

Kendal Business Improvement District

12th May 2020

Dear Giles,

There is absolutely no doubt that the recovery of Britain's High Streets as businesses are unlocked will be at the least a challenge and it most certainly does not need disruptive road works on top of the impact of the Corona Virus. I specifically refer to the proposed repair to Victoria Bridge but possibly of greater disruptive risk, is the building of new flood defence walls along New Road and Aynam Road.

There were real and unopposed concerns voiced during our video conference of 11th May when the perceived disruption caused by the planned road works at Victoria Bridge and New Road / Aynam Road were discussed. The likely negative media and Facebook coverage of those road works leaves little imagination. Negative observations will most certainly deter visitors and shoppers during what will be a crucial recovery period for businesses.

I believe previous consultancy reports and recommendations confirm the risk of disruption and a need for serious consideration if those road works should go ahead at a time, when the very future of Kendal businesses is at risk. I draw your attention to extracts from four major consultancy reports over a period of thirteen years that in my opinion confirm the threat of traffic congestion causes to Kendal businesses in particular and Kendal businesses in general during a recovery programme.

Kendal Economic Regeneration Action Plan 2007 comments on traffic as follows (Kendal Futures)

"It has begun to degrade the legibility and attractiveness of Kendal due to its complexity and intrusive nature."

Kendal Economic Growth Action Plan 2014 highlights (Kendal Futures)

A statement from Kendal Public Realm Design Framework "The traffic network in the town has been stretched to capacity. Public realm improvements to encourage visitors and increase dwell time/ stay longer in Kendal are essential."

Kendal Vision 2020 suggests (Kendal Futures/ private sector)

"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."

Kendal Town Centre Strategy 2020 states (SLDC)

"A fundamental challenge to Kendal's function as a town is its constrained transport network with a historic network of streets. For all of the potential positive development opportunities that are explored in previous sections to be successful, the transport system will require rethinking"

Our request therefore is four-fold

1. The proposed road works be deferred for a enough period of time to allow an undisrupted period of business recovery for Kendal businesses and Kendal Highstreet. Under Section 97

of the town and country planning act 1990 it provides for a local authority, having granted planning permission, to rescind or modify such permission.

2. That SLDC ensures that before any major traffic disrupting infrastructure work is carried out all potential alternative routes are identified and sufficiently sign posted to divert traffic away from the traffic delay points.
3. Where necessary, temporary alterations are made to the one-way system to allow ease of entry & access to Kendal.
4. We also request that once the work eventually starts that signage on the motorways sends positive messages about Kendal, for example Kendal is still open and welcomes you.

Yours Sincerely,

Brian Harrison

Chair of Kendal Business Improvement District

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