



Tuesday 27th November 2018, 6.00pm-7.15pm

Windermere Town Council, Langstone House, Broad Street

Present

Colin Jones (BWF Chair), Gill Homes (Cumbria County Council), Helen Moriarty (BWF Project Manager), Ruth Leahy (SLDC), Richard Martin (Stagecoach), Adrian Faulkner (WBCofT), John Saunders (WTC), Cllr Graham Vincent (SLDC), Kate Barton and Stephen Broughton (Windermere TIC / Mountain Goat), Lorraine Irving (Lake District Foundation).

Apologies

Andrew Simon (BWF Vice Chair & Windermere Lake Cruises), Paul Foster (Federation of Small Businesses), David Cooke (Aqua Design), Rachel Tyson (Cumbria Tourism), Liz Moss (Lakeland Arts Trust), Cllr Peter Hamilton (Windermere Town Council), Hanna Latty (LDNPA), Julie Hartley (Windermere Town Council), James Archer (National Trust), Cameron Scott and Sarika Jhawar (ADL Architects).

Purpose

- i. Project Manager Update**
- ii. Funding Update**

Minutes

1. Welcome & Apologies

Colin Jones welcomed all to the meeting including Lorraine Irving a new member from Lake District Foundation and apologies were noted (as above).

2. Project Manager Update

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

2.1 Enhancement Survey

- HM thanked ADL Architects for creating a visual aid to demonstrate the improvements areas highlighted in the enhancement survey.
- HM also thanked SLDC for providing the Ordnance Survey link.
- HM reported that 25 potential improvements were highlighted in Windermere and 40 in Bowness.

- The potential projects highlighted on the map included the survey results, members suggestions and HM's own observations of contributing factors towards the numerous 'tired and scruffy' comments.
- HM reiterated that whilst the Public Realm had recently been improved, further investment is required and the map visually highlighted the scale of the challenge.
- HM presented the types of projects which included signage (removals, missing signage and Highways signs) shop frontage (issues such as poor external décor and bin storage) and areas that the survey highlighted as requiring a complete re-design.
- HM reiterated that the Shop Front and complete redesign projects need to be developed sensitively with business owners on board.
- It was noted that some of the highlighted redesign projects could be grouped together for consideration of a LEP strategic outline case.

Members commented on signage and noted that Windermere Town Council via the Handyperson regularly clean and maintain signage. WTC have also produced a signage report which would be useful to cross check against the survey results. JS also noted the tree outside Café Italia will be replaced. AF commented that a highlighted businesses has now closed and members questioned if it might be residents that need support screening the bins rather than the business. AF noted a previous Windermere and Bowness Chamber of Trade Project re signage for St Martins Parade which local businesses supported. Several members mentioned Cumbria County Council's new 'Working Together' programme which support local parishes to action issues more easily, it was noted that this programme may improve localism going forward.

SB queried how Bowness and Windermere Forward have the authority to tackle the challenges highlighted in the presentation. A discussion followed where CJ highlighted the partnership nature of B&W Forward and its potential as a lobbying body to raise issues and champion change.

Enhancement Survey Actions

- **HM Action:** Read and include WTC Signage Report recommendations
- **HM Action:** Ask AF for more background info re St Martins Parade project
- **HM Action:** Send map visual to board members
- **HM Action:** Table projects for board members comments.

2.2 Prom Art at the Glebe

HM provided the following update:

- A presentation to Windermere Town Council, together with Better Leisure, proposing a fuller programme of events at the Glebe Tennis Court area had been positively received by Town Councillors.
- Better Leisure have also secured SLDC's support to develop the concept and details are to be confirmed regarding the costs of hiring the site. Better Leisure also keen to emphasis the positive impact on tennis playing by limiting bookable slots which in turn creates a critical mass and more visible tennis playing in the area which may in turn encourage more people to play.
- Prom Art are keen to repeat events from April to September in 2019 and have provided dates for future events
- A meeting with Brewery Arts Centre explored possibilities to bring events to Bowness. 'Pirates of the Carabiner' was explored but the costs were too high. Touring companies with

own tent may be more accessible and BAC will research other smaller scale options as an alternative. Possible pop up venues to expand Kendal's programme into Bowness area were also discussed. AF offered an introduction to Old Laundry Theatre and LI asked if links had been made to Lakes Alive.

Prom Art Actions

- **HM Action:** Arrange Prom Art & Better Leisure update meeting for the New Year
- **HM Action:** Continue discussions with Brewery Arts Centre
- **HM Action:** Meet with Old Laundry Theatre
- **HM Action:** Contact Holly Goodfellow of Lakes Alive.

2.3 Welcome Volunteers

HM provided the following update:

- To recap, the aim of the Welcome Ambassador programme is to encourage visitors to find and utilise the existing Tourist Information Centres, highlight viewing points and provide sustainable travel information such as bus frequency and bike hire points. B&W Forward aim to launch the programme in February half term.
- Bowness & Windermere would struggle to source independent insurance to cover volunteers due to non-constituted partnership therefore both LDNPA and FLD have been approached for support.
- LDNPA are keen to deliver in partnership because they have trailed a similar scheme and already trained five welcome ambassadors. Bowness and Windermere Forward will support local recruitment of additional volunteers, co-ordinate a training events and enable volunteers to use the new B&W Forward map.
- Friends of the Lake District have included sponsorship in their next year's budget line and will promote the opportunity via their website and social media channels.
- Stagecoach are also supportive and would like to input into the training sessions.

Members noted that local organisations such as University of the Third Age (U3A) and other groups that utilise the Marchesi Centre could be approached.

Welcome Volunteer Actions

- **HM Action:** Together with Chris Wingrove, approve role profile, co-ordinate local promotion and invite Windermere TIC and Stagecoach to input into the training event.

2.4 Bowness & Windermere Map

HM reported that:

- AHA distribution have agreed to feature the map in the toilets at Rayrigg, Millerground and Glebe for free. A £180 design fee to orientate the map to include 'you are here' messages and highlight nearest TIC was requested and approved.
- The Visitor info poster display boards at Rayrigg and Broad Street are both tired, scruffy and outdated information is displayed. AHA have been asked to provide a quote to reframe with water resistant wood. HM will confirm costs for approval at next board meeting.

Bowness & Windermere Map Actions

- **HM Action:** Task designer with Map edits and secure in the toilets.

- **HM Action:** Thank Community Trust for toilet use
- **HM Action:** Confirm display board costs and design and include promotion opportunity in future meetings.
- **HM Action:** Deliver map to Windermere Lake Cruises and LDNPA TIC.

2.5 Business Links / Events

HM reported that whilst the current board is represented by 8 private sector members, 3 local authority and 4 third sector organisations, the businesses community links could be stronger. HM suggested the following:

- As suggested by Cllr Peter Hamilton, set up a small initial meeting with local business owners to discuss options then create a wider event to host more businesses to share what B&W Forward projects are, how they can be involved and what they want to see in terms of place making. Better links create stronger support for future funding applications and support via Flock could be explored for promotion and facilitation of an event. This approach was approved by members.
- Via Cumbria County Council, Gill Holmes gave an overview of the Windermere Wellbeing Network. There is an opportunity for employers to access training for their staff. B&W Forward could support the facilitation of local businesses becoming more socially responsible and actively supporting the wellbeing of their employees. This approach would also support the transition of Windermere from a place of deprivation, with regards to education and skills (currently ranked as 4 with 1 being the highest level of skill deprivation and 10 being the least), to a place where skills and training can be easily accessed. GH recommended that this opportunity is presented to businesses via B&W Forward business links and potentially via LA23 Net as well. This idea was supported by members.

Business Link Actions

- **HM Action:** Contact Cllr Peter Hamilton to arrange initial meeting and include both John Saunders and Adrian Faulkner.
- **HM Action:** Contact Flock re GH opportunity for businesses and links to LA23 network.

3. Funding Update

- RL & Cllr Vincent confirmed an agreement in principal from SLDC to support Project Management costs through 2019/20, subject to funding letter agreement.
- JS confirmed that Windermere Town Council, in addition to the previously agreed transfer of £2,000 from the former shop front enhancement scheme, an additional £5,000 has been approved and is available for B&W Forward proposals regarding the actions highlighted via the Enhancement Survey.
- Lake District Foundation – Lottery partnership grant to explore developing the different viewing point's interpretation to incorporate visitor giving messages – funds to be ringfenced for Bowness and Windermere Projects. To be drafted.
- LEP - As outlined above, draft a strategic outline case based on survey result and contact LEP and Windermere Lake Cruises for input.

Funding Actions

- **HM Action:** Create project proposals for WTC application process
- **HM Action:** Meet with Lake District Foundation re partnership grant
- **HM Action:** Contact Windermere Lake Cruises and LEP to test strategic outline case thinking

4. Partner Updates

HM reported on a meeting with LDNPA regarding the Windermere Gateway Project which aims to improve access as well as the public realm in the area, in conjunction with an affordable housing scheme at Orrest Head Farm. Board agreed that they were keen to hear an update from LDNPA in January.

HM also noted the Windermere Lake Action Plan which is led by SLDC & LDNPA to improve transport and access and the natural environs around the Lake. Due to time limitations an invitation to join the steering group was declined but will attend meetings that focus on Bowness and Windermere. Members agreed this approach.

Windermere Town Council reported that the new Milllerground playground designs have been agreed and the pathways to improve access to the car park are scheduled for completion before June 2018.

The Paradise Project have been invited to join B&W Forward and are currently creating a business plan to support an asset transfer of Windermere Library to create a community hub, with library provision, similar The Storey House in Chester. B&W Forward can support this aspiration by liaising with local authority members and promoting the concept.

Partner Actions

- **HM Action:** Invite Paradise Project to the next meeting (January) to provide an overview
- **HM Action:** Organise for Emma Moody to present to the PMG or Exec board in January.

5. AOB

HM reported that she is expecting baby in April and looking to recruit support to cover maternity leave via the existing B&W Forward contract. Flexible hours and arrangement likely to be 21 days to deliver a specific project identified by the enhancement survey. HM asked partners to promote the opportunity amongst their contacts.

Colin Jones thanked members and Windermere Town Council for hosting the meeting and closed the meeting at 7.15pm.

Next Meeting Dates

- Tuesday 29th January – Project Steering Group at 4pm, **followed by Full Executive at 6pm**
- **Tuesday 29th January – FULL BOARD MEETING 6pm, venue to be confirmed**
- February – NO MEETING
- Tuesday 5th March - Project Steering Group
- Tuesday 9th April - Project Steering Group
- **Tuesday 14th May - FULL BOARD MEETING**