



Minutes

Tuesday 15th May 2018, 6.00pm-7.30pm

Winander House, Glebe Road, Bowness

(Windermere Lake Cruises offices)

Present

Andrew Simon (Vice Chair), Gill Homes (Cumbria County Council), Paul Foster (FSB), Helen Moriarty (PM), Ruth Leahy (SLDC), Sariska Jhavar (ADL Architects), Janett Walker (Flock), Sophia Newton (Flock), Hanna Letty (LDNPA), Richard Martin (Stagecoach), Adrian Faulkner (WCOT), Mike Comfry (CCC), John Saunders (WTC).

Apologies

- Colin Jones, Chair
- David Cooke, Aqua Design
- Ben Berry, CCC
- Kate Barton, Windermere TIC / Mountain Goat
- Rachel Tyson, Cumbria Tourism
- Liz Moss, Lakeland Arts Trust
- Naz Craig, Bownessie
- Cllr Graham Vincent, SLDC
- Cllr Peter Hamilton, WTC

Purpose

- i. Project Manager Update**
- ii. LDNPA Local Plan Review Overview**

MINUTES

1. Minutes of February's Meeting & PMG Notes were accepted.

2. Introductions of New Members

HM explained that all board members, met to date, had been asked to recommend a local business who may be interested in joining the partnership. From those recommendations the following businesses and organisations have expressed an interest in joining B&W Forward:

Flock - Janet Walker & Sophia Newton

HM introduced Flock, their PR business and LA23 networking events. HM believes their creative energy and local links will be an asset to the partnership. Flock introduced themselves and expressed their support for B&W Forward.

Cumbria Tourism

HM reported that Gill Haigh, CT Managing Director has confirmed that CT is fully supportive of the aims and objectives of BWF and will seek to attend meetings when possible and work with B&W Forward to identify collaborative working opportunities, such as letters of support, identifying joined up opportunities, making introductions/connections, evidence and information, joint spokespersons on issues and promotion via CT's membership. B&W Forward are now Community Members of CT and Rachel Tyson has been appointed as B&W Forward's key contact.

Windermere TIC / Mountain Goat

HM noted that Stephen Broughton has recommended that Kate Barton represents Mountain Goat & Windermere TIC. Kate organises the Christmas Market event in Windermere (8th & 9th of December, sponsorship opportunities are available) and plans to create a Food and Drink Festival in early summer 2019. Kate is another welcome addition to ensure B&W Forward support local events and complement current activities in the Action Plan.

Bownessie / Naz Craig

HM reported a meeting with Naz Craig of Bownessie, again a brilliant creative energy and local resident who understands the required public realm enhancements and has good links to local retailers.

3. Project Updates from Project Manager

HM provided an update on the following projects and reminded members that projects are driven via the Project Management Group and all are welcome to join if other commitments allow.

Sustainable Transport

- B&W Forward hosted a meeting with key partners including WTC, CCC, SLDC, LDNPA, National Trust & FoLD.
- The outcome was a broad agreement that if recommendations outlined in the Windemere Town Council report are to be actioned, a local champion is needed. All present nominated B&W Forward to take that role.
- Meetings with CCC & SLDC Officers will follow to discuss appropriate next steps, clarify costs and timescales and agree the best approach to encourage action.
- The wider partners will meet again in late August.

ACTION HM : Setup meetings as appropriate, report results at next board meeting.

Visitor Experience

- A Visitor Map (A3 size, advert free with tear off function) is being developed
- Helen Belshaw of Just H Design in Windermere has been appointed after three quotes were sought from local graphic designers.
- The Visitor Map aims to enhance the experience of staying visitors by highlighting viewpoints, walking and cycling routes and to make the Lake come to life with watersports and ferry routes.
- The Visitor Map will support efforts to reduce congestion by demonstrating the range of things to do in the area that don't require a car.
- A funding proposal will be submitted to WTC to fund printing costs in mid June
- Print and deliver to TIC's and accommodation providers in mid July.
- Request for sub group to support development with design and marketing expertise raise - Flock, Aqua Design and Windemere TIC were suggested. AF suggested including LDNPA TIC as well. Flock agreed to comment on draft designs.

ACTION HM : Develop Visitor Map, confirm subgroup and apply for funding support.

Public Realm

- **A Grot Spot Survey** draft was shared, the survey will gather info, promote Bowness & Windemere Forward and include 'sign up' function to encourage more businesses to get involved.

- ADL architects have secured permission from SLDC to access OS map and happy to plot survey results onto a digital map when ready
- The digital map will provide a visual 'to do' list and make a stronger case for future funding support
- PF suggested creating an online version to generate additional results, GH asked about the potential to share Windermere Wellbeing Network survey as well.
- AF recommended utilising the Men In Sheds project for support improving identified grot spots
- RL and JS highlighted a shop enhancement fund that could be utilised to support improvements.

ACTION HM : Share survey both digitally and via a hard copy, email GH re joint promotion opportunities. Note Men in Sheds and Shop Enhancement Fund to support future action.

Prom Art at The Glebe, Bowness Bay

- Strong interest from Prom Art to create a sister event in Bowness
- Prom Art are a Community Interest Company who utilise the services of Geraud Markets. In Grange the event attracts 2,000 visitors per event.
- Two location options have been explored, the grass area in front of Winander House and GLL's tennis courts.
- The tennis courts are the current preferred option due to SLDC's current reseeding programme, however the long term desire would be for the event to run on the Glebe.
- The Tennis Courts benefits include open aspect to lake view, ferry passengers will see the event, accessible surface and a central location
- HM currently in talks with GLL leisure to see if this preference is viable
- Provision will need to be made for current gallery owners in Bowness and Windermere, either via a free stall or advertising at the event
- A presence for Windermere Wellbeing Network and a fundraising / collection opportunity for local charities will be offered

ACTION HM : Continue to develop and contact the partners outlined above once confirmed.

4. LDNPA Local Plan Overview and how to engage

Hanna Letty provided a thorough overview of the Local Plan Review, its purpose and intended impact. Hanna explained that the Local Plan plants seeds for new development by outlining the type of planning applications the LDNPA can consider. It was noted that policies do not detail potential projects, they effectively open the doors for appropriate development that can meet the needs of 41,000 residents and 19 million visitors.

The presentation led to various discussions and questions. JS asked if the Local Plan enabled new builds in the area, HL confirmed the LDNPA's housing policies remained committed to

an affordable homes new build programme. Members broadly welcomed provision for additional parking that led to sustainable transport options, JS noted that the train can only accommodate a fraction of visitor arrivals therefore provisions for cars have to be made. Sympathetic signage to retain character within the show case areas and beyond was also welcomed.

HL encouraged all to comment directly on the Local Plan via the various review events or online via <http://www.lakedistrict.gov.uk/planning/local-plan-review>

5. AOB

AS noted the number of members and the need to secure a bigger venue.

ACTION HM : Consider alternative meeting venues

6. Next board Meeting Dates

- Tuesday 11th September 2018 (avoiding summer holidays)
- Tuesday 11th December 2018
- Tuesday 12th March 2019