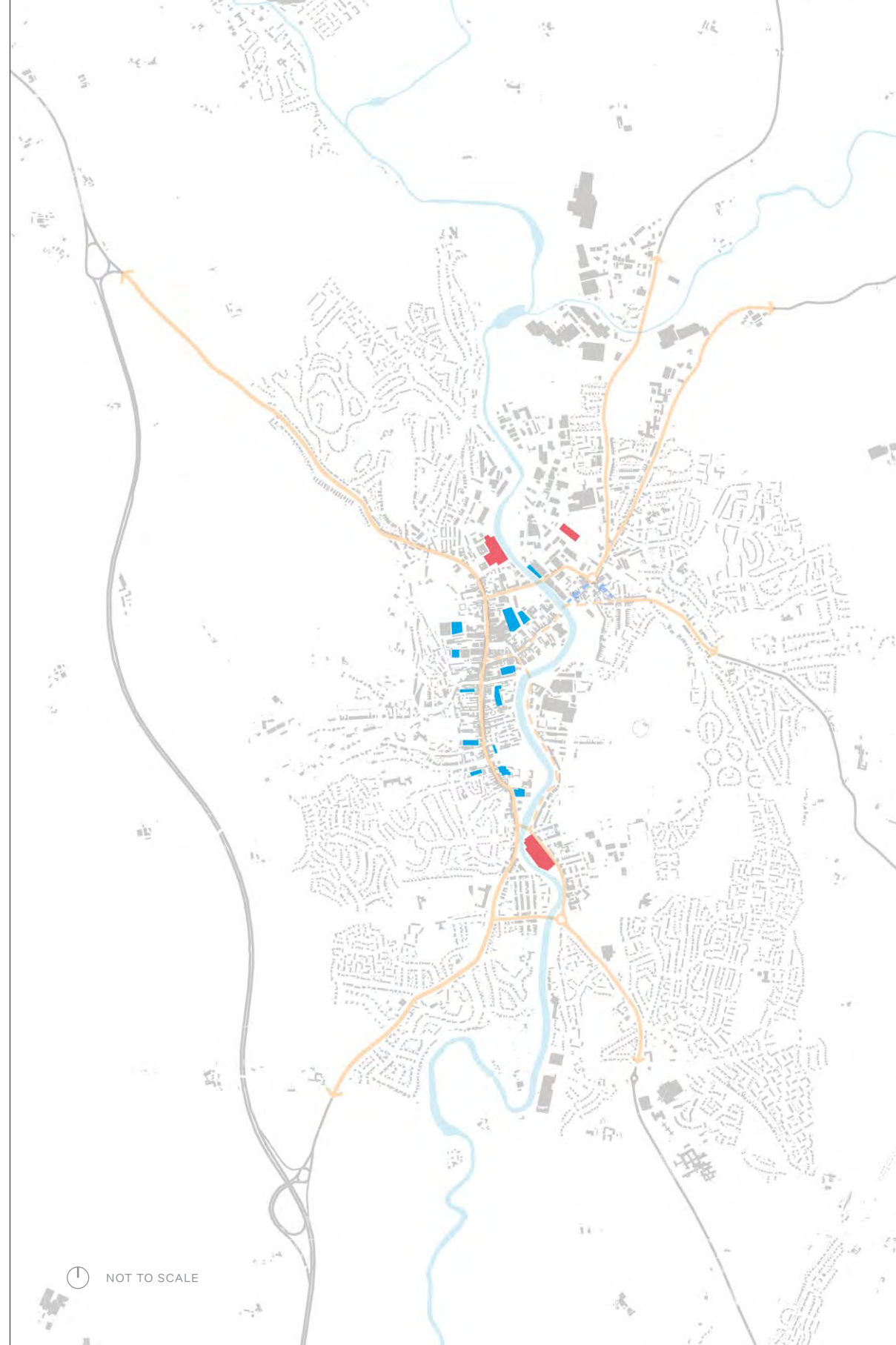
Secondly, better value parking could be provided at the edges of the town centre, capturing traffic from the Lakes at County Hall, the north at the railway station and the south at the privately owned K Village.

The town edge capture car parks would be supported by clear, high quality pedestrian routes to the town centre and regular, reliable and affordable public transport services and E-Bike provision.

### Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 2 MAKING THE MOST OF KENDAL'S ASSETS
- 4 HISTORIC TOWN CENTRE
- 5 TRAFFIC FLOW
- 6 BIKES, BUSES & TRAINS
- 9 ARTS, CULTURE & LEISURE
- 11 KEY TO THE LAKES
- 12 KEEP COLLABORATING - THINKING AHEAD!

- Premium priced car parking only available in the town centre
- Less expensive capture car parks on the edge of the town centre



# EMERGING IDEAS BRINGING NATURE INTO THE TOWN

The workshops highlighted that whilst Kendal is surrounded by beautiful countryside, common reference to ‘The auld grey town’ reflects the lack of trees and the severance of the river from the town centre.

The greening of the retail heart and key movement corridors were proposed, as well as better linkage and views to the river.

## Right: Proposed Condition

Connecting Kendal's green surroundings to the town centre. Revitalising the town by creating a “green heart” in Kendal.

## Below: Existing Condition

Green space occurs almost entirely outside of the town centre.

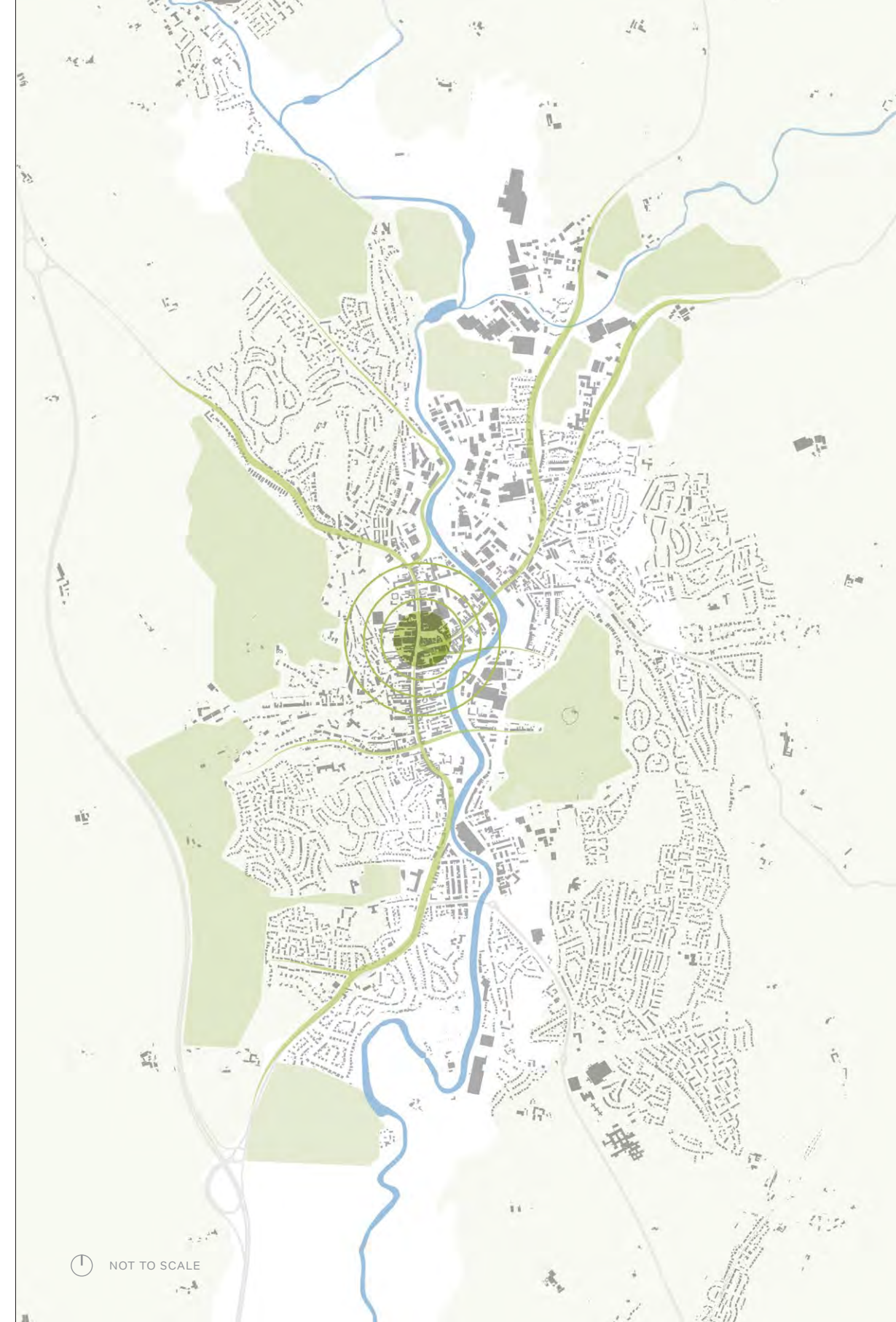
The high street has no street trees.

From the town centre there are glimpses towards the green hills that surround Kendal.

## Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 2 MAKING THE MOST OF KENDAL'S ASSETS
- 3 RIVER KENT
- 4 HISTORIC TOWN CENTRE
- 9 ARTS, CULTURE & LEISURE
- 12 KEEP COLLABORATING - THINKING AHEAD!

- Woodland
- Fields, pastures and heath
- Water



NOT TO SCALE



# EMERGING IDEAS TRAINS

**Everyone agreed that the railway is an underused asset, which should be embraced.**

There was total support for a better service, electrification and increased services on the Lakes line, and through trains to Kendal; thereby reducing car dependency for those living in, working in and visiting the town.

The walkabout, workshops, engagement and site visits identified the isolation of Hallgarth and the support for an additional halt to better link this community with the town.

Other options for station halts throughout the town should also be considered, such as Parkside Road, which would serve a large population in the south-east of the town.

The team also proposed an at grade road crossing on Beezon Road linking to Mintsfeet. This would provide a second route across the railway line to one of the town's main employment areas.

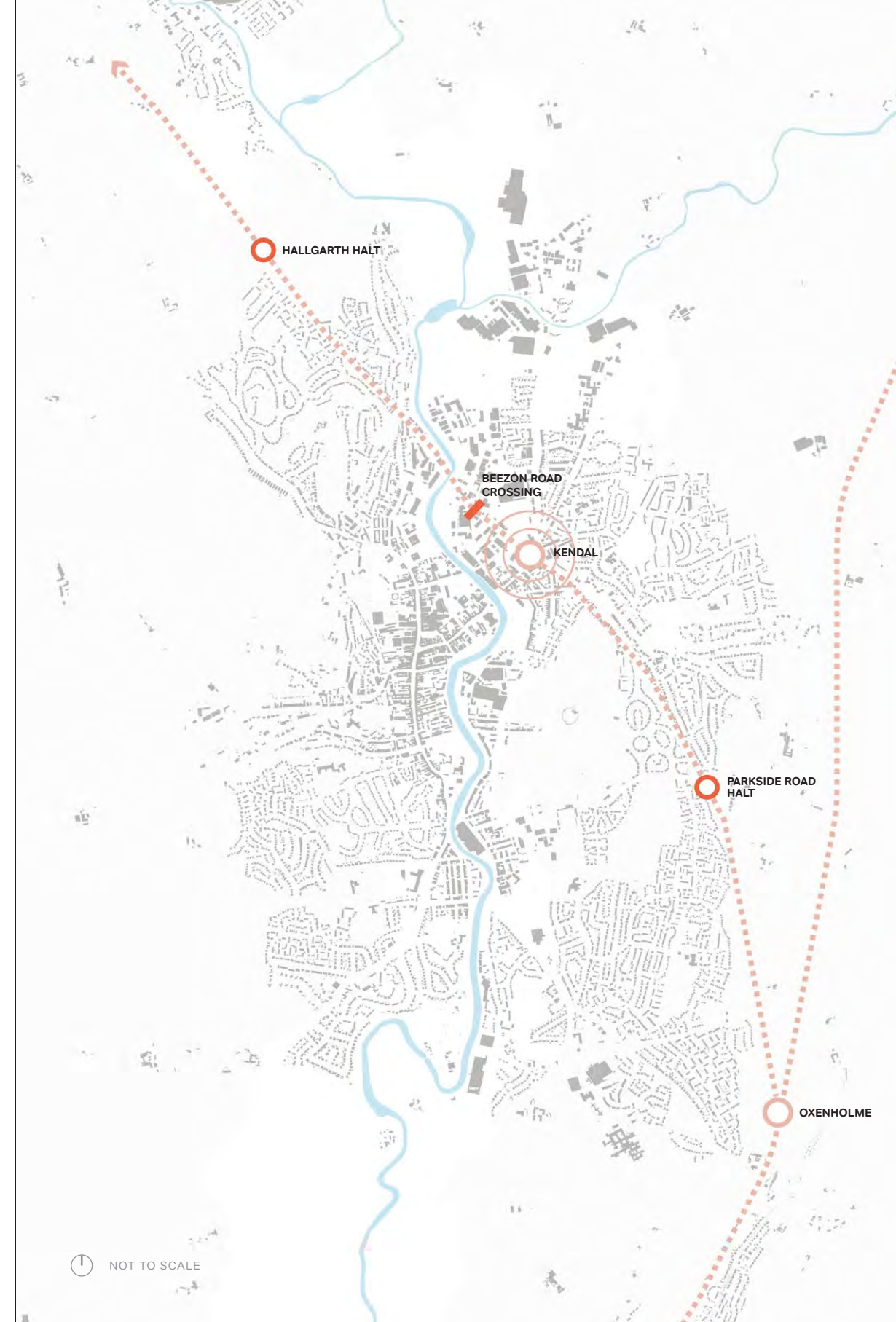
## Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 5 TRAFFIC FLOW
- 6 BIKES, BUSES & TRAINS
- 7 LOCAL ECONOMY
- 8 HOUSING
- 9 ARTS, CULTURE & LEISURE
- 10 RAILWAY STATION OPPORTUNITY
- 11 KEY TO THE LAKES
- 12 KEEP COLLABORATING - THINKING AHEAD!

## Further possibilities:

- Signing/ naming to prioritise Kendal Station as a destination.
- Renaming Oxenholme Station as Kendal East (and retaining Lake District links.)
- New welcome zone at Kendal Station.
- New passing loop at Burnside to increase rail service frequency.
- New housing and services at Kendal railway station.
- New halt at Hallgarth.
- New level crossing.
- New halt at Parkside Road serving the south-east population of Kendal.

- Existing Railway
- Existing Station
- Proposed Halt
- Level crossing at Beezon Road



NOT TO SCALE

# EMERGING IDEAS CYCLING

**Better and safer opportunities for cycling in Kendal were overwhelmingly supported through 'Post it' notes, comments and at all the hands-on planning workshops. It was recognised that cycling promotes health, the environment and mobility.**

Cycling was identified as an opportunity to link communities with each other and the town centre, and provide local people with a better opportunity to shop and enjoy the town centre outlets.

It was acknowledged that the larger housing estates at the town's margins are isolated, with bus frequency and taxi prices representing barriers to regular use. The creation of safe cycle routes and electric cycle provision would therefore increase social mobility, allowing more people to cost effectively access the town.

Engagement with Kendal College identified both the lack of bicycle use and the need to promote cycling to students who are moving between the town campuses. The college also runs mechanics courses and could potentially host and maintain an 'E-bike' scheme for the College and for Kendal.

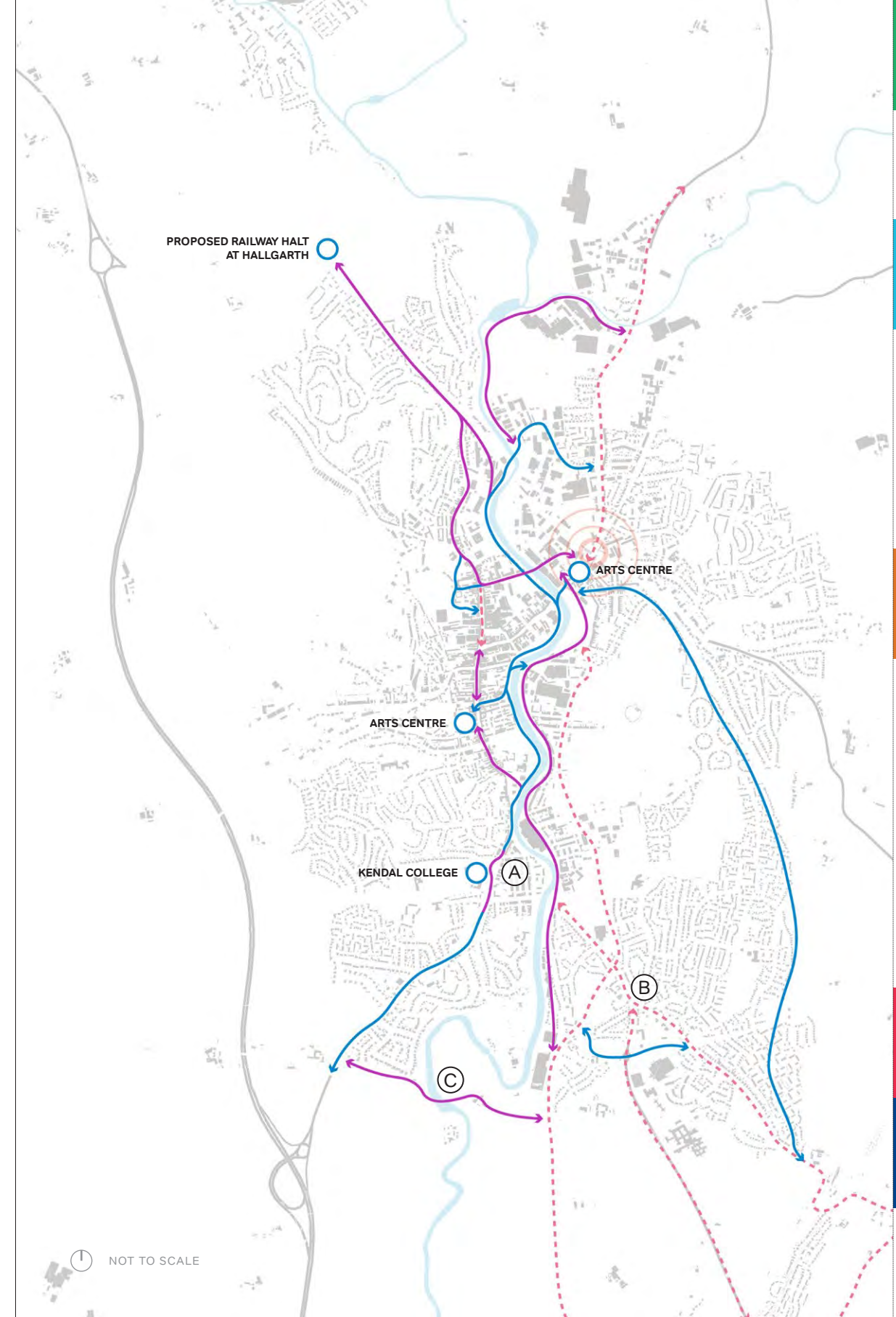
## Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 3 RIVER KENT
- 6 BIKES, BUSES & TRAINS
- 10 RAILWAY STATION OPPORTUNITY
- 11 KEY TO THE LAKES

The study recognised the important initiative presently being undertaken by Cumbria County Council and Kendal Town Council, to provide considerable improvements to the local cycle network. The consultation identified that other future cycle infrastructure is required:

- (A) **Creation of dedicated cycle lane and crossing on the A6** - Link Kendal College Milnthorpe Road campus to the riverside path by the parish church, in order to complete the Kendal College campus-to campus riverside cycle route.
- (B) **Sustrans National Route 6** - Open up a tunnel under the A65 Burton Road to remove conflict with the road and enhance accessibility.
- (C) **Sustrans National Route 6** - Linked to the Scroggs Wood allocated commercial site from Natland Road to allow future sustainable site connections.

- Existing cycle route
- Proposed cycle route in accordance with Cumbria County Council planning
- Proposed cycle route developed as part of the Vision





# EMERGING IDEAS BUSES

The buses, network, frequency and price were the subject of dissatisfaction. More importantly, they were recognised as an excellent opportunity for meaningful improvement and lasting change in the town.

The need for dialogue with Stagecoach, the bus provider in the town, was seen as paramount. The discussions and debates highlighted a number of key wishes:

- More, regular and affordable (including discounted) buses will encourage greater use.
- Bus stop digital timing and electronic payment.
- Routes that pass through the town centre linking communities from the edge of town housing estates and amenities (e.g. the hospital).
- The future bus hub should be by the railway station to integrate the transport network.
- Extended bus times into the evenings to give access to the night time economy.
- Bus depot to be moved out of town to reduce bus impact.

## Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 5 TRAFFIC FLOW
- 6 BIKES, BUSES & TRAINS
- 7 LOCAL ECONOMY
- 10 RAILWAY STATION OPPORTUNITY
- 11 KEY TO THE LAKES

Right: Stagecoach Kendal Town Services Map.

The bus service in Kendal consists of one through route; the 555 from Lancaster to Keswick. There are four routes that start and terminate at Kendal, linking the town with Barrow, Morecambe and Ambleside. The other five routes are all circular routes starting and terminating at the Bus station on Blackhall Road. They are:

### 41 & 41A

Oxenholme and Westmorland General Hospital

### 42 & 42A

Castle Green, Aikrigg and Heron Hill

### 43 & 43A

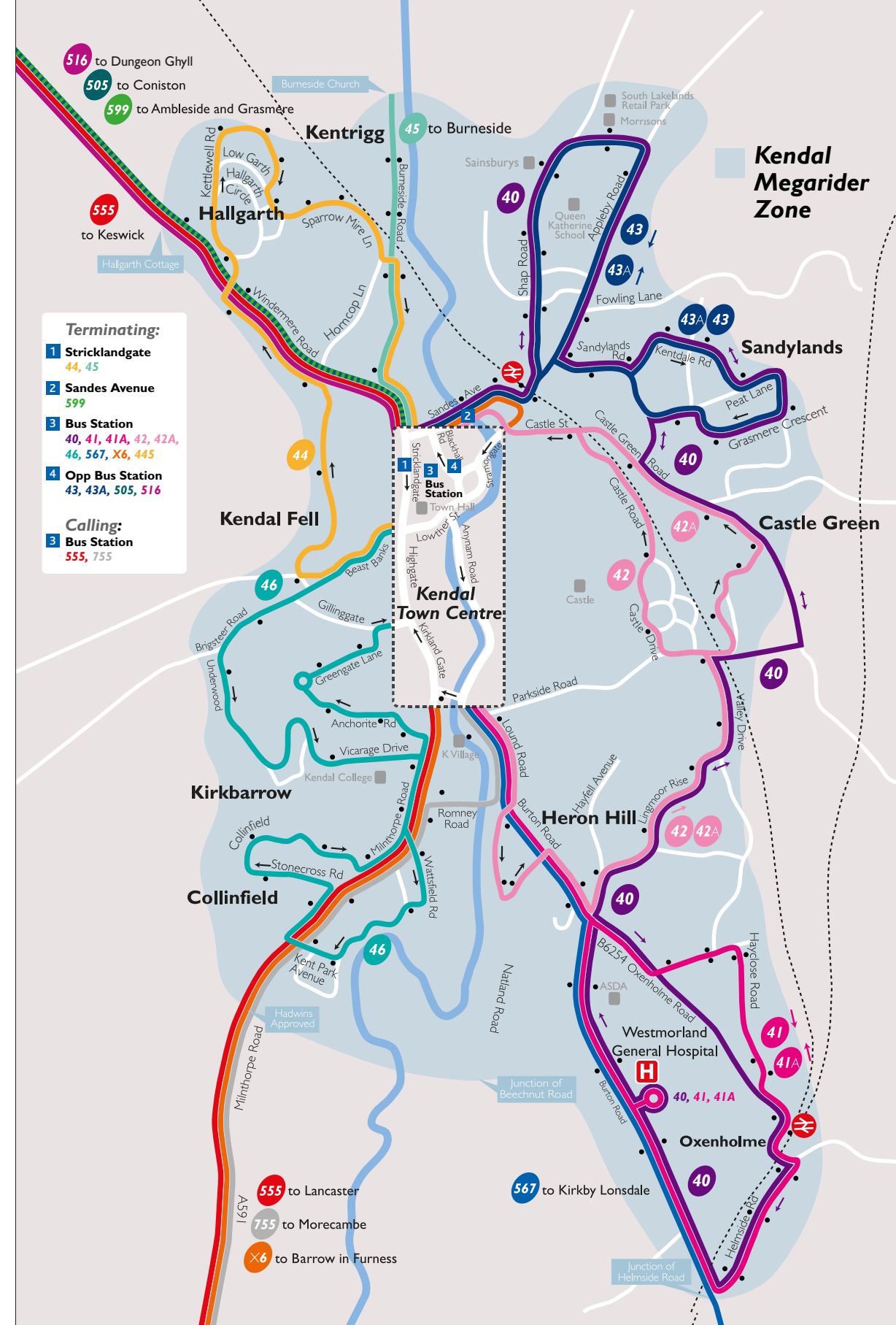
Shap Road and Sandylands

### 44

Queens Road, Windermere Road and Hallgarth

### 46

Collinfield and Kirkbarrow





# OPPORTUNITY AREAS INDICATIVE MASTERPLAN

With many areas mentioned as focal points for change, the team recognised that opportunities for change could, and should, be developed in all parts of the town. However, five opportunity areas were selected, where the potential for change had been widely acknowledged and where achieving the key themes could be realised.

Four of the chosen areas were town centre locations. The other was to the north at Hallgarth. Several other areas clearly presented future opportunities, including County Hall/ Busher Walk, Kendal Fell Quarry and Scrogg's Wood.

The four town centre locations were introduced, and the public were invited to join the group of their choosing to carry out a walkabout and discuss the area's needs and potentials. On their return, they continued to formulate ideas in 'hands-on planning' exercises, where initial thoughts were drawn up and reported back to the whole room. The reporting was undertaken by participants and comments were taken from all attendees.

The Hallgarth area is located at the edge of the town and so is not easily visited from the meeting point and consultation hub at the Shakespeare Centre in the centre of town. Two team members therefore undertook a localised walkabout.

Right: The 5 selected study areas where walkabouts were undertaken and ideas considered.

These areas were chosen for dedicated groups to visit and report back. It was understood that this was not exhaustive and that many other areas of the town would benefit from a process of walkabout and 'hands-on planning', in order to identify and better understand the potentials for change.

- Existing buildings retained
- Proposed buildings
- Upgraded public realm
- New public square

## Key Themes Addressed:

- |   |   |   |
|---|---|---|
| <span style="color: green;">1</span> SUSTAINABLE KENDAL                   | <span style="color: grey;">5</span> TRAFFIC FLOW            | <span style="color: purple;">9</span> ARTS, CULTURE & LEISURE             |
| <span style="color: darkred;">2</span> MAKING THE MOST OF KENDAL'S ASSETS | <span style="color: orange;">6</span> BIKES, BUSES & TRAINS | <span style="color: red;">10</span> RAILWAY STATION OPPORTUNITY           |
| <span style="color: cyan;">3</span> RIVER KENT                            | <span style="color: black;">7</span> LOCAL ECONOMY          | <span style="color: blue;">11</span> KEY TO THE LAKES                     |
| <span style="color: darkblue;">4</span> HISTORIC TOWN CENTRE              | <span style="color: yellow;">8</span> HOUSING               | <span style="color: pink;">12</span> KEEP COLLABORATING - THINKING AHEAD! |



NOT TO SCALE



# OPPORTUNITY AREAS

## HALLGARTH ESTATE

The team visited a number of town edge estates, including Sandylands, Kirkbarrow and Hallgarth, during the early town analysis and bus tour. It became clear that these areas had a number of shared challenges, including isolation, deprivation, lack of social mobility and poor quality public realm.

Although community engagement and the public workshops identified many challenges in each of these areas, for the Vision we focussed on the possible change at Hallgarth.





The Vision team recognises that just this type of consideration - involving the local community - would be a valuable exercise for other estates throughout the town, which are poorly served by public transport, shops and community facilities.

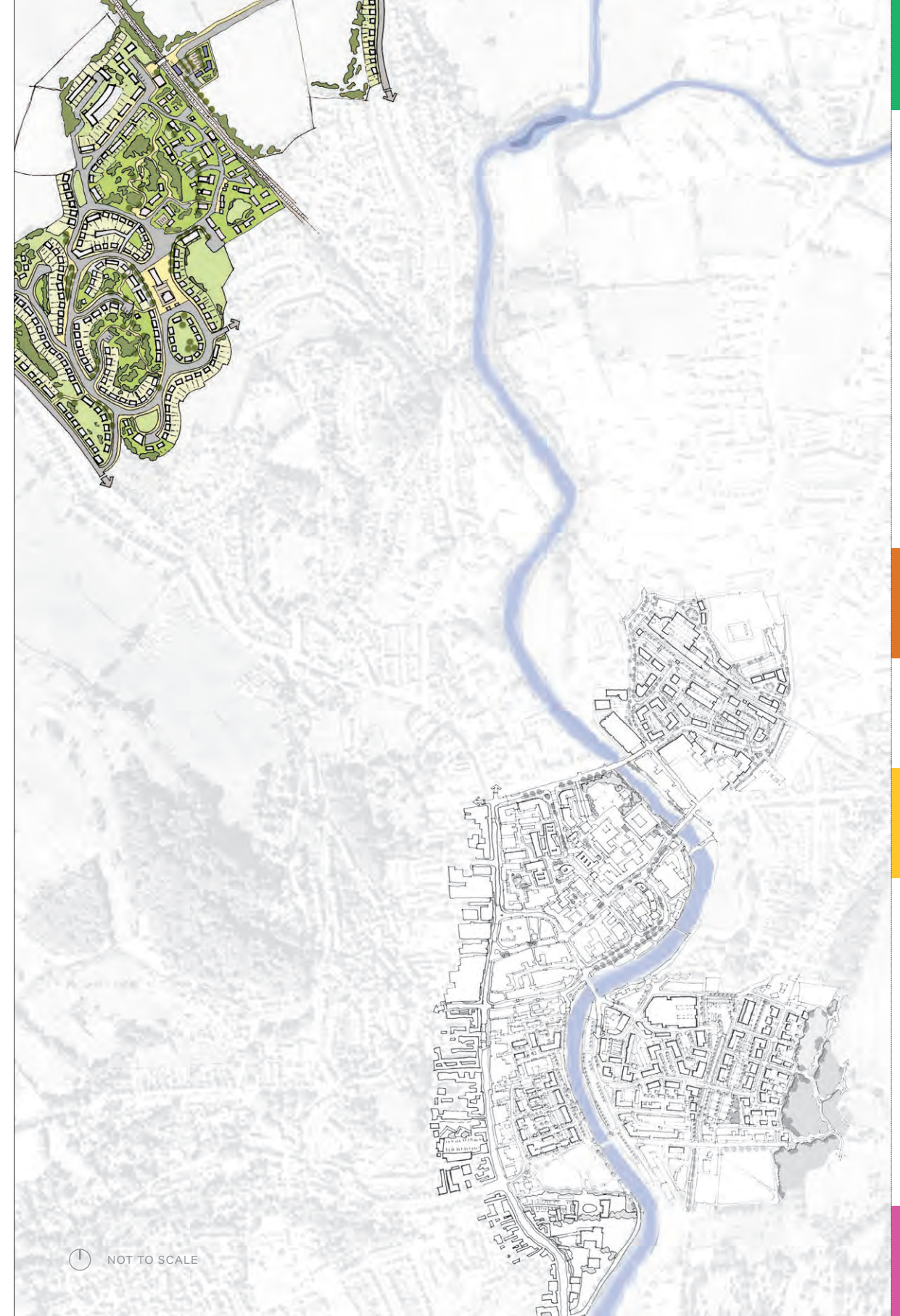
Hallgarth Estate is situated to the north west of Kendal, some 20 minutes walk from town centre shops and amenities.

The railway runs through the area with new allocated housing sites to the north and west.

### Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 6 BIKES, BUSES & TRAINS
- 8 HOUSING
- 12 KEEP COLLABORATING - THINKING AHEAD!

-  Existing buildings retained
-  Proposed buildings
-  Upgraded public realm
-  New public square



NOT TO SCALE



## OPPORTUNITY AREAS HALLGARTH ESTATE

### THE CHALLENGES

- The area is isolated with limited roads in and out.
- The bus service is infrequent, expensive and only links to the town centre.
- To get to wider destinations, such as the hospital or supermarkets, requires two bus journeys and two fares.
- Regarding the bus service, confusion exists around best value tickets and pricing, as well as frustration that, often, only exact change for fares is accepted.
- The cost of taxi rides into the town centre is prohibitively expensive.
- There is a local shop and takeaway, but other amenities are inconvenient.
- There is an active community centre but the surrounding public realm and play provision is degraded and poor.
- There is a lack of variety and therefore choice in the housing stock.
- There is plenty of open space, but it is mainly just mown grass with sparse, limited and inappropriate play equipment.
- The public realm is degraded and of low quality with little or no street trees and furniture.
- Unrestricted parking allows cars to dominate the landscape.

### THE POSSIBILITIES

- A new railway halt on the Oxenholme to Windermere Line, could create a revitalised community heart and focus for the neighbourhood.
- Allocated housing sites should offer a wider variety of affordable, quality homes.
- The station halt and new housing could catalyse further community facilities.
- The station forecourt could provide an electric bike hire hub and integrated bus service.
- An open space appraisal and working with local children could develop an appropriate new play and amenity offer.
- Creating attractive, dedicated and accessible pedestrian links through the whole estate would better link the open spaces, the shop and new station halt.
- There is unused space on the estate, which could provide additional housing or other community facilities.
- The creation of a dedicated cycle lane would make a sustainable transport link between the estate and the town centre.



A new station halt and E-Bike drop-off point, better linking Hallgarth with Kendal Town Centre.



# OPPORTUNITY AREAS HALLGARTH ESTATE

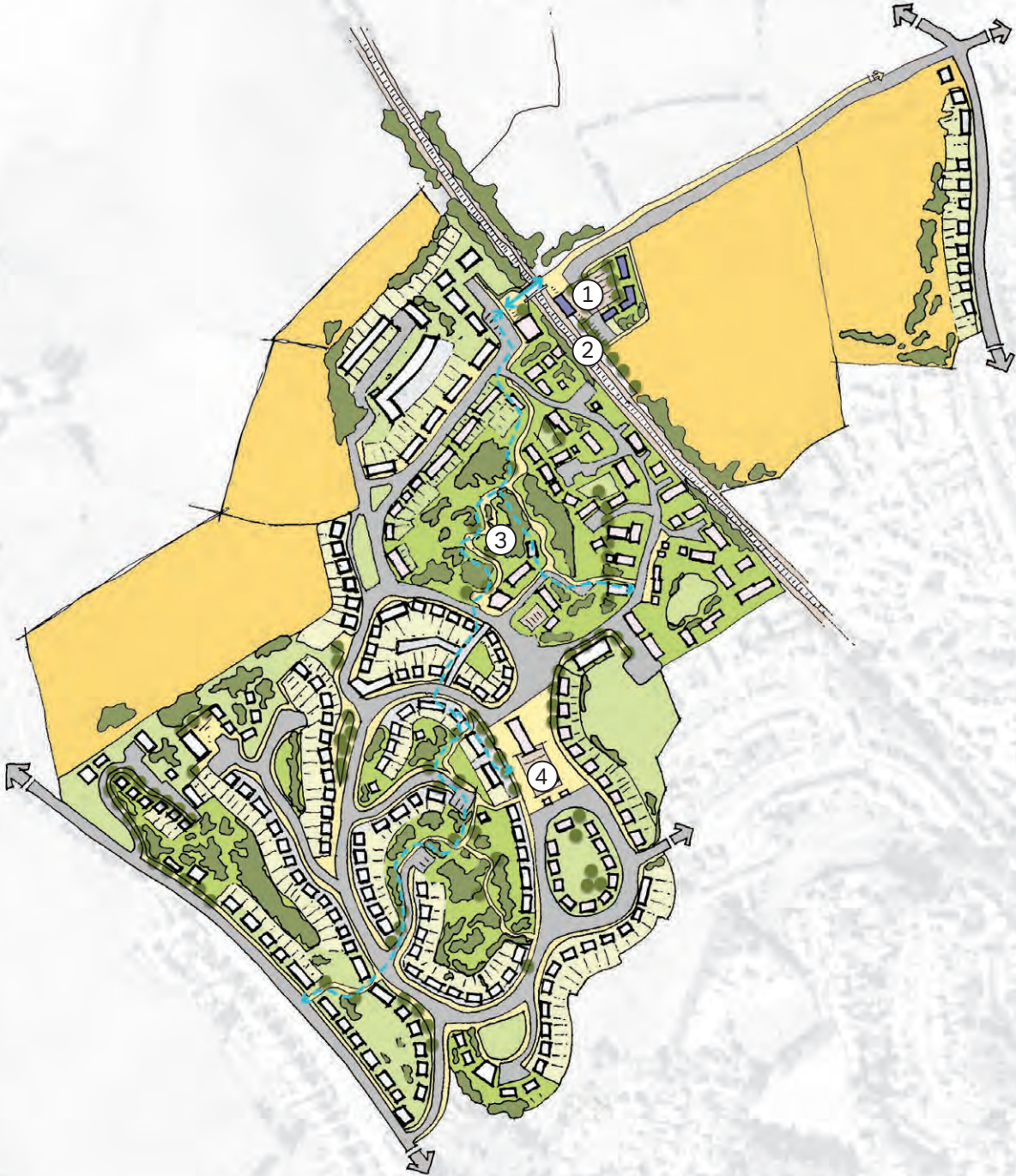
The plan shows the existing estate and new railway halt with an E-Bike drop-off point in the forecourt; as well as the allocated housing sites to be developed in the future.

This will position the railway towards the centre of Hallgarth and will provide the opportunity for the new halt to service the whole estate.

## Existing



- ① Small railway forecourt with improved pathway connections to Hallgarth  
The forecourt provides a rest stop and destination for buses, also serving as a drop-off point  
The new forecourt has a Kendal electric bike rental station
- ② The new station halt provides pedestrian access between both sides of the track
- ③ Improved public green space and dedicated footpaths leading to bus stops and public amenities
- ④ Upgrade of the play area and community centre
- Masterplan area
- Existing buildings retained
- Improved links to open space and public transport stops
- Proposed buildings
- Upgraded public realm
- New public square
- Allocated housing sites still to come forward



NOT TO SCALE



# OPPORTUNITY AREAS THE RAILWAY STATION & SURROUNDING AREA

**The important role of train travel in the future success of Kendal was widely recognised, along with the need to transform people's perceptions and use of the station.**

From the outset of the Vision engagements, the railway station's lack of use and backwater location were seen as real problems to be addressed.

The railway is seen as part of the wider integrated and sustainable transport solution, which needs to be addressed to ensure a healthy and attractive proposition for future workers and those choosing Kendal as a sustainable place to live.





The surrounding area was recognised as an excellent location, benefiting from the river, the college and close proximity to the town centre and station.

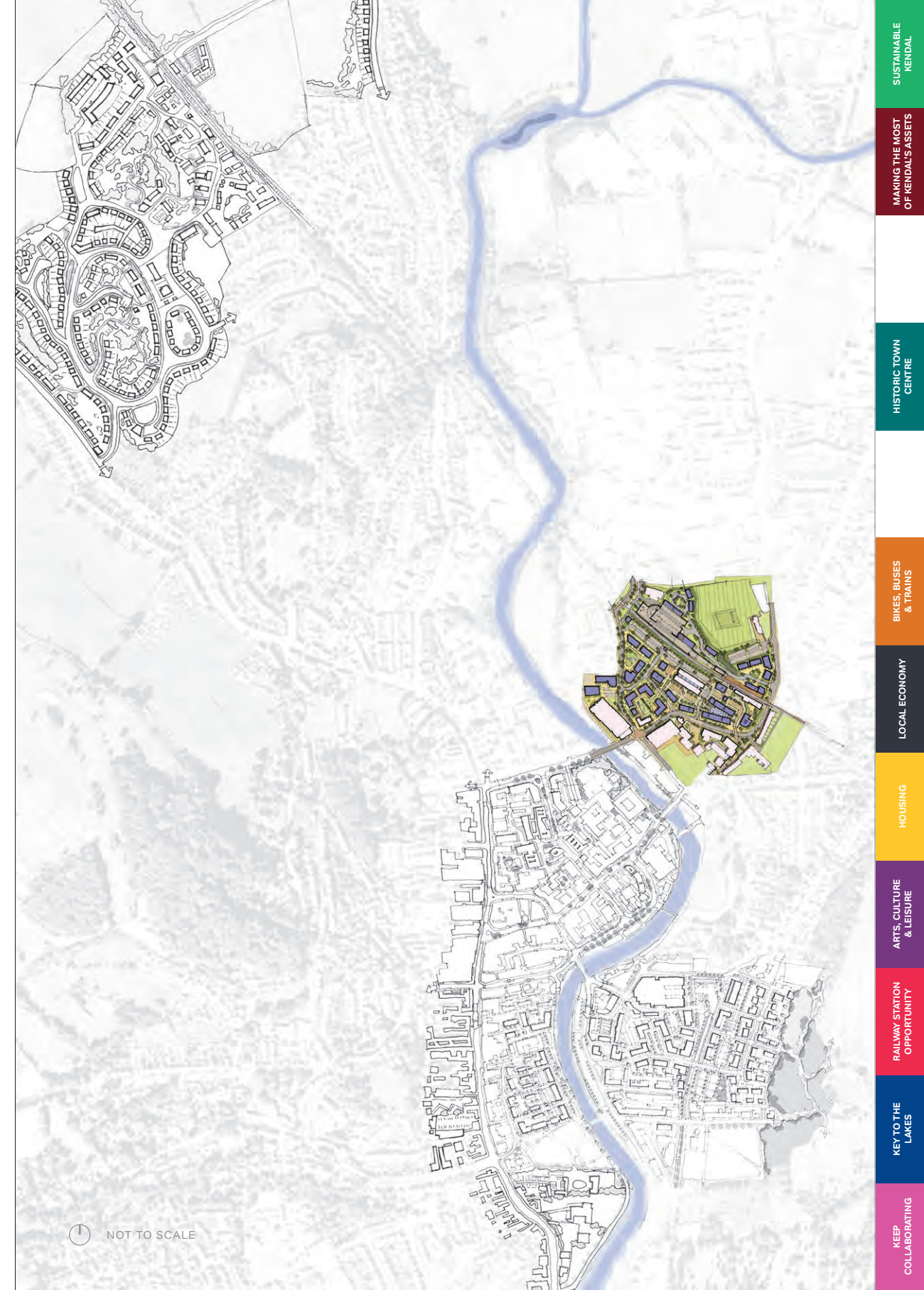
There was great support for the wholesale redevelopment of this area to provide both live and work opportunities.

There is opportunity to provide: new homes for students, older people and families; offices; co-working space; and space for innovation, making and business development.

## Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 2 MAKING THE MOST OF KENDAL'S ASSETS
- 4 HISTORIC TOWN CENTRE
- 6 BIKES, BUSES & TRAINS
- 7 LOCAL ECONOMY
- 8 HOUSING
- 9 ARTS, CULTURE & LEISURE
- 10 RAILWAY STATION OPPORTUNITY
- 11 KEY TO THE LAKES
- 12 KEEP COLLABORATING - THINKING AHEAD!

-  Existing buildings retained
-  Proposed buildings
-  Upgraded public realm
-  New public square



NOT TO SCALE



## OPPORTUNITY AREAS

### THE RAILWAY STATION & SURROUNDING AREA

#### THE CHALLENGES

- The station is literally hidden from the town with no legible link to or view of the town centre.
- The station is underused with most people choosing to use Oxenholme on the main line as their train departure and destination point. This is exacerbated as there are few direct trains with most journeys requiring a change at Oxenholme to get to Kendal.
- The line at Kendal is a single line with limited capacity, generally running just one train per hour in each direction.
- The main line at Oxenholme is electrified. The branch line to Kendal and Windermere is not.
- The surrounding area is mainly occupied by low-grade and unattractive warehouses, small-scale businesses, the bus depot and garages.

#### THE POSSIBILITIES

- The town must make clear the importance of the railway station and the future increased usage, as a basis for lobbying for increased numbers and sizes of trains, and for the branch lines electrification.
- The remodelling of the traffic system would create a legible and safe route from the station to Wildman Street.
- The remodelling of Wildman Street and Stramongate would reinvigorate this high street - from the station to the Market Place - as a retail and experiential destination.
- To stimulate change the town must undertake strategic planning, land assembly and the promotion of the wider area for flats, student accommodation, mixed-use and high-end commercial buildings.



A more balanced street, reducing the carriageway, will allow safer pedestrian use and a more vibrant street.



# OPPORTUNITY AREAS THE RAILWAY STATION & SURROUNDING AREA

A plan proposing the direction and level of change in the area around the railway station. The area is central to the town but is characterised by the bus depot, warehouses and small scale light industrial buildings.

The vision is to dramatically intensify development to stimulate the local economy, provide much needed student accommodation and new homes, and still support emerging business and innovation around a new station gateway to Kendal for those arriving by train.

Existing



- ① Linking Beezon Road with Mintsfeet Road, by providing a level crossing over the railway to connect the north of the town with the centre
  - ② Creating a parking hub adjacent to the station for visitors and commuters
  - ③ Flats and maisonettes overlooking the cricket ground
  - ④ Small making, innovation and business, and cafe units with residential above
  - ⑤ Riverside apartments converted from the existing riverside 'Homebase' building
  - ⑥ Student accommodation quarter adjacent to the arts centre for Kendal College
  - ⑦ A new forecourt with electric bike rental station and pedestrian friendly links to Wildman Street and the town centre
  - ⑧ Innovation centre, seedbed business units and break out spaces (developed with Kendal College)
  - ⑨ A landmark building for business, marking the town entrance by rail
- Masterplan area
  - Existing buildings that could be repurposed, adapted or removed
  - Existing buildings retained
  - Proposed buildings
  - Upgraded public realm
  - New public square



NOT TO SCALE



# OPPORTUNITY AREAS WESTMORLAND SQUARE & TOWN CENTRE

The Westmorland Shopping Centre is part of a wider area, including the bus station, multi-storey car park, Blackhall Road, Job Centre offices and BT building. All were identified as having a negative visual impact on the town, and the shopping centre offer was seen as tired and outdated.

The public walkabout and hands-on planning event highlighted the negative impact of traffic impeding movement and severing Stramongate and the town centre from the river.

The walkabout group identified Highgate, Westmorland Shopping Centre, Market Place, all streets leading down to the river and the connection to Canal Head over the river, as the retail destination and heart of the town.

A new retail destination for Kendal could include: the removal of the shopping centre, bus station and car park; the remodelling and retention of the Market Hall and Market Place; and the introduction of new shops, hotels and flats.

The development should take the landscape and vernacular of Kendal as inspiration in the creation of a new network of intimate yards, alleys and spaces for retail, restaurants and socialising. All of the above forms a new destination to be discovered.

## Key Themes Addressed:

- 2 MAKING THE MOST OF KENDAL'S ASSETS
- 4 HISTORIC TOWN CENTRE
- 7 LOCAL ECONOMY
- 8 HOUSING
- 10 RAILWAY STATION OPPORTUNITY
- 11 KEY TO THE LAKES
- 12 KEEP COLLABORATING - THINKING AHEAD!

- Existing buildings retained
- Proposed buildings
- Upgraded public realm
- New public square



NOT TO SCALE



## OPPORTUNITY AREAS

### WESTMORLAND SQUARE & TOWN CENTRE

#### THE CHALLENGES

- The one-way system severs Stramongate and intensifies traffic impact in the town centre.
- New Road Common and the river are also severed by the one-way system.
- The multi-storey car park, bus station and BT building, in tandem with the one-way system, creates an unattractive and hostile environment for visitors and shoppers.
- The Westmorland Shopping Centre is tired and no longer provides a valued retail destination.
- The town centre is grey with little street greening or tree planting.
- There is now only one independent butcher in the town, suggesting the vulnerability of the independent food offer in Kendal.
- The night life and pub offer is simply not good enough to attract custom, especially from the young and students. Many travel to Lancaster or elsewhere to go out.
- Kendal College identified that the town must provide a viable evening offer to attract students to enrol.
- The opening of the vape store at the very centre of the town (the old Greggs site) caused dismay and was seen as a poor indicator of the town centre's health.

#### THE POSSIBILITIES

- The moving of the bus terminal to the railway station forecourt triggers the opportunity to reconfigure the entire bus station and multi-storey car park.
- Taking advantage of the reduced traffic and balancing of the local town centre streets, would allow the reinvigoration of Stramongate and Wildman Street.
- Build on the emerging artisan and retail experience in the yards.
- The intimate scale and form of the newer existing independent retail spaces, should inform the development of the new retail core.



The introduction of high quality materials, tree planting and street furniture will encourage the emergence of new retail outlets.



OPPORTUNITY AREAS  
WESTMORLAND SQUARE & TOWN CENTRE

A plan proposing the direction for change in the town centre. The plan sees a complete transformation of the area with the old bus station and multi-storey car park being demolished and replaced with an experiential retail and leisure quarter, in a distinctly Kendal contemporary vernacular.

Existing



- ① The demolition of the bus station and multi-storey car park, as part of a new transport strategy, pushes parking and bus termination out of the town centre
  - ② The BT and Job Centre buildings are replaced with commercial space on the lower floors, with flats above
  - ③ Westmorland Shopping Centre is replaced with a new retail quarter of lanes and yards, with flats and offices above and opportunity for hotels/ leisure use
  - ④ The old Market Hall is revitalised and reconnected with Market Square
  - ⑤ Reinforcement of the balanced street typology with reduced car dominance and new building frontages to Blackhall Road and Stramongate
  - ⑥ A coordinated shop frontage scheme, accommodating modern flexible uses and enhancing heritage character from Kirkland to Windermere Road and the market and lanes of the retail core
  - ⑦ The town centre bus stops will be located on Highgate and at the station as the bus routes all pass through the town connecting all areas
  - ⑧ Street greening and tree planting bringing nature into the heart of the town
- Masterplan area
  - Existing buildings that could be re-purposed, adapted or removed
  - Existing buildings retained
  - Proposed buildings
  - Upgraded public realm
  - New public square
  - ↔ A revitalised pedestrian priority route from the railway station along Wildman Street and Stramongate (refer to Railway Station Opportunity area pg 76)





# OPPORTUNITY AREAS

## CANAL HEAD - FROM THE RIVER TO THE CASTLE

**The opportunity area recognises the emerging revitalisation of the old industrial buildings behind Aynam Road, with micro-breweries, making units and the established Gilkes and Anord Mardix as important major employers.**





Behind these buildings, the old Canal Head is blighted by the Council waste management depot and the domestic recycling centre.

The walkabout and the public hands-on planning sessions identified this area, close to the town centre and river, as one appropriate for dense development in keeping with the industrial scale of buildings on the site.

The possibility plan explores the potential of relocating some industrial units and the recycling and depot functions, in order to make way for development and to relieve traffic on the town one-way system. This requires more appropriate, accessible locations to be found for these important businesses and the associated functions within Kendal.

### Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 2 MAKING THE MOST OF KENDAL'S ASSETS
- 3 RIVER KENT
- 4 HISTORIC TOWN CENTRE
- 7 LOCAL ECONOMY
- 8 HOUSING
- 9 ARTS, CULTURE & LEISURE
- 10 RAILWAY STATION OPPORTUNITY
- 12 KEEP COLLABORATING - THINKING AHEAD!

-  Existing buildings retained
-  Proposed buildings
-  Upgraded public realm
-  New public square



NOT TO SCALE



## OPPORTUNITY AREAS

### CANAL HEAD - FROM THE RIVER TO THE CASTLE

#### THE CHALLENGES

- The traffic on Miller Bridge and Aynam Road severs the Canal Head area from the town centre.
- The one-way system severs the river from the town centre, particularly at New Road and Aynam Road.
- The domestic waste centre attracts continuous traffic from the town and further afield.
- The Council depot underutilises a magnificent town centre site, which is overlooked by the castle.
- There are low-grade industrial buildings situated amongst older noble buildings. These have the potential to be repurposed and developed to provide more intensive town centre uses.
- The Mealbank Property sites, including the extensive car parking areas, have the potential to provide higher density mixed-use spaces for innovation businesses, making and housing in the town centre, which requires less traffic dependency.

#### THE POSSIBILITIES

- The old industrial buildings are a legacy of the canal and provide the opportunity to reopen Canal Head, offering a distinctive setting for dense new housing, flats and cafes.
- The scale and nature of the warehouse buildings on Canal Head North were recognised as distinctive and of an appropriate density for the new development around canal head.
- The areas below the castle provide ample opportunity for significant new housing.
- The emerging making and bar culture at Canal Head can be expanded and extended to create a new destination in Kendal.
- The strategic planning policies should identify the canal area as one for new affordable and private for sale flats and homes, in addition to food and drink businesses and mixed-use commercial buildings.



Reopening Canal Head will provide a distinctive and attractive setting for new housing, retail and businesses.



# OPPORTUNITY AREAS CANAL HEAD - FROM THE RIVER TO THE CASTLE

A plan proposing the direction and level of change at Canal Head, which reflects the aspirations expressed at the public participation event.

Existing



- ① Reprovision of the SLDC depot and the domestic waste station on a more convenient site at the town periphery, reducing impacts in the town centre
- ② Reprovide appropriate accommodation for Anord Mardix in a commercial zone at the town periphery, which is still well-connected to housing, amenity and town centre facilities
- ③ Reduce traffic on Miller Bridge and Aynam Road through adaptation of the one-way system (Refer to Emerging Ideas pg 54)
- ④ Reopening of the Canal Head basin as a setting for high quality urban living at high density and characteristic of the local industrial typology. To include homes, cafe, commercial and making spaces
- ⑤ A new flexible public square providing and promoting a new heart for the emerging 'Making Quarter'
- ⑥ Maximising new housing between the town centre and castle hill open space and amenities
- ⑦ Community growing and allotments maintained, reprovided and incorporated as part of housing development

- Masterplan area
- Existing buildings to be reused adapted or replaced
- Existing buildings retained
- A new pedestrian link connecting town centre to the castle
- Proposed buildings
- Upgraded public realm
- New public square



NOT TO SCALE



# OPPORTUNITY AREAS

## THE BREWERY ARTS CENTRE, HIGHGATE, THE YARDS, WATERSIDE, ABBOT HALL & PARK

**The opportunity area runs from Miller Bridge to Abbot Hall, centring on Waterside and running from Kirkland in the south to Lowther Street in the north.**





Early engagement highlighted the severance of the yards and the negative impact of the Waterside Estate on the river corridor. The severed yards, car parking areas and tired housing each provide opportunities for change, namely: the re-stitching of the high street with the river; high-quality public realm; and the replacement and addition of housing that could better take advantage of the town centre and riverside location.

The area is key in connecting Kendal College, Kirkland and Abbot Hall with the centre of town.

Abbot Hall Art Gallery and The Brewery Arts Centre are presently hidden gems, lost behind the high street. Building on the existing facilities, to deliver a diverse range of art/ community spaces and functions, would provide a more compelling attraction that would reinvigorate Kirkland and the town. This work has already begun at Abbot Hall.

### Key Themes Addressed:

- 1 SUSTAINABLE KENDAL
- 2 MAKING THE MOST OF KENDAL'S ASSETS
- 3 RIVER KENT
- 4 HISTORIC TOWN CENTRE
- 6 BIKES, BUSES & TRAINS
- 8 HOUSING
- 9 ARTS, CULTURE & LEISURE
- 11 KEY TO THE LAKES
- 12 KEEP COLLABORATING - THINKING AHEAD!

-  Existing buildings retained
-  Proposed buildings
-  Upgraded public realm
-  New public square





## OPPORTUNITY AREAS

### THE BREWERY ARTS CENTRE, HIGHGATE, THE YARDS, WATERSIDE, ABBOT HALL & PARK

#### THE CHALLENGES

- The Vision engagement recognised the potential of the property above the shops in the high street, from Kirkland to the Library, as an opportunity for flats and town centre accommodation.
- The high street has a number of empty units and charity shops, indicating a more challenging retail environment.
- There are some excellent emerging shops and food outlets. However, there is a need to create an attractive environment, in order to encourage a wider take up of retail space and ensure an interesting and compelling future mixed-use and flexible destination in Kendal.
- The river frontage is an underused gem that should be better integrated into the town centre experience.
- Waterside housing was seen as an ugly intervention within the riverine setting. Waterside detracts from the riverside and the current homes may not provide the best quality accommodation or energy efficiency that residents deserve.
- The new houses at Waterside were well received, but pose a question as to why more development hasn't taken place.
- Car parking and Dowker's Lane severs the high street from the river.

#### THE POSSIBILITIES

- A shop front renewal programme would enhance the quality of the town centre as a destination.
- Agencies should work closely with landlords on the high street to provide flats for homes and student accommodation.
- Remodelling the riverside walkway with a high-quality cycle way, would better link Abbot Hall and park with the town centre.
- The town should work with Abbot Hall Art Gallery and the Brewery Arts Centre to create an art and technology vision, which allows these important assets to flourish, grow and provide first class facilities for everyone, especially the young.
- Kendal should see art as the catalyst for the further revitalisation of Kirkland.
- The consultation raised the need for a better cinema and media facilities in the town. The Brewery Arts Centre has a series of major capital developments underway to improve cinema and media facilities.
- Examine, with the Waterside community, how investment in housing in this area can benefit both the residents and support the town's wider aspirations, by creating attractive, energy efficient homes to complement a rejuvenated town centre.



New development at Waterside could include the continuation of the yards linking Highgate with the river to create distinctive and desirable new homes.



# OPPORTUNITY AREAS THE BREWERY ARTS CENTRE, HIGHGATE, THE YARDS, WATERSIDE, ABBOT HALL & PARK

A plan proposing the direction and level of change at the Brewery Arts Centre, Highgate, Waterside, Abbot Hall and park, which reflects the workshops, walkabouts and aspirations of the public participation event.

Existing



- ① Review of upper storeys along the high street to provide affordable accommodation in the heart of the town
  - ② A coordinated shop frontage scheme to accommodate modern flexible uses and to enhance the heritage character from Kirkland to Windermere Road and the market and lanes of the retail core
  - ③ Extend the new housing zone to include Kendal Day Care Centre, Edgecombe Court and the reconfiguration/ reduction of car parking areas
  - ④ A new linear green extension along the river front, including a dedicated cycle lane, amenity and flood alleviation/ sustainable urban drainage systems
  - ⑤ The Brewery Arts Centre redeveloped into a 21st century destination with a high street presence
  - ⑥ Reuse of the original Abbot Hall Park entrance as part of the reorganisation of the gallery entrance experience, parking and amenities
  - ⑦ A new arts development zone repurposing existing buildings and including new homes
- Masterplan area
  - Opportunity area for improvement
  - Existing buildings retained
  - Proposed buildings
  - Upgraded public realm
  - New public square
  - New yard extensions providing a typology for the redevelopment of Waterside, with new homes clustered around the yard extensions
  - A new cycle lane linking the key retail, arts and education areas with the town centre



NOT TO SCALE



All those who participated in the development of the Vision have set a clear aspiration for large scale change in the town.

Everyone recognised that change is presently too little and too slow and that greater momentum is needed to deliver the aspirations for a sustainable and economically secure future town.

It was recognised that investment was now needed and new innovative ways of funding and delivering change will need to be found.

## THE NEXT STEPS

**The process has identified the central role the people and local businesses must make in delivering change.**

The public workshops were well supported by local representatives from SLDC, the Town Council, Cumbria County Council, the LEP, Kendal BID and many other key partners.

The purpose of this Vision is to identify the scale of challenges for Kendal, the changes needed and local people's aspirations for the town.

Certainly, quality and affordable housing close to the town centre is essential. The proposed northern access route (making possible radical alteration to traffic management in the centre) must also be delivered.

Throughout the process it was recognised that high quality public realm will make a dramatic and long lasting difference to the town centre, catalysing further investment. This was a key aspiration and will encourage everyone to feel differently about - and prouder of - their town.

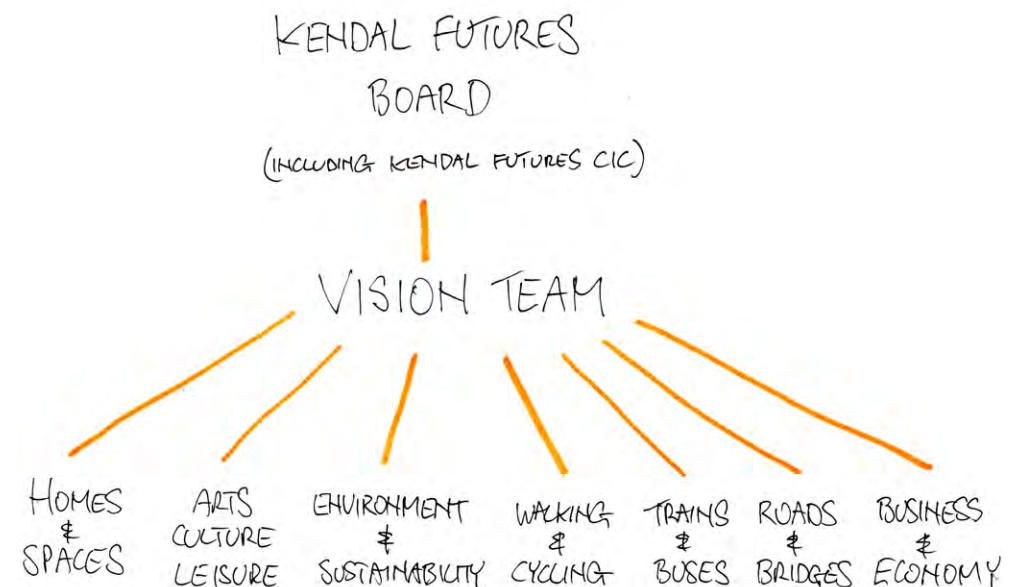
Perhaps the biggest question is about momentum and how to take this Vision forward. Kendal Futures is well placed to coordinate and lead the partnerships it has made with the Town Council, SLDC, Cumbria County Council and local businesses.

Kendal Futures must provide a bridge between the individual initiatives to ensure they collectively align with the Vision.

Right: This diagram illustrates a suggestion on the shape and governance which Kendal Futures could adopt, based on the "Next Steps" discussion held during the hands-on planning exercise on Saturday 5th October 2019.

It is intended as an initial thought only.

It is recognised that central to ensuring meaningful change can happen is communication, liaison, support between individuals and businesses, and listening to young people.



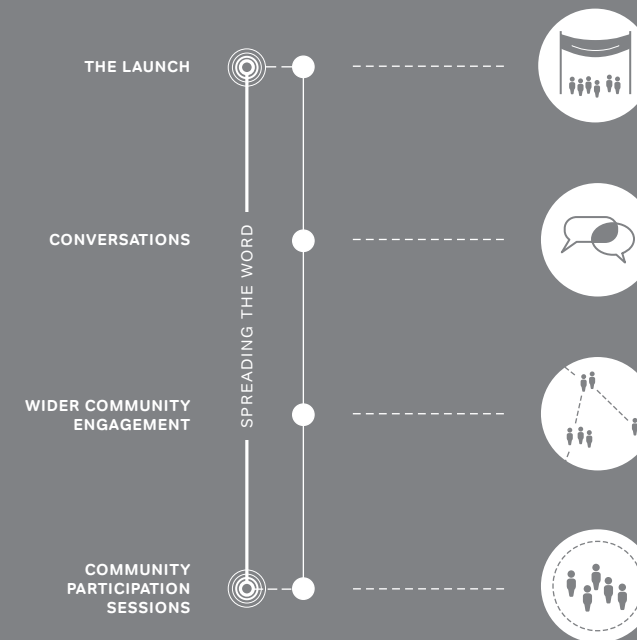


Central to the success of the Kendal Vision was understanding that it required a mandate of support from the people of the town.

All information in the Vision Themes, Principles and Possibilities are underpinned by what people discussed, said and raised during the engagement process.

This process of engagement centred on a public participation event over five days, starting with workshops and finishing with a feedback presentation at the Town Hall.

This chapter captures the process and some of the feedback from those conversations, engagements and public sessions.



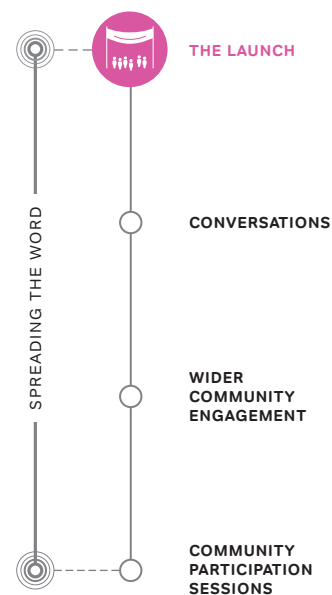
# LAUNCH

FRIDAY 13TH SEPTEMBER 2019  
KENDAL TOWN HALL

**The community planning process commenced with a launch at Kendal Town Hall. Key stakeholders and partners from across the town were invited to join Kendal Futures in setting out their plans for the Vision and their plans to involve the community.**

The event put the audience at the centre of the Vision, inviting their involvement and encouraging them to engage with their work colleagues and friends in promoting and contributing to the process.

The enabling team set out the agenda for the overall process, along with the public participation sessions to be held on October 3rd to 5th at the Shakespeare Centre. Given that not everyone would be able to attend the public sessions, the team established how contributions could be made in all medias and at a series of planned and one-off meetings.



Right: Noel Farrer (from Farrer Huxley) and Charles Campion (from JTP) presenting the Kendal community participation Vision process to Kendal business and community stakeholders.

Image: Jonny Gios Photography





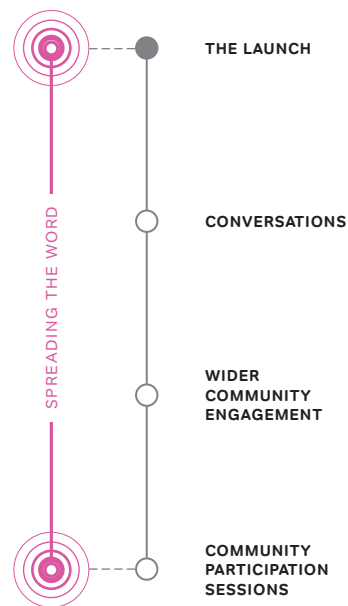
# SPREADING THE WORD

SEPTEMBER - OCTOBER 2019

Kendal Futures recognised that encouraging as many people as possible to attend the public sessions was essential to ensure a meaningful mandate for change in the town.

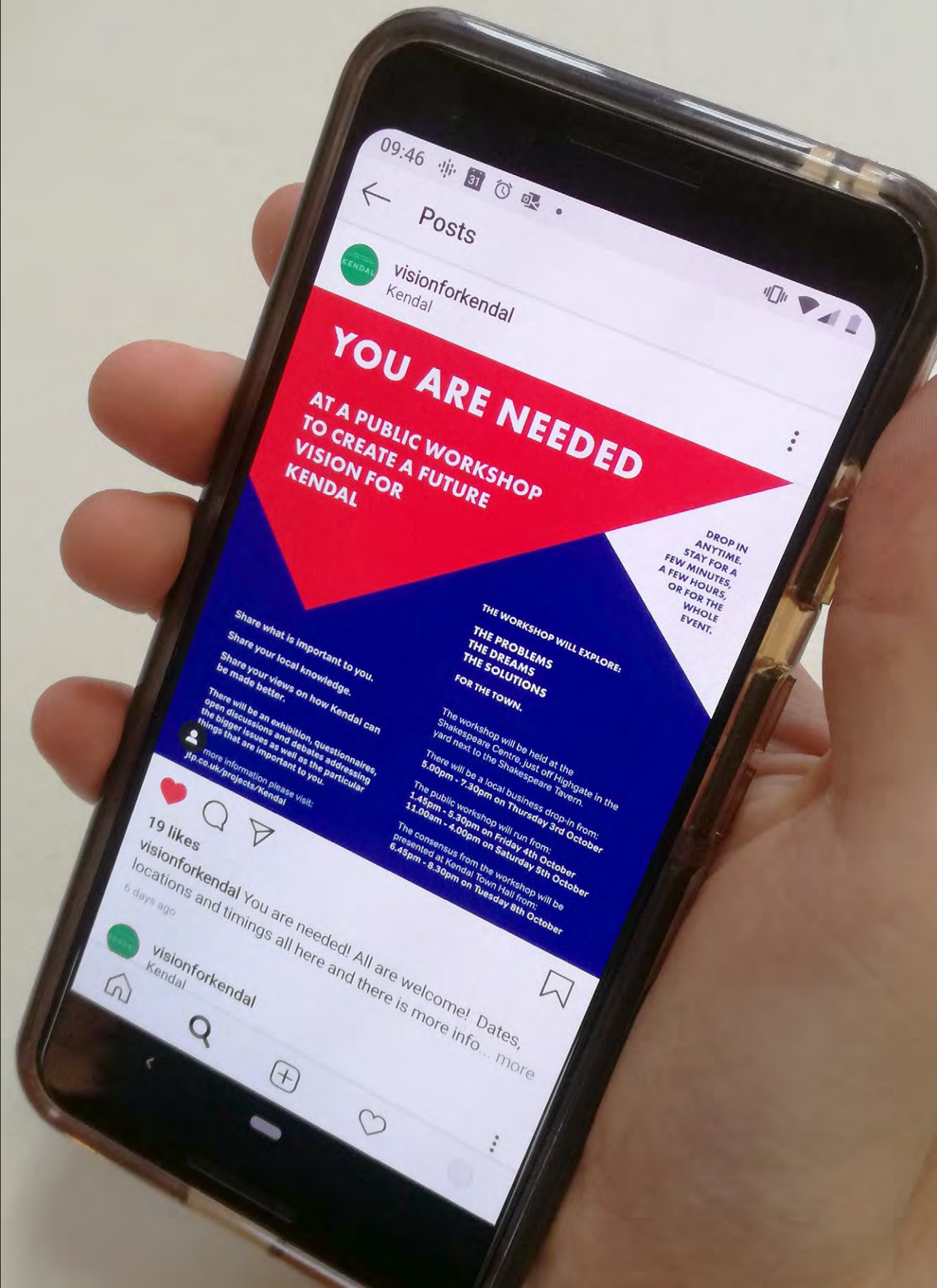
Adverts, flyers, posters, dedicated email, a web page and social media (Instagram, Facebook and Twitter) were used to share engagement opportunities with as wide an audience as possible.

The Vision was also publicised on BBC Radio Cumbria and Lakeland Radio.



## Spreading the word, through:

- Lakeland Radio broadcast
- BBC Radio Cumbria broadcast
- Flyers
- Newspaper ads (Westmorland Gazette)
- Twitter, Instagram, Facebook



# CONVERSATIONS WITH EMPLOYERS, PARTNERS & STAKEHOLDERS

AUGUST - OCTOBER 2019

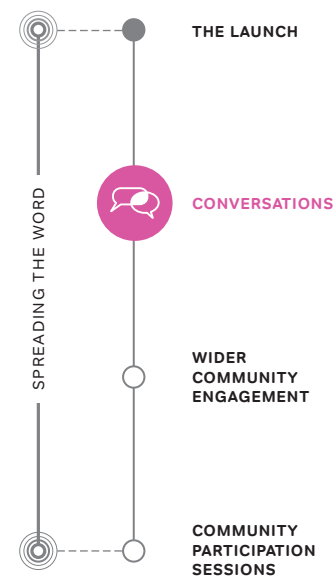
During the engagement between August and September, and again at the dedicated evening workshop for businesses and key stakeholders on Thursday October 3rd 2019, the Vision team held conversations, meetings and group sessions to gain an understanding of the needs and aspirations of the business community in Kendal.

It became clear that there were a handful of larger, well regarded businesses who were critical to employment in Kendal. The most medium and higher earning jobs were outside the public and third sector.

The large scale employers, through their role in Kendal Futures, are the principle stakeholders demanding change in Kendal. Through their business future planning, they recognise the critical challenges the town needs to address to secure business success and vital future employment.

They have key insight into the future economy and remaining competitive in the modern world.

The consultation laid bare their drive for change, the need for an environment where innovation and creativity can flourish and, most of all, the town's role in providing a desirable place to live and work.



## VISION FUNDERS



## VISION SUPPORTERS





# CONVERSATIONS WITH YOUNG PEOPLE

AUGUST - OCTOBER 2019

The enabling team wanted to attract as much engagement from young people as possible, dedicating visits to primary and secondary schools, as well as Kendal College.

Overall, the team have spoken directly with over 120 pupils and 15 staff.

## STRAMONGATE PRIMARY SCHOOL

The team met with the school pupils and ran a workshop with the pupil school Councillors, aged 6 to 11. We discussed the problems, dreams and solutions for the town with 26 students and the head teacher.

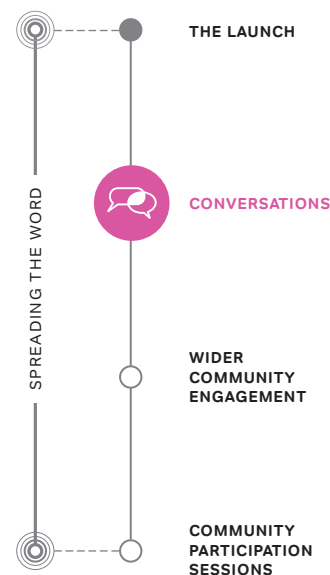
## KENDAL COLLEGE ARTS & MEDIA CAMPUS

On the main campus there was a drop-in session at lunch time in the canteen where students could give informal views on their aspirations for Kendal.

At the Allen Building the team engaged with around 25 students and staff from Kendal College.

## QUEEN KATHERINE SCHOOL

Engagement with around 25 students and staff.



# KENDAL COLLEGE DROP-IN

## IDEAS



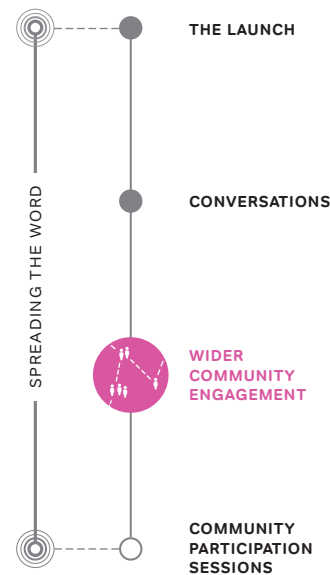
# WIDER COMMUNITY ENGAGEMENT

AUGUST - OCTOBER 2019

**Kendal Futures worked hard to ensure every voice in the town was heard.**

The team of enablers recorded many informal conversations with representatives and residents across Kendal:

- Sandylands Estate (Post Office; playground)
- Hallgarth shop and playground
- Langdale Crescent fish and chip shop
- Manna House: support centre for homeless and vulnerable people
- Kendal BID Board
- The Kendal community police and Kendal pub landlords at the Town Watch meeting
- Gooseholme Park with students and local people
- New Road green space
- Conversations in local pubs



Right: Quotes from members of the Kendal community, collected during the process of engagement.

**“Learn from elsewhere. What about a community led ‘Altrincham Market’ food hall idea?”**

THURSDAY 3RD OCTOBER 2019

**“Employ gardeners to nurture green spaces, rather than contractors to strip green spaces.”**

GREEN BLUE HANDS ON PLANNING SESSION ON SATURDAY 5TH OCTOBER 2019

**“Turn neglected ‘grot spots’ to ‘green spaces’ by more planting with mature species (trees and flowering plants).”**

FRIDAY 4TH OCTOBER 2019

**“People are too reliant on cars and are obsessed with parking, to the detriment of the environment.”**

SATURDAY 5TH OCTOBER 2019

**“I was born here and I couldn’t imagine living anywhere else. I went to visit London once. Never again!”**

SATURDAY 5TH OCTOBER 2019

**“We need a much better visitor welcome/ experience at entry points. Kendal’s bus and train stations are quite unloved and it’s not clear where to go or what there is to do.”**

PUBLIC WORKSHOP SATURDAY 5TH OCTOBER 2019

**“Young people love Kendal but they are not coming back due to lack of well paid jobs.”**

SATURDAY 5TH OCTOBER 2019

**“My dream notion is to put the canal basin back and build houses around it.”**

CANAL HEAD WALKABOUT SATURDAY 5TH OCTOBER 2019

**“Why do we only care about the environment during the one weekend of the Mountain Festival.”**

WORKSHOP ATTENDEE SATURDAY 5TH OCTOBER 2019

**“It’s too easy to go to Asda and Sainsbury’s so people don’t shop in the town centre.”**

FRIDAY 4TH OCTOBER 2019

**“In Berlin they have an area completely free of planning for young people to create new enterprises without limits. This would attract young people to stay in Kendal.”**

FRIDAY 4TH OCTOBER 2019

**“We need to ensure a well-functioning and active arts and cultural network which responds to the needs of the community.”**

FRIDAY 4TH OCTOBER 2019

**“Transport isn’t linked – you can’t get back from airport after about 8pm – it’s easier to get to London!”**

THURSDAY 3RD OCTOBER 2019



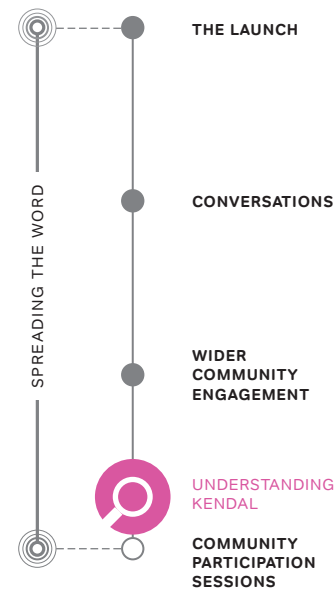
# UNDERSTANDING KENDAL

3RD OCTOBER 2019

The professional team, commissioned by Kendal Futures, set about gaining a complete understanding of the town. They explored the morphology, history, heritage, and all social and economic factors at play.

Put simply, the team's analysis of Kendal confirmed that this is a great town, justifying its status as one of the most desirable places to live in the UK.

And yet, it is a town which - common to many others - has significant challenges which must be addressed to ensure that its greatness is sustained in the future.



Left: Bus Tour Route - The team bus toured the whole town, including many additional walkabouts. They were given insight by local people and Kendal Futures at every point.

Opposite: Some of the team, including architects, urban designers, and landscape architects, as well as community experts and Paula Scott - our Kendal Futures guide and town resident.





# COMMUNITY PARTICIPATION SESSIONS

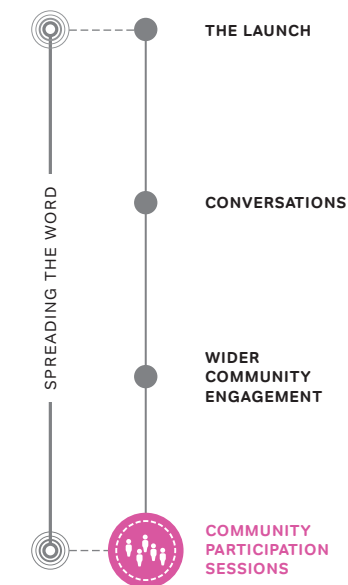
3RD - 5TH OCTOBER 2019

**The Shakespeare Centre was set up for the first of three days of community planning workshops, talks and drop-in sessions.**

The people began to arrive and didn't stop coming for the whole three days. It was overwhelming how many people arrived with passion for their town. Everyone picked up 'Post-it' notes and a pen on their way in.

The team had prepared an exhibition which covered the key issues facing the town. This provided useful reference material for all those attending. The exhibition also included sketches and feedback already gathered at the school and community area visits.

Each workshop was facilitated and run by a team of professionals.



Left: Setting up at the Shakespeare Centre.

Three simple questions were put to the audience:

**What are the problems in Kendal?**

**What are your dreams for Kendal?**

**What are the solutions for Kendal?**

Everyone was invited to record on 'Post it' notes, each issue they thought important to the betterment of the town.

All notes were gathered and facilitators Lynne Ceeney and Nick Taylor read each one to the audience. Open audience discussion commenced. Everything was recorded and each note was sorted into areas of concern.

The same process was then repeated for Dreams and Solutions. The audience helped the team to build a broad picture of concerns and ideas which have informed the Vision, themes and opportunities.



# COMMUNITY PARTICIPATION SESSIONS BUSINESS WORKSHOP

THURSDAY 3RD OCTOBER 2019  
KENDAL SHAKESPEARE CENTRE

Representatives from local businesses  
- ranging from shop owners to large  
employers - gathered for the first workshop  
of the public sessions.





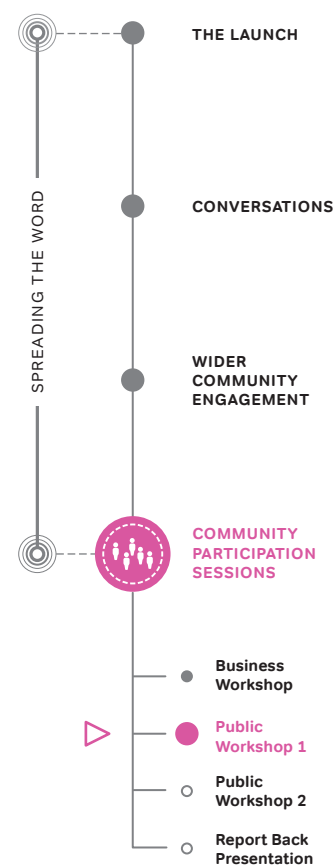
# COMMUNITY PARTICIPATION SESSIONS

## PUBLIC WORKSHOP 1

FRIDAY 4TH OCTOBER 2019  
KENDAL SHAKESPEARE CENTRE

**The public workshop was run in the same format as the business sector workshop the night before.**

Again, we had a full house and gained valuable insight and ideas for future themes and opportunities.





# PUBLIC WORKSHOP 1

## HANDS-ON PLANNING GROUPS

Each table was given a focus topic to discuss, selected from those which evolved at the earlier workshops. One member of the professional team sat at each table to facilitate conversations, help develop ideas through drawing and record the discussions.

It was fantastic. The groups reported back to the hall, with attendees rather than the team presenting their ideas.





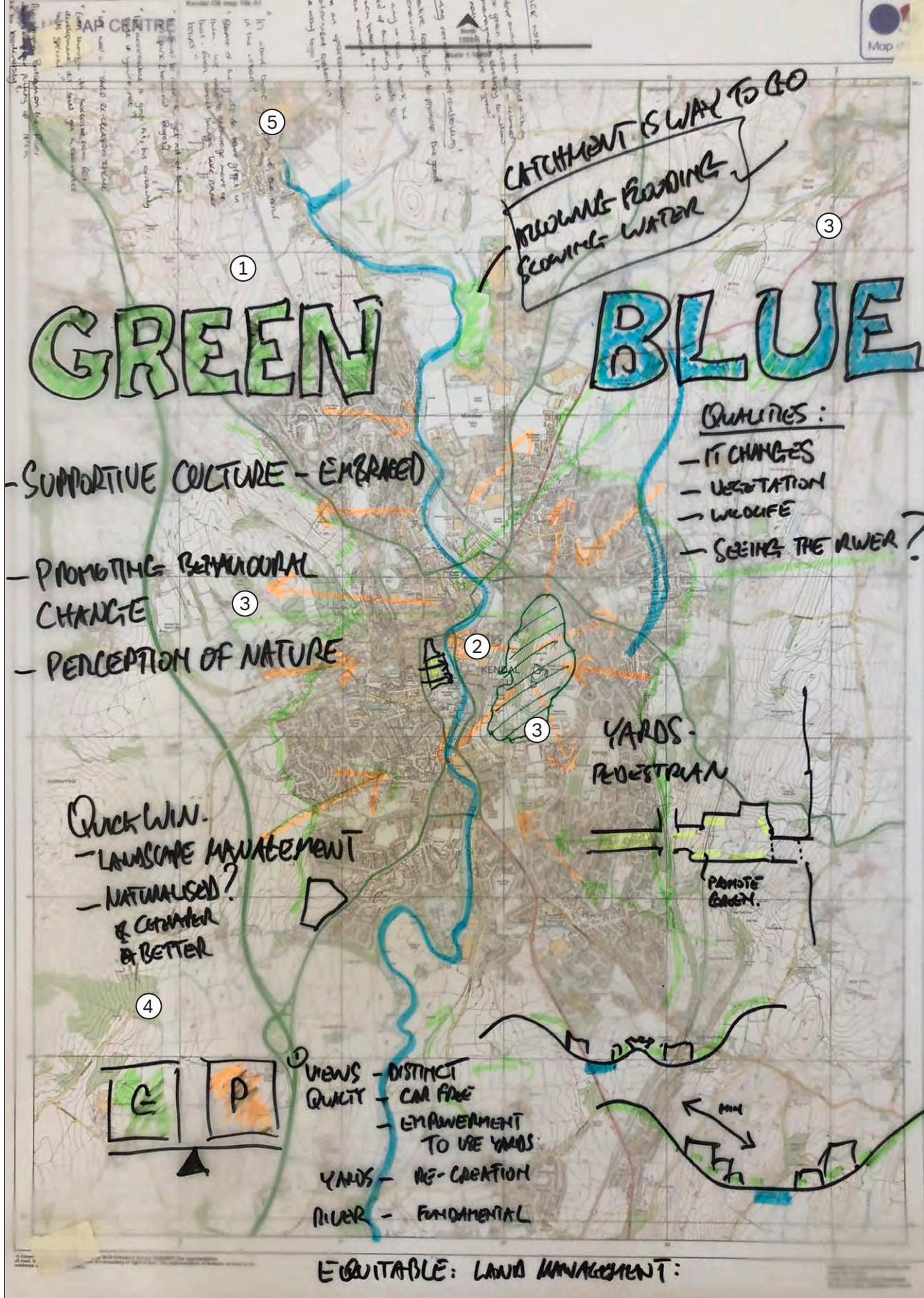
HANDS-ON PLANNING GROUPS  
GROUP 1: GREEN BLUE



“Kendal could become the world leader in flood resilience.”

QUOTE FROM WORKSHOP PARTICIPANT  
(FRIDAY 4TH OCTOBER 2019)

- ① The need to change perceptions toward natural planting and maintenance regimes.
- ② Promoting collective support for community spirited works such as litter picking, planting and environmental work.
- ③ The proximity and views of nature (hills/ trees and water) are fundamental to the identity of Kendal.
- ④ Stop the operations of mowing and pruning as a quick win and saving for the Council.
- ⑤ Promotion of the role of the catchment in the attenuation of flood water with the added benefit of improved biodiversity.





## HANDS-ON PLANNING GROUPS

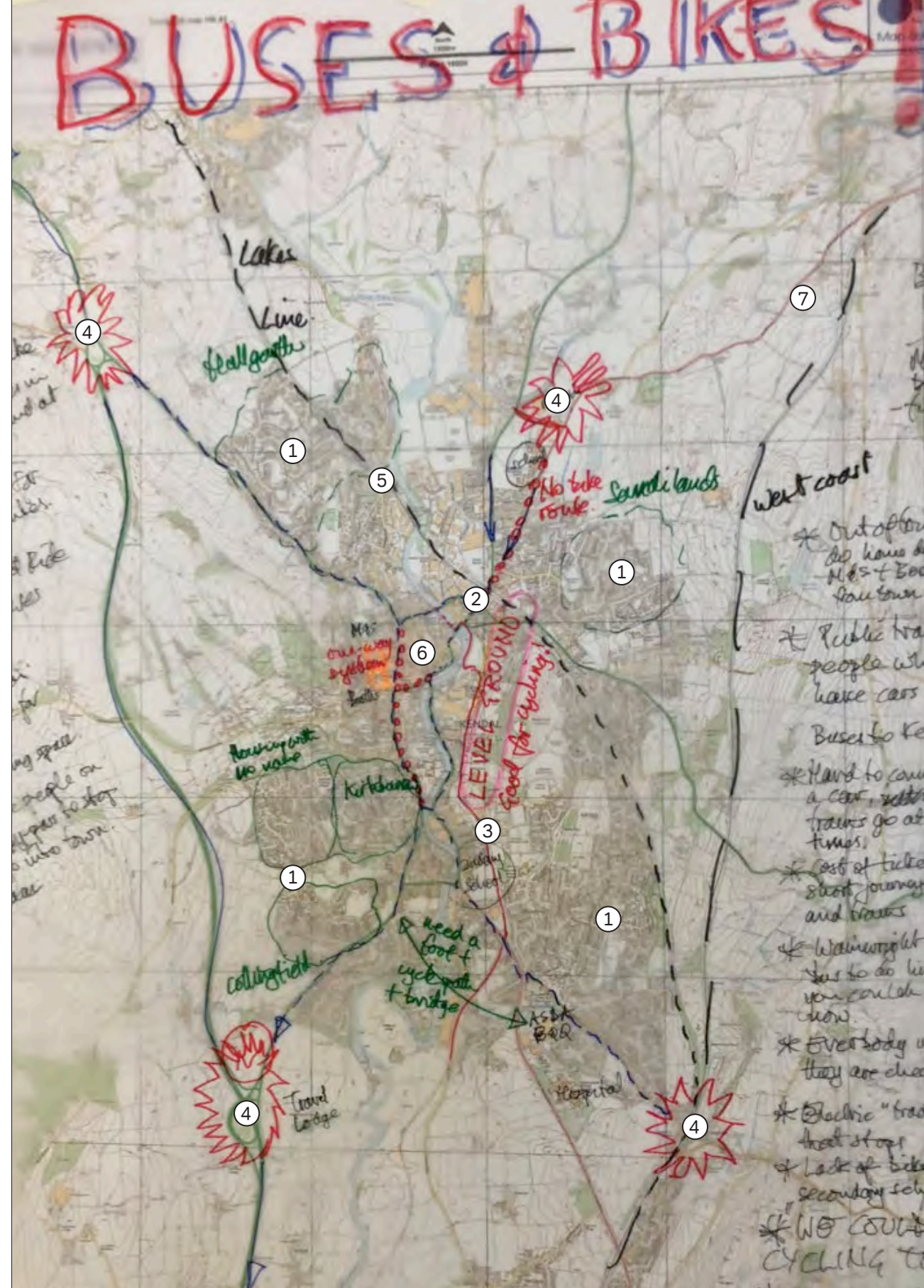
### GROUP 2: BUSES & BIKES



**“Everybody would use buses more if tickets weren’t so expensive!”**

QUOTE FROM WORKSHOP PARTICIPANT  
(4TH OCTOBER 2019)

- ① Outlying neighbourhoods: Hallgarth, Collinfield, Heron Hill, and Sandylands poorly served by public transport.
- ② The need for better bike parking facilities in the town centre, at the station, and in schools.
- ③ Extend cycle path along old canal route and elsewhere. The need for better demarcation as cyclists presently take pedestrians by surprise.
- ④ Free Park & Ride at four strategic locations. Could encourage A591 bypass users to stop and go into town. ‘Park & Stride’ and ‘Walking Bus’ also desirable.
- ⑤ Poor public transport offer: trains are few and go at inconvenient times. Buses tickets are extremely expensive.
- ⑥ Town centre one-way system is very inconvenient.
- ⑦ Create mountain bike centre at Benson Knott, perhaps with cable car.





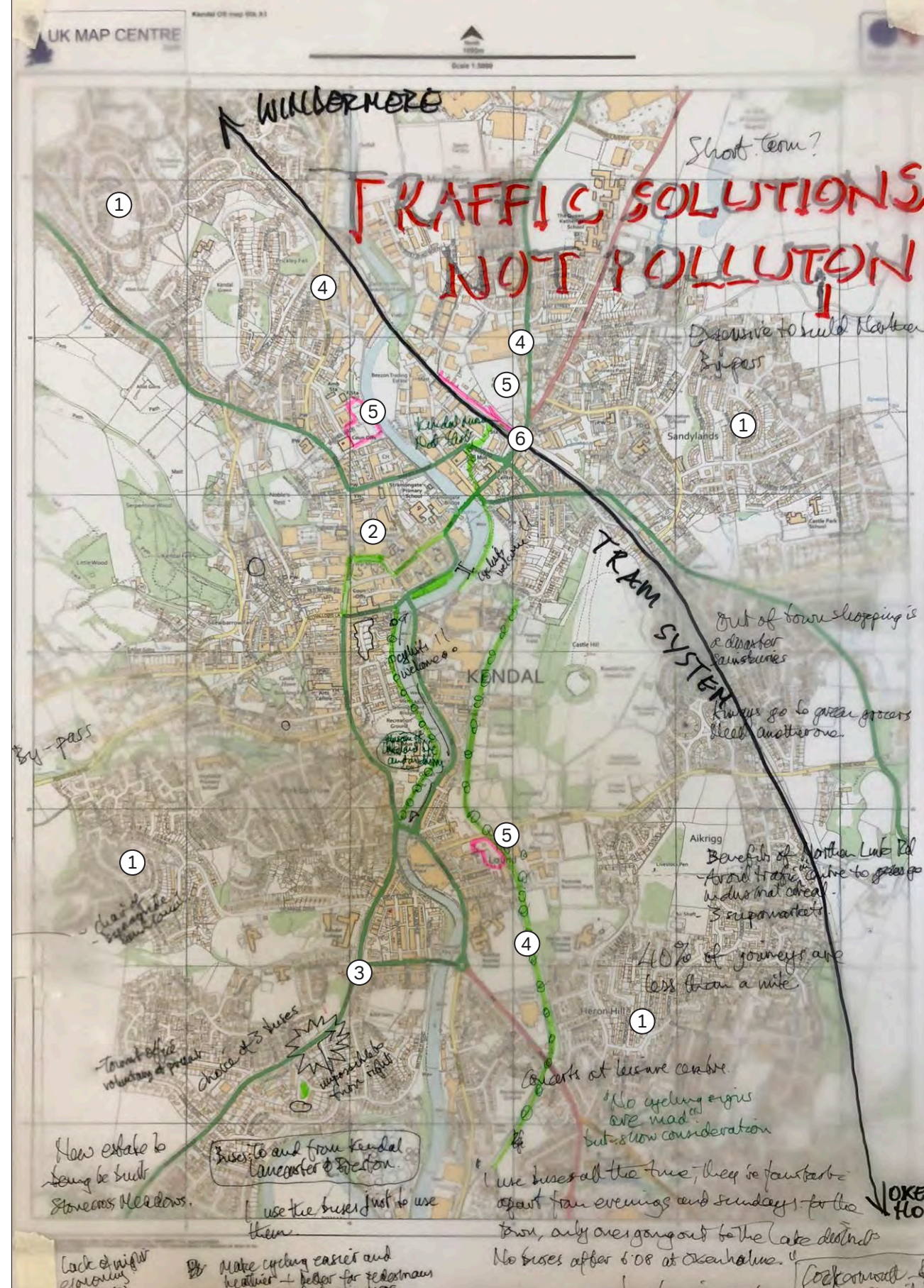
### GROUP 3: TRAFFIC SOLUTIONS NOT POLLUTION



**“The out of town supermarket shopping is an environmental disaster. I always go to the local greengrocer!”**

QUOTE FROM WORKSHOP PARTICIPANT  
(4TH OCTOBER 2019)

- ① Outlying neighbourhoods: Hallgarth, Kirkbarrow, Collinfield, Heron Hill and Sandylands are poorly served by public transport.
  - ② Local bus services are only good during day. They stop too early in the evening and Sundays, constraining evening economy. (Cockermouth services run until midnight.)
  - ③ 40% of car journeys are less than 1 mile and could be done by most people on foot or bike.
  - ④ Extend bike-path network making cycling inviting and easier.
- Better define and improve accessibility for walking routes to encourage healthier living.
- ⑤ Park & Walk at key locations at town entry points.
  - ⑥ Railway line between Oxenholme and Windermere to be more frequent and with more stops.
  - ⑦ Northern link road: would avoid traffic through town centre going to industrial area, but very expensive to build and potentially destructive to the environment.





HANDS-ON PLANNING GROUPS  
GROUP 4: THE BIG PICTURE



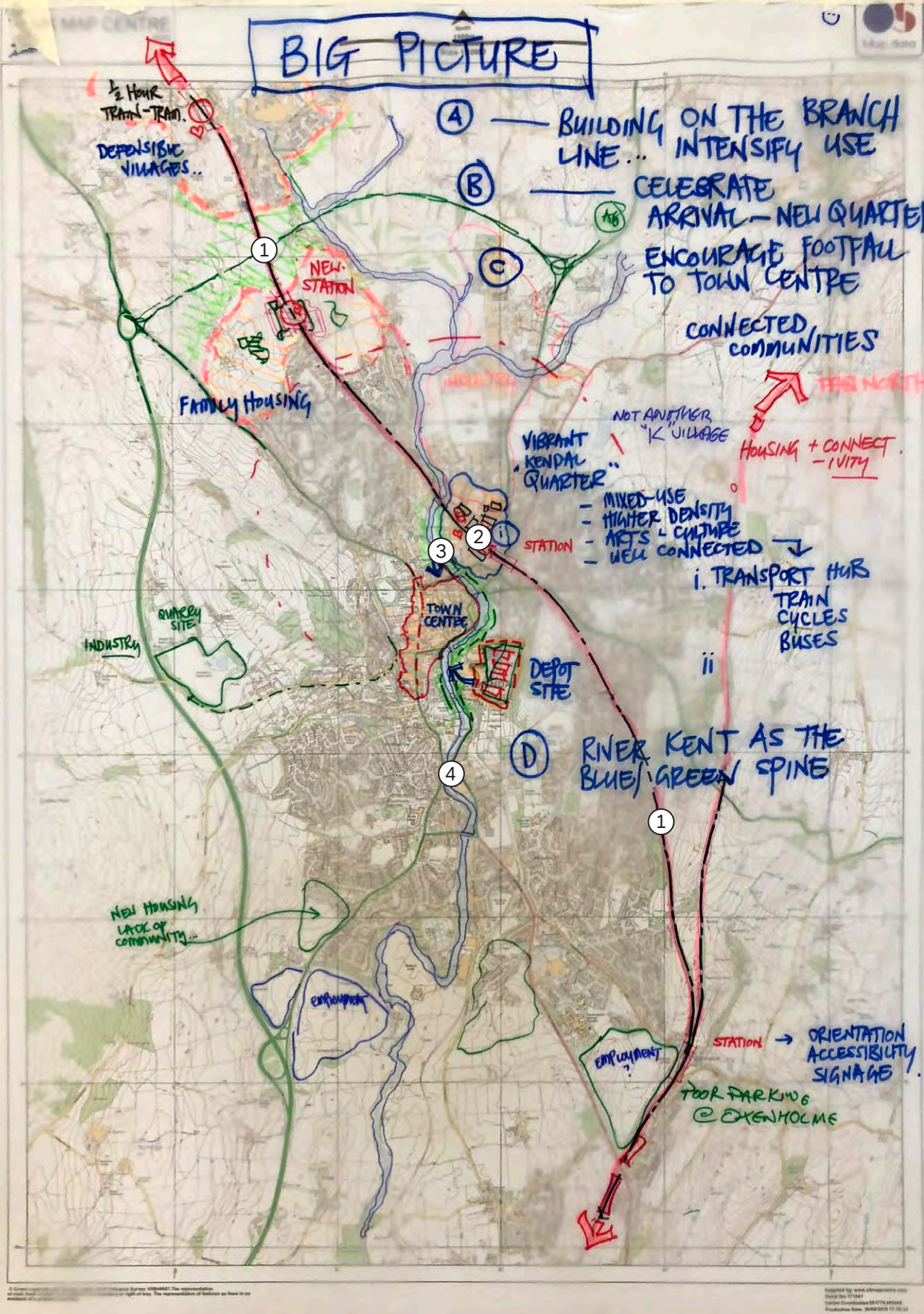
KEY POINTS OF THE DISCUSSION

- The group recognised the potential of the branch rail line but inconsistency of service and use.
- The station has no sense of arrival and is isolated from the town by heavy traffic flow.
- Lack of affordable housing in the town – some existing housing estates like Hallgarth felt isolated from the centre.
- The River Kent was an asset but perhaps an underused one.

“Individuals and the community need to be taking more ownership responsibility”

QUOTE FROM WORKSHOP PARTICIPANT  
(FRIDAY 4TH OCTOBER 2019)

- ① **Building on the Branch Line** – encouraging and intensifying its use – perhaps considering an additional neighbourhood halt stop to the north with new family housing, local shops and services.
- ② **Celebrating Arrival** – rethinking the area around the station to create a new arrival square with better pedestrian and cycle links to the town centre, public transport connections, town information boards etc.
- ③ **Station Quarter** – creating a distinctive new ‘Quarter’ with affordable housing, spaces for new businesses, college expansion and creative industry – with high quality urban street surfaces and planting.
- ④ **River Kent** – enhanced as the blue / green spine running through the centre.





# COMMUNITY PARTICIPATION SESSIONS

## PUBLIC WORKSHOP 2

SATURDAY 5TH OCTOBER 2019  
KENDAL SHAKESPEARE CENTRE

### SOME INSPIRATION

#### A Talk by Mary Clear of Incredible Edible

Mary Clear is a founding member of the now worldwide movement Incredible Edible. Her inspirational talk about the movement's founding work in Todmorden, West Yorkshire, highlighted the power of collectivism and community actions in delivering positive change. Her talk also illustrated how it is possible to overcome statutory red tape and gain funding.





## PUBLIC WORKSHOP 2 WALKABOUTS

**After the workshops, and in addition to the hands-on planning groups, we ran a series of walkabouts around areas of the town that had been identified as opportunities to revitalise the town.**

Each group set out with a facilitator and note taker for 45 minutes. On return, the group undertook a hands-on planning exercise to explore what they had seen and discussed.

Walkabout areas:

**Town Centre to Station Walking Tour**

**Hallgarth Walkabout - Meeting a Selection of Local Residents**

**East and South - Including East Side of the River Around Canal Head, Waterside and Abbot Hall**

**Local Economy, Heritage & Tourism**

**Kendal Vision - Next Steps**

Right: Outside the community centre on Sandylands Estate a table was set up to engage with local residents and children in drawing a sketch Vision for Kendal.

The children were invited to present their work to the wider audience at the Shakespeare Centre.





WALKABOUTS  
TOWN CENTRE TO STATION WALKING TOUR

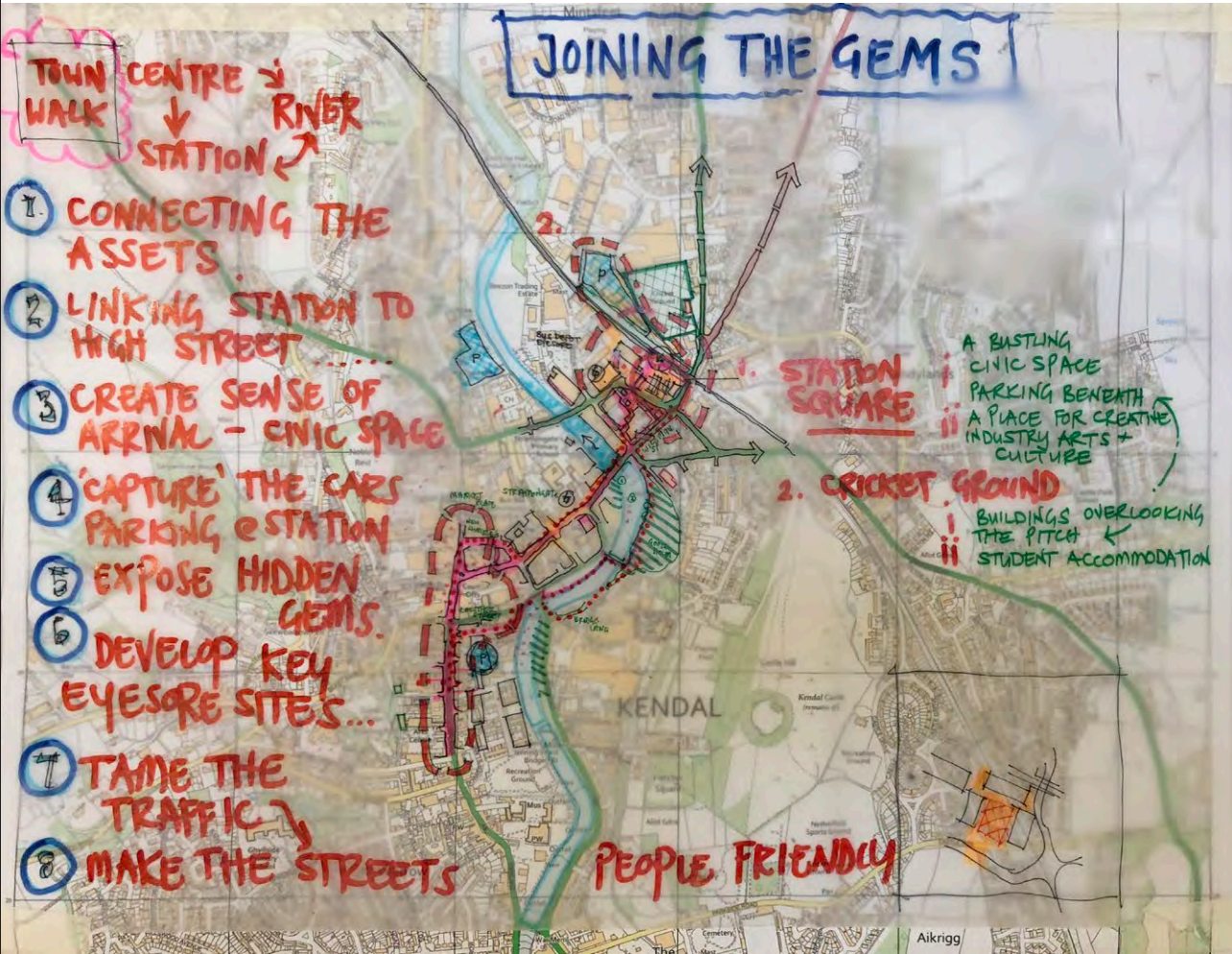


- KEY THEMES - JOINING THE GEMS**
1. Celebrate Kendal's assets and link them up.
  2. Form a closer connection between the Station and the town centre.
  3. Create a wonderful sense of arrival at Kendal station – a new civic space.
  4. 'Capture the cars' before the town centre – creating parking locations nearby.
  5. Expose the hidden gems – through urban realm improvements, history trails and perhaps a "Connected-Kendal" application – revealing special features and telling town tales!
  6. Consider alternative more appropriate uses for prominent sites on important routes – for example around lower Stramongate and Blackhall Road and the BT telephone exchange Building.
  7. Tame the traffic – accommodate vehicles but reprioritise the streets and spaces to make them people friendly (correlates with point 8.)

**“It’s the only town centre where you can get run over in a pedestrianised area”**

QUOTE FROM WORKSHOP PARTICIPANT  
(SATURDAY 5TH OCTOBER 2019)

Left: A reference to a comment on the walkabout when negotiating the road network walking in the town centre.



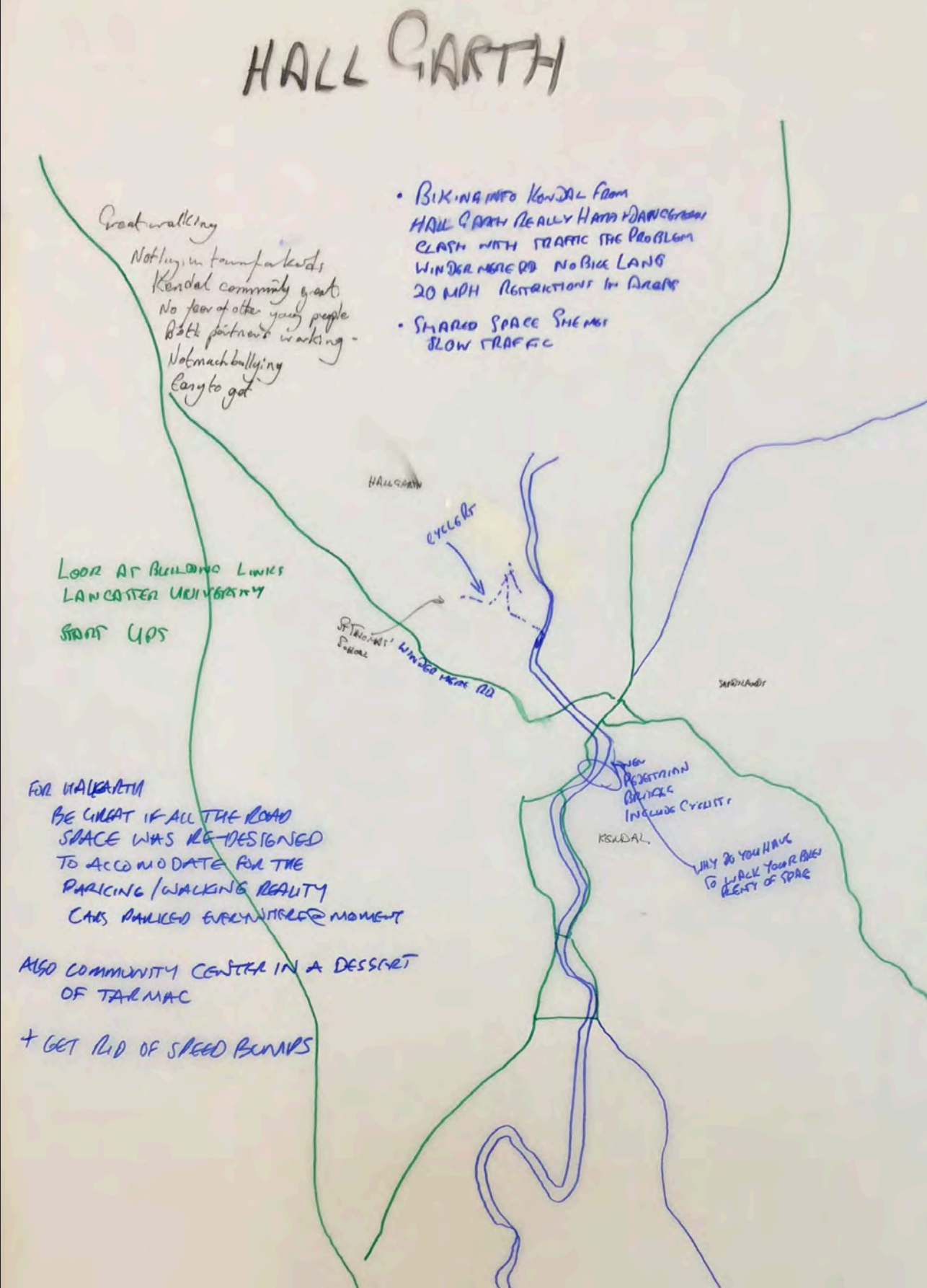


## HALLGARTH WALKABOUT - MEETING A SELECTION OF LOCAL RESIDENTS



KENDAL VISION 2020 | THE EVENT THAT CHANGED KENDAL

Investigate high-tech links with Lancaster University for small business start ups.





## WALKABOUTS

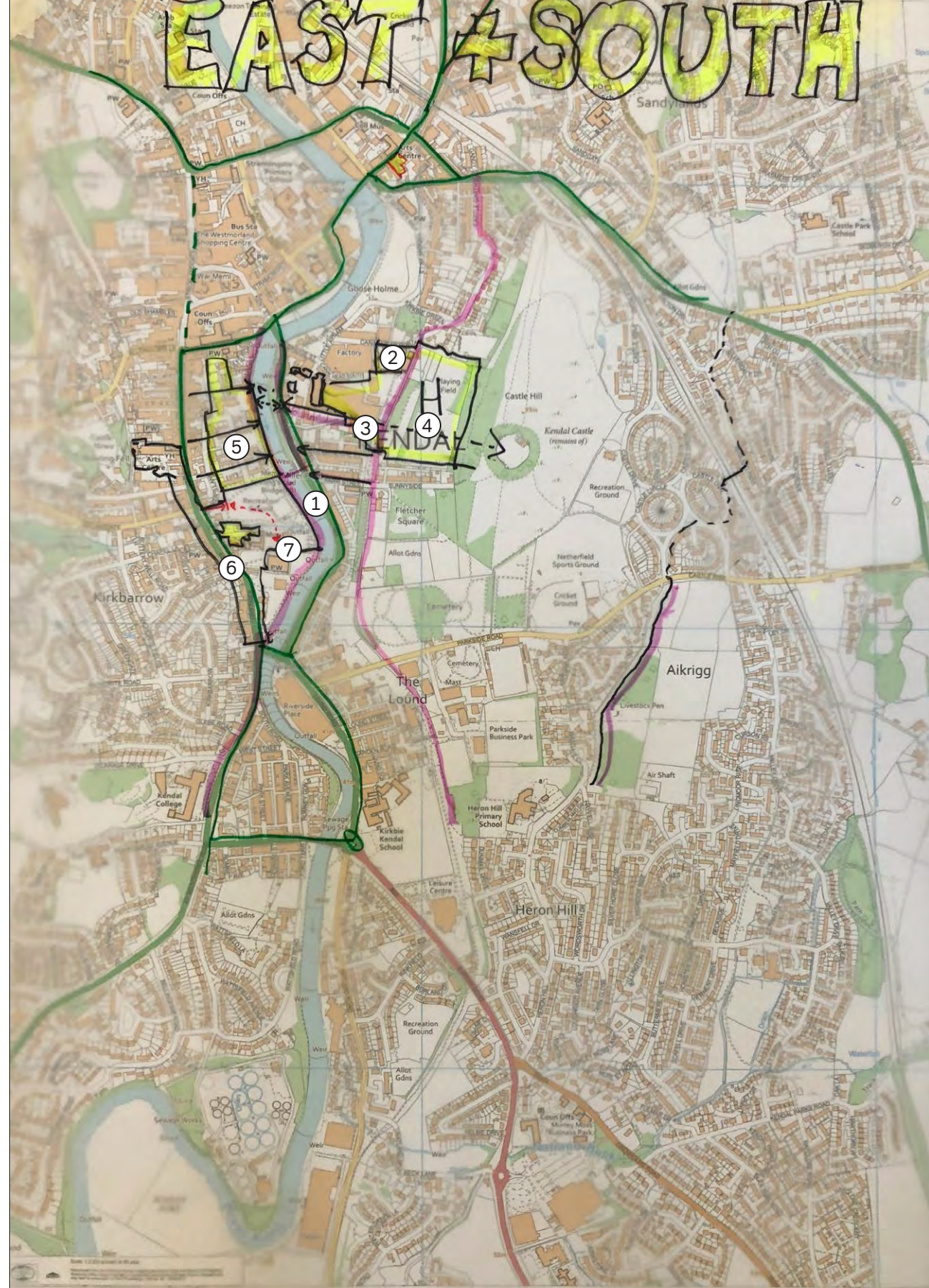
### EAST & SOUTH - INCLUDING EAST SIDE OF THE RIVER AROUND CANAL HEAD, WATERSIDE & ABBOT HALL



**“Some of the town’s best assets  
are compromised by some of its  
worst...”**

QUOTE FROM WORKSHOP PARTICIPANT  
(SATURDAY 5TH OCTOBER 2019)

- ① The river is central to the town's identity and connectivity.
- ② The domestic refuse collection and SLDC depot relocated to reduce vehicle impacts in the town.
- ③ That Anord Mardix be offered alternative accommodation, further reducing town centre traffic and the site be considered for re-development.
- ④ The canal head area including the SLDC depot and domestic waste site all be regenerated to provide flats and houses with mixed-use and cafes around the basin.
- ⑤ South Lakes Housing, working with residents, review housing provision at Waterside to provide better quality, energy efficient, affordable homes.
- ⑥ Many of the Kirkland area independent shops remain viable. All agreed that an arts themed expansion could provide shop use and attract larger footfall.
- ⑦ Abbot Hall Art Gallery to become more visible through its original entrance with the existing improvement works and integration of the park through the positioning of the new café.





## WALKABOUTS

### LOCAL ECONOMY, HERITAGE & TOURISM

## ISSUES

Recruitment – locally there is 1.8% unemployment – nationally it is 4.1%.

Kendal needs to grow the tourism £ - stop being just a gateway or haven for 'potterers' on a wet day.

Lack of commercial or workshop space for business or start-ups.

## CULTURAL ASSETS

The fine urban grain, charming alleys, yards and places to explore, as well as an emerging range of independent shops & cafes.

The River Kent – a great focal point underutilised.

Strong draw to the town  
– residents' loyalty and  
returners.

Great transport links – you can be in London in 2hrs 38 mins.

## ACTIONS

Make more of the focus on the river – compare Amboise in France.

Encourage high-end restaurant offers into the arts quarter.

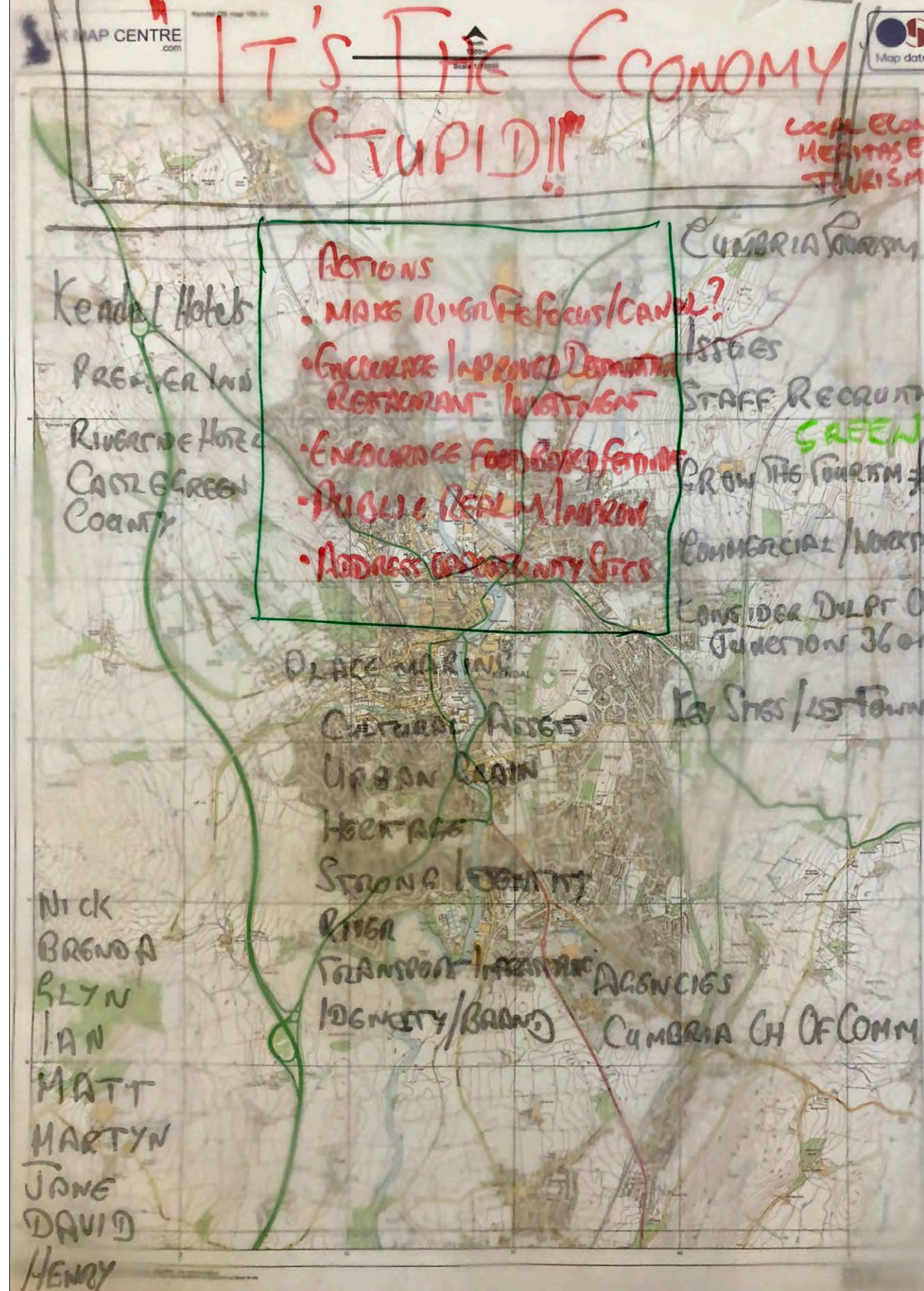
Encourage food based festivals – excellent local provenance.

Improve the public realm.

Address opportunity sites.

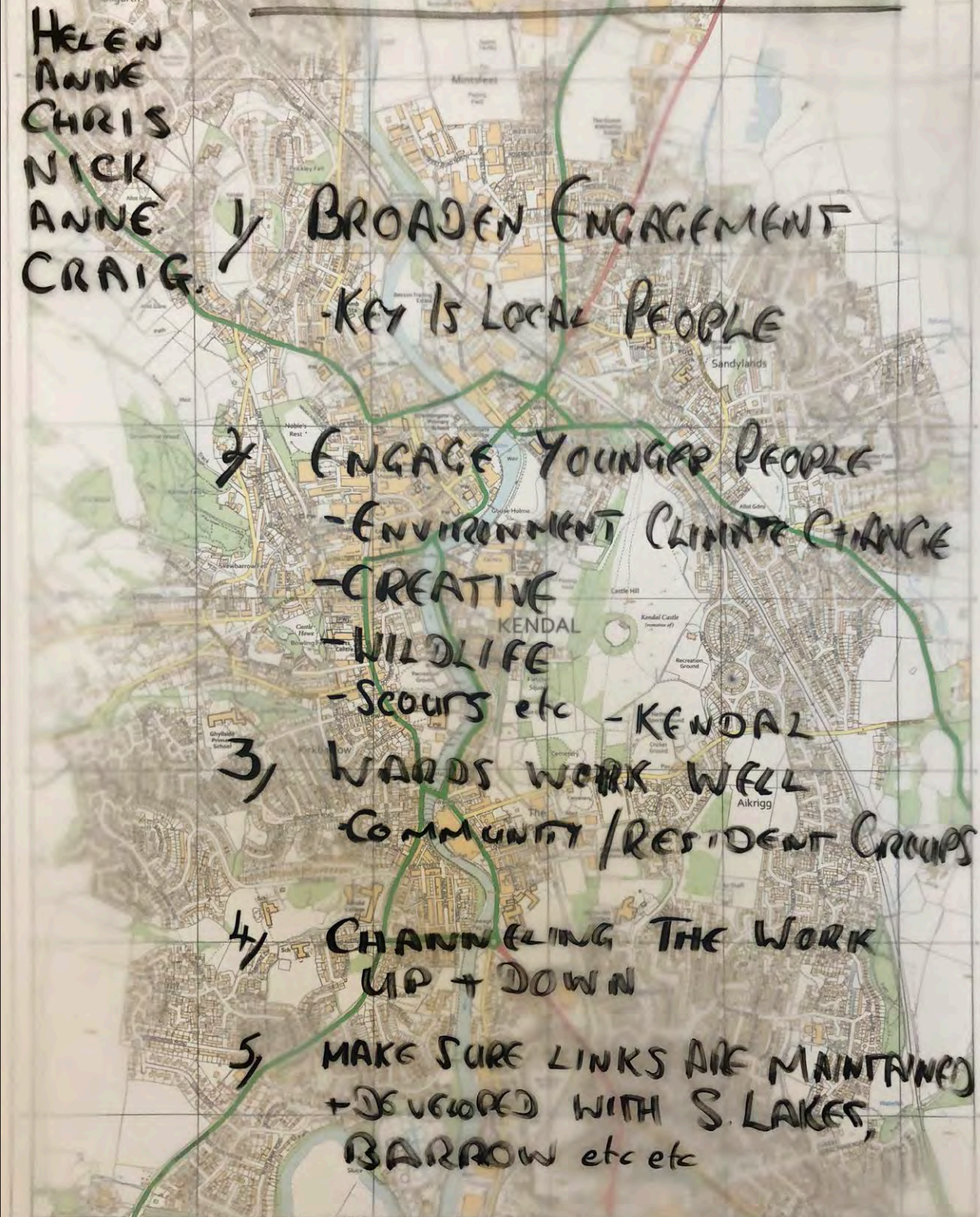
**“Throughout all of the town, aesthetics are important.”**

QUOTE FROM WORKSHOP PARTICIPANT  
(FRIDAY 4TH OCTOBER 2019)





# NEXT STEPS



## WALKABOUTS KENDAL VISION - NEXT STEPS

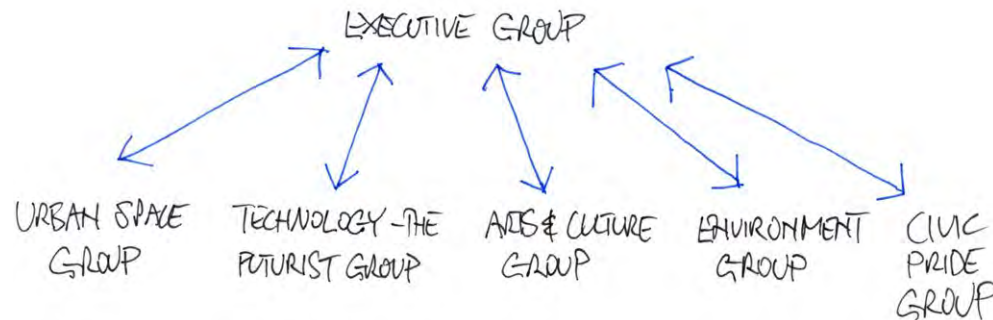
### THE GROUP DISCUSSED HOW THE VISION COULD BE TAKEN FORWARD

Broaden engagement, especially with younger people, through:

- Environment and climate change
- Young creatives
- Wildlife, nature and links to environment
- Young people's organisations, clubs and schools

The Wards work well, especially through community groups, residents and well supported community centres.

Below: The group explored a model of how the Vision could best work with key groups.



**“Let’s have car free days like other towns and cities are doing to get a taste of what it’s like.”**

QUOTE FROM WORKSHOP PARTICIPANT  
(SATURDAY 5TH OCTOBER 2019)



# REPORT BACK PRESENTATION

TUESDAY 8TH OCTOBER 2019  
KENDAL TOWN HALL

The Kendal Futures team having undertaken the public workshops, walkabouts and hands-on planning sessions, set about developing all they had heard into a series of possibilities for differing areas of the town. This informs the consideration of the emerging themes and ideas.

The team collated the many hundreds of 'Post-it' notes and questionnaires, as well as all that was said and recorded.

They produced a newsletter to capture the public engagement feedback. This was disseminated after the formal public feedback session held in the evening at Kendal Town Hall.



# THE TEAM



## KENDAL FUTURES

Kendal Futures was set up as a public private 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.

Kendal Futures decided a Vision for Kendal was necessary to aid and inform the future direction and plans for the town. A brief was drawn up and tenders sought through a competitive process.

Farrer Huxley and JTP were selected from more than 20 submissions through this process.

Kendal Futures adopted the proposal to comprehensively engage and involve the people of Kendal, as well as all stakeholders, in the process.

## FUNDERS

The Kendal Vision was funded by many of Kendal's private sector employers including Anord Mardix, Booths, Ellergreen, Gilkes, James Cropper, Kendal Nutricare, Lakeland, Lakeland Arts, Levens Hall Estates, Mealbank Properties, Russell Armer Homes and South Lakes Housing. Titus Wilson printed the Vision, on paper supplied by James Cropper.

## PARTNERS

Kendal Town Council, South Lakeland District Council and Cumbria County Council have all financially supported the work of Kendal Futures. Their elected members and officers have provided assistance and actively supported each of the Vision projects.

## FARRER HUXLEY

## FARRER HUXLEY

Farrer Huxley is a practice of landscape architects and community engagement experts, established in 1995. Our work is founded upon the belief that landscapes, urban and rural, make a fundamental difference to people's lives.

Through over 20 years as a practice, we have come to understand that the success of a place is dependent upon putting people at its heart. Central to our work is collaboration: by placing local communities at the centre of our design process Farrer Huxley has built a strong reputation for engaging and enabling.

## JTP

JTP is an international placemaking practice of architects and urban designers with extensive experience of delivering successful places for both the public and private sectors throughout the UK and internationally.

Our goal is to create places where life in all senses can flourish; places that are economically thriving, artistically stimulating, environmentally footprint-free, with a strong sense of identity. In short, places where people feel they belong.





# THANKS

Kendal Futures would like to thank all the people who have supported this project, including those attending and contributing to the public forums and events, the Vision funders and our partners.

Printed in Kendal, on paper made in Kendal.

**TitusWilson**  
LTD

**JAMES CROPPER** PLC  
ESTABLISHED 1845

The Vision is the culmination of an intensive process of listening, in order to understand the views and perspectives of Kendal's people, organisations and businesses.

The project was commissioned by Kendal Futures, the regeneration partnership for the town who work to encourage and facilitate investment.

The Vision has been funded by some of Kendal's private sector employers and organisations, including some Kendal Futures members.

**March 2020**

KENDAL