

# Project Profile



## Economic Impact Assessment

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**Client:** Capita*db*s, South Lakeland District Council & Cumbria County Council

**Role:** Economic Impact Assessment and Town Centre Health Check

**Location:** Kendal, Cumbria

This commission was undertaken by Justin Paul, whilst at FPDSavills, jointly with Rural Innovation and VTC. The team were commissioned by Cumbria County Council and Capita*db*s to carry out a town centre economic impact assessment and health check of Kendal following some significant changes to the traffic management scheme in the town centre.

The study addressed a number of different facets relating to the well being of the town centre, including actual and perceived losses in trade and footfall in the town centre, shifts in town centre activity, retail viability, property investment trends, public realm and environmental quality, rental yield, public/private transport, accessibility and competing centres. It also involved intensive levels of consultation with consumers, local businesses and agents.

The resultant report provided possible solutions to the transportation, economic and environmental difficulties posed and enabled the public agencies to then take forward recommendations that an Action Plan ought to be considered.