



Tuesday 11th September 2018, 6.00pm-7.15pm

Burnside Hotel and Spa, Conference Suite above (Romney's Snug Bar)

Present

Colin Jones (Chair), Andrew Simon (Vice Chair), Gill Homes (Cumbria County Council), Paul Foster (FSB), Helen Moriarty (PM), Ruth Leahy (SLDC), Janett Walker (Flock), Sophia Newton (Flock), Hanna Letty (LDNPA), Mark Whitelocks (Stagecoach), Richard Martin (Stagecoach), Adrian Faulkner (WCOT), Mike Comfry (CCC), John Saunders (WTC), Cllr Graham Vincent (SLDC).

Apologies

- David Cooke, Aqua Design
- Kate Barton, Windermere TIC / Mountain Goat
- Rachel Tyson, Cumbria Tourism
- Liz Moss, Lakeland Arts Trust
- Cllr Peter Hamilton, Windermere Town Council

Purpose

- i. **Project Manager Update**
- ii. **Member Suggestion Discussion**
- iii. **Funding Update**

Minutes

1. Welcome & Apologies

Mark Whitelocks, Stagecoach Managing Director for Cumbria and North Lancashire, was welcomed to the meeting and apologies were noted.

2. Project Manager Update

HM provided an overview of the following current Bowness & Windermere Forward projects:

2.1 Enhancement Survey

- Difficulty generating respondents via direct email, face to face surveys with SLDC Project Officer support has been arranged.
- Common themes and request for improvements from respondents to date include:
 - Bowness Roundabout
 - Potholes on Rayrigg Road

- Cockshott Point Entrance
- Redundant signs in Windermere (High Street & Victoria Street)
- Pedestrianisation of Windermere town centre
- Public Realm near Glebe arcade (redundant posts, dying tree and unpainted steps)
- Improved Bin Storage at Windemrere Lake Cruises, Windermere Crescent Road (behind Co-Op), Bowness Tesco Express and at the end of Ash Street near Chinese Restaurant.
- St Martins Place was raised by several respondents regarding poor Railings, bins and signage and the potential development of St Martins Place as pedestrian route to access the lake from Rayrigg Road to reduce congestion issues and safety concerns.
- Parking improvements to Braithwaite Fold, Rayrigg Road and Broad Street car parks.
- Improved painting required at Glebe entrance, Rayrigg Road businesses, The Glebe green bandstand / seating area, Church railings and Ash Street railings.
- Several individual businesses were named

Enhancement Survey Actions

- **HM Action:** Achieve response target of 50
- **HM Action:** Collate results into Action Plan
- **HM Action:** Source and allocate funding to tackle priority projects

2.3 Prom Art at the Glebe

- The third and final B&W Forward supported event is planned for Sunday 16th, Scrogans Run and Town Crier booked. Stall holding bookings dipped in August due to holidays but generally have been good, positive stall bookings reflects good attendance.
- Need to open up to more local art & craft producers, currently reliant on regular Prom Art exhibitors from Grange.
- Successful meeting with Geraud Markets, Prom Art and Better Leisure who have 'leased' the tennis court for events to date. All partners keen to continue delivering events on the space and Better Leisure are open to reducing the hire fee if the programme of events can increase.
- The development of a traditional market together with Prom Art was discussed as a way to create a fuller programme of events. Derek Jones from Better Lesuire and HM will present the idea to Windermere Town Council in November.
- Present members agreed it was worth exploring the possibility further given the popularity of Prom Art to date.

Prom Art Actions

- **HM Action:** Present Markets idea to Windermere Town Council
- **HM Action:** Support Prom Art to advertise opportunities to local artists
- **HM Action:** Source and allocate funding to tackle priority projects

2.3 Welcome Volunteers

- Windermere TIC are keen to help develop a Welcome Ambassador programme that encourages visitors to find and utilise the existing Tourist Information Centres.
- Windermere TIC recommended developing the programme together with Bowness TIC to reflect the different markets
- Recruit volunteers from partner organisations as an additional volunteer opportunity
- Provide train via B&W Forward to ensure key messages are communicated
- Launch in February half term in partnership with the TICs

Welcome Volunteer Actions

- **HM Action:** Contact volunteer organisations to support recruitment
- **HM Action:** Draft training approach for approval by steering group

2.4 Bowness & Windermere Map

- HM thanked the sub group for comments, WTC for funding support and CCC for storing the maps at the library.
- In agreement with Windermere TIC, the B&W Forward map will be used primarily by welcome volunteers and hotels and B&B's that request them.
- The focus on scenic spots / viewing areas and sustainable transport nudges are the key difference between existing maps of the area.
- Highlighting viewing areas can also be seen as a first step towards the development of a potential HLF project which dresses and interprets the routes and entrance points of all 7 viewing points. The project would celebrate World Heritage Status, encourage visitors to explore further and stay for longer.
- Meeting with Lake District Foundation to explore how the idea might complement WHS steering group thinking. Bowness & Windermere are the principal destinations for the WHS and we need to raise the public realm of both the town and viewing points to match that recognition.

Bowness & Windermere Map Actions

- **HM Action:** Meet with Lake District Foundation to develop funding options and partnership working.
- **HM Action:** Continue to supply maps to hotels when required.

2.4 Congestion and Parking

- HM reported that meetings have taken place with CCC and SLDC to discuss the recommendations outlined in WTC report
- CCC recommended a wholesale review of the congestion and parking issues within the area, using WTC report as a baseline study, to demonstrate the impact of interventions and make recommendations accordingly. A number of modelling scenarios are required to make an informed choice of the best solution.
- If B&W Forward want to champion and lead this we need to discuss further with public sector partners, considering the costs can be circa £10,000 - £15,000.
- Full partners meeting is on hold until appropriate request is developed
- CCC also recommended meeting with Cartmel who have overcome congestions and parking issues to learn from best practice.

Parking and Congestion Actions

- **HM Action:** Set up meeting with Cartmel Councillors
- **HM Action:** Consider next steps regarding partnership meeting – what would be the best possible outcome?

3. Member Suggestions

Colin Jones thanked members for their contributions and explained the importance of project development being member led. It was noted that all suggestions fell under the agreed core themes. All agreed, considering the length of the list, that members take the time to read in detail at a later date. Members suggested that photos and named businesses were removed before sharing beyond current membership.

Member Suggestions Actions

- **HM Action:** Edit summary document and share with full board
- **HM Action:** Incorporate suggestions into Action Plan

4. Funding Update

4.1 Windermere Town Council

- £1,500 transferred towards map printing
- £2000 transferred from former Shop Front Enhancement funding towards tackling some of the identified grot spots
- A further £10,000 capital improvements budget line is due to be discussed by Councillors. If approved, this would potentially allow B&W Forward to apply and deliver enhancement projects via WTC funding.
- Cllr John Saunders provided an overview of Windermere Town Council's income highlighting its limitations and existing commitments.

4.2 Heritage Lottery Funding

- HM gave an overview of the opportunity to apply to HLF to enhance the viewpoints highlighted on the new Bowness and Windermere map via improved signage, surface and interpretation.
- The co-ordination of themes / messages will enhance visitor experience and encourage repeat visits and recommendations.
- To be developed in partnership with WHS steering group and landowner partners including SLDC, NT, WTC & LDNPA.

4.3 Reaching Communities - Development Grant

- HM reported that Lottery Officer, Sarah Bowman, recommended B&W Forward research and apply to Reaching Communities Development Grant option to provide revenue funding to develop appropriate community projects.
- Each of B&W core themes public realm, sustainable connectivity, resilient business and residential communities or visitor experience could qualify with appropriate impact evidence.

4.4 LEP

- The Project Management Group previously discussed the opportunity for B&W Forward to develop projects that meet both B&W's objectives and LEP objectives such as:
 - Growing Cumbria's international visitor spend'
 - Enhancing Cumbria's 'adventure capital cultural and heritage offer
 - Capitalising on opportunities from business tourism
 - Continues investment in quality and promotion of existing attractions, accommodation and infrastructure
 - Improving access to digital information and getting around Cumbria
- All agreed there are obvious links and opportunities to be researched further
- AS confirmed that he can invite Nigel Wilkinson to attend a Board meeting to provide an overview to members.

Funding Actions

- **HM Action:** Continue to develop Windermere Town Council support and involvement
- **HM Action:** Link to WHS steering group and landowners re enhancement ideas
- **HM Action :** Research and action Lottery development grant options
- **HM Action :** Confirm LEP presentation and research possible projects

5. **AOB & Close**

Colin Jones thanked members and Adrian Faulkner for arranging the meeting venue and closed the meeting at 7.15pm.

Next meeting dates

Tuesday 27th November 2018 FULL BOARD MEETING

No meeting in December

Tuesday 15th January 2019 Project Steering Group

Tuesday 12th February 2019 FULL BOARD MEETING

Tuesday 5th March 2019 Project Steering Group

Tuesday 9th April 2019 Project Steering Group

Tuesday 14th May 2019 FULL BOARD MEETING