



Tuesday 29th January 2019, 6.00pm-7.30pm

Windermere Town Council Chamber, Langstone House, Broad Street

Present

Colin Jones (Chair), Helen Moriarty (BWF Project Manager), Ruth Leahy (SLDC), Richard Martin (Stagecoach), Adrian Faulkner (WBCofT), John Saunders (WTC), John Pring (National Trust), Sophia Newton & Janett Walker (Flock).

Apologies

Andrew Simon (BWF Vice Chair & Windermere Lake Cruises), Paul Foster (Federation of Small Businesses), Rachel Tyson (Cumbria Tourism), Liz Moss (Lakeland Arts Trust), Cllr Peter Hamilton (Windermere Town Council), Hanna Latty (LDNPA), Julie Hartley (Windermere Town Council), Cllr Graham Vincent (SLDC), Kate Barton and Stephen Broughton (Windermere TIC / Mountain Goat), Lorraine Irving (Lake District Foundation), Gill Homes (Cumbria County Council).

Purpose

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

Minutes

1. Welcome & Apologies

Colin Jones welcomed all to the meeting including new member John Pring National Trust's Countryside Manager for the area. Apologies were noted (as above, poor weather and travel conditions on the day of the meeting).

The Chair and HM noted all actions from the previous meeting are included in the agenda. AF noted the outstanding action of sharing the WBCofT St Martin's Parade Project.

Action HM: Email reminder.

2. Project Manager Update

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

2.1 Glebe Events

Meetings with Better Leisure, Geraud Market and Prom Art have confirmed that the best solution to creating a continued programme of Glebe events, which keep pitch fees low and prevents passing on costs to stall holders, is to increase the offer and number of stalls via a 'Bowness Market featuring Prom Art' approach. An increase in stalls will also encourage take up and dwell time.

This approach will also provide the opportunity for a range local businesses (including non-arts and crafts) to have a stall at Bowness Market and supports the aspiration that Bowness Market will become locally representative and 'owned' by the local community encouraging local use rather than visitor dependency.

Due to the number of partners involved, Bowness & Windermere Forward are keen to lead the promotion of the event in a local context. To support this aspiration Flock have created a proposal that creates a Bowness Market Brand for use to dress the site (welcome banners, feather flags etc) promote locally via press releases, banners, posters, flyers etc and creation of a FB page which also acts as a funnel for other positive B&W Forward news. The proposal also included contacting all local businesses to advertise the opportunity and rally local support. Flock led PR would be ongoing for the duration of the planned six events and tie into the planned business event (2.2) by launching the market opportunity at the event.

The Project Management Group discussed the proposal in detail and agreed to recommend endorsement of it to the full board.

The board agreed it was important to fill the local gap via this approach and agreed that Flock's existing local business links, skill and experience are well placed to achieve the desired outcomes. Board members felt the brand should be flexible to incorporate potential markets and/or events in Windermere should the Library Gardens space become usable.

The board agreed to apply to the B&W Forward Project budget held by Windermere Town Council to cover Flocks fees.

Action HM: Confirm application process with WTC.

Action HM: With budget confirmed, develop and agree Flock contract.

HM reported positive meetings and conversations with both Lakes Alive and the Brewery Arts Centre. The purpose of these meetings is to ensure both organisations are aware of the resource that exists with Bowness and Windermere Forward to support the development of cultural events in the area.

Action HM: Continue to develop relationship and opportunities.

2.2 B&W Forward Business Event

In addition to a Bowness Market PR and marketing proposal, Flock were asked to prepare a business event proposal to raise awareness of B&W Forward amongst the local business community. The event will link to the market promotion by creating a launch platform and encourage more businesses to book a stall.

The Project Management Group (PMG) discussed in detail and agreed to recommend support for the proposal to the board. The board agreed with the PMG and HM confirmed the event would take place in Windermere. The board discussed what success would look like. The general consensus was that if 20 business owners attended to share their views about how the area could be enhanced this would be positive. The engagement should also lead to a larger network for future newsletters, events and letters of support for funding applications.

Action HM: Develop business event with Flock.

Action HM: Invite all board members and wider network of businesses in Bowness and Windermere.

2.3 Welcome Ambassador Programme

HM reported that together with LDNPA a Welcome Volunteer Role Profile has been developed and a training event planned for the 15th of February. The board recommended local organisations to promote the role profile amongst including the National Trust, Friends of the Lake District, University of Third Age, Women's Institute, local Councillors and Windermere School.

The board discussed a photo opportunity but decided to let momentum build and utilise the February half term as an initial platform to build the programme upon.

The board also discussed the commercial opportunity a successful volunteer programme represents, businesses might sponsor the programme to be on the list of places that volunteers recommend to arrivals. However the current funding behind the idea is non-commercial but worth considering as the trail develops.

Stagecoach are keen to support the programme by offering free travel to volunteers. The logistics are to be agreed and their offer was gratefully received by the Board.

Members were keen to ensure volunteers were trained to promote Bowness and Windermere equally, particularly by encouraging visitors to catch the bus to Bowness from Ellerthwaite Gardens rather than the train station to create the opportunity to experience Windermere before the lake.

Members also want to utilise the T-Shirts that complement the map and felt an ambassador should be present at the new Market.

Action HM: Work with LDNPA to agree volunteer 'uniform' utilising the orange t shirts.

Action HM: Contact all local organisation recommendations.

Action HM: Arrange volunteers at Market.

Action HM: Invite Windermere TIC and Stagecoach to the Training event and work with them to develop training programme information.

2.4 Bowness and Windermere Map

HM shared a redesign of the Bowness and Windermere map to feature in the public toilets at Rayrigg Road, The Glebe and Ellerthwaite Square.

The Board agreed edits and the 'you are here' strategy to direct visitors to the nearest TIC. Edits are required to both Windermere Lake Cruises and Stagecoach information to provide direct website links.

Action HM: Share map edits with designed.

Action HM: Work with AHA to install.

HM shared that the PMG endorsed a budget of £500 to enhance the visitor information boards at Rayrigg Carpark and Ellerthwaite Gardens. The Board agreed the opportunity to enhance the boards, linked to the grot spot exercise, and enhancement of a local presence within the area. Once improved the boards could display a well-designed 'What's On' poster to reflect the vibrancy of existing events.

SLDC offered funding options so the costs can be covered via existing internal SLDC budgets.

Action HM: Confirm SLDC funding.

Action HM: Work with AHA to enhance the Board.

2.5 Conservation Appraisal & Article 4

HM reported a positive meeting with Rose Lord the new LDNPA Conservation Officer. HM explained that Bowness and Windermere has not had the same level of planning protection regarding conservation areas as other towns in the National Park such as Keswick. The Board agreed that this was now reflected in some of the poor, large and intrusive signage visible in both towns. The Board agreed it would be useful to benefit from a presentation regarding the conservation appraisal and learn more about how an Article 4 order could enhance the area. A presentation would allow the Board to consider the suitability of B&W Forward supporting an Article 4 order. There was a concern that the balance between regulation and business support needed to be thoroughly considered.

Action HM: Set up presentation with LDNPA to confirm B&W Forwards' position re: Article 4 endorsement.

2.6 Public Realm Enhancements / Maternity Leave

HM reported that the Project Management Group endorsed her recommendation to employ Nicola Pickup during her maternity leave. Nicola will be tasked with completing actions highlighted in the Enhancement Survey, mainly signage removals and shop front improvements.

Together with Flock's support during the Bowness Market Programme and the Chair's support for the Ambassador Programme and new project developments the board felt confident that B&W Forward activity will continue whilst HM is on maternity leave.

Both Flock and Nicola will attend the March Project Management Group to provide an update and ensure links are maintained going forward.

Action HM: Invite Flock and Nicola to March PMG.

3. Funding Update

3.1 SLDC

RL reported that confirmation of SLDC's funding will be available at the March PMG meeting.

Action RL: Organise funding agreement letter pre-March PMG meeting.

3.2 Awards for All with Lake District Foundation

HM reported that together with the Lake District Foundation, B&W Forward will apply to Awards for All for £10,000 to research and test assumptions regarding the perceived need to enhance the viewing points and walking trails around Bowness and Windermere.

HM explained that the ultimate ambition is to enhance these points so they are accessible, well promoted, uniformly interpreted to celebrate WHS and have integrated Visitor Giving opportunities to create a fund for the area for local projects going forward.

An Awards for All grant will provide the building blocks towards a future larger HLF grant. HM is attending a HLF event on the 25th February to explore the idea further within the context of the new HLF funding structure.

Action HM: Continue to develop application with Lake District Foundation.

Action HM: Attend HLF event.

3.3 Local Economic Partnership

HM reported that partner support needs to be secured before B&W Forward submit a strategic overview and expression of interest. A meeting with Windermere Lake Cruises is planned for the 12th February and Cumbria County Council at the end of January. The Board agreed with HM's preference to complete a LEP draft before maternity leave begins.

Action HM: Prepare LEP overview before maternity leave.

3.4 Future High Street Fund

RL reported that the new High Street Fund only accepts applications from Local Authorities representing one town and/or High Street. SLDC are preparing an Expression of Interest for a package to enhance Kendal. Future rounds may be available.

3.5 B&W Forward Structure

HM reported that B&W Forward were not able to apply to the Groundwork & Tesco fund as previously discussed due to the non-constituted nature of the partnership. The Board discussed using members as lead accountable bodies and exploring constitution options.

Action HM: Research constitution options.

4. Future Events & Projects

The Board discussed Windermere Library and the Paradise Project and the potential community benefit the redevelopment of the site would bring to the area, however members noted that success requires the agreement of all three tiers of local authority and community engagement. Board members were unsure when the Paradise project were submitting their business proposal and how B&W Forward could support aspirations but felt it should be a project B&W Forward are involved in.

Action HM: Set up CCC/Karen Johnson meeting.

CJ suggested several ideas for the Board to consider developing further. Profiling local community members and encouraging them to share their love for the area was discussed. Members felt a platform would be needed for this, perhaps a visitor facing website could host in the form of blog posts.

Awards for local businesses and school children was also discussed.

Action HM: Note ideas for further consideration and send link to Visit Kendal website with minutes as an example of a place making website that also support visitor needs.

5. Any other Business & Member Updates

5.1 National Trust

JP updated members about his role managing significant areas of land within and around Bowness and Windermere. The National Trust are ambitious to connect sites to increase access and work in partnership to support use and promote volunteer opportunities. JP encouraged board members to think of Cockshott Point, The Glebe and Orrest Head as Country Parks and therefore supports the enhancement actions and developments of B&W Forward.

5.2 Millerground

JS updated members that £245,000 had been secured to create a play area and enhance the paths. The playground has been designed and will be installed this summer as a destination with lake shore access for families.

Action HM: Include Millerground enhancements as part of the next map redesign.

5.3 SLDC

RL noted that the early bird discount in Broad Street is a success and an update regarding Brathwaite Fold is expected in February outlining how it can be utilised for year round use. It was noted by the Board that pay on exit parking was strongly advised in the area to enhance dwell time and improve visitor experience by reducing visitor stress. RL also noted that Cumbria County Council had small community grants available which could be worth utilising to increase the enhancement budget.

Action HM: Ask for update and development of pay on exit strategy.

Action HM: Apply to CCC Community Grant if appropriate.

6. Meeting dates

- **12th March:** PMG at 4pm
- **14th May:** PMG at 4pm, Board meeting at 6pm
- **13th August:** PMG at 4pm, Board meeting at 6pm
- **12th November:** PMG at 4pm, Board meeting at 6pm

Action HM: Confirm invites, venues and possible speakers including Rose Lord (re: conservation), Emma Moody (re: Windermere Gateway) and explore Windermere Jetty venue for August meeting.