



**Tuesday 14<sup>th</sup> May 2019, 6.00pm-7.15pm**

**Winander House, Glebe Road, Bowness-on-Windermere**

**Present**

Colin Jones (Chair), Andrew Simon (Vice Chair), Nicola Pickup (BWF Project Support), Janett Walker & Sophia Newton (Flock), Tom Kenney (Windermere TIC/Mountain Goat), Tracey Gannon (Hidden Lakeland), Lorraine Irving (Lake District Foundation), James Archer (National Trust), Rose Lord (LDNPA), Anna Brisley (SLDC), Ruth Leahy (SLDC), Richard Martin (Stagecoach), James Tasker (Lamplighter Dining Rooms), Laura Ruxton (National Trust), Hanna Latty (LDNPA).

**Apologies**

Adrian Faulkner (Chamber of Trade), John Saunders (Windermere Town Council), Liz Moss (Lakeland Arts Trust), David Cooke (Aqua Graphic Design), Kate Barton and Stephen Broughton (Windermere TIC and Mountain Goat), Paul Foster (Federation of Small Business), Rachel Tyson (Cumbria Tourism), Ben Berry (Cumbria County Council).

**Purpose**

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

**Minutes**

**1. Welcome & Apologies**

Colin Jones welcomed all to the meeting. Apologies were noted as above. Board members were asked whether they had any further comments on the minutes from January's board meeting but all members were content.

**2. Current Project Updates**

**a. Enhancement Project**

A site visit has taken place to view all of the unutilised poles and signposts in Windermere and Bowness with Streetwise contractor Graham Teasdale. An overview of the work required has been sent to GT to provide a quote, which is currently still outstanding.

A number of unused electrical poles have also been identified and these have been noted and sent to Garry Manning (Street Lighting Officer – South, Cumbria County Council). Unfortunately budget has already been assigned for this year but GM stated that if budget

becomes available he will look to use this to remove the unused electrical poles highlighted to him.

**Action NP:** Contact Ben Berry to find out whether there is budget available to remove electrical poles sooner.

#### **b. Glebe Events & Bowness Markets**

Prior to the markets starting, Flock visited businesses in both Windermere and Bowness to inform people that the markets would be taking place. They received a 97% positive response from businesses.

To date 10 markets have been held. These include: 3 Prom Art Events, 2 Farmers' Markets and 5 Antique and collectable fairs. Visitor numbers have been in excess of 5000 at Sunday markets and around 1000 on Farmers' market days. The most popular events are held on Sundays with over 65% of attendances. It was noted that the response to the first Glebe Market featuring Prom Art was so positive that an additional market was held the following Sunday.

A meeting was held with Better Leisure to discuss how the markets should be taken forward. A number of suggestions were raised and these were also presented to Windermere Town Council on the 7<sup>th</sup> May. Ideas included the Glebe Market featuring Prom Art to move to becoming a weekly event throughout the year; Farmers' Markets to move towards becoming a fortnightly Friday event; Discounts provided to Bowness and Windermere businesses who wish to trade from Sunday markets; Improved signage to encourage visitors down to the Glebe; Power to be installed to tennis courts to facilitate weekly markets; Rebrand markets with emphasis on a basic message 'MARKETS AT THE GLEBE'; Hold special events including Vintage car shows, Theatre productions, Winter event, Charity events, Sports events.

It was noted that two complaints had been received from local businesses. It was suggested that Better Leisure approach these businesses and try to come to a compromise.

**Action JS:** Approach Caroline from Better Leisure to encourage them to start a dialogue with the two businesses that have complained.

**Action RL:** Confirm that Better Leisure hold license to sell hot beverages on site.

**Action NP:** Speak to Better Leisure regarding putting up signage to encourage market visitors back up to the businesses in Bowness.

Ruth Leahy suggested an economic impact assessment could be carried out to understand the impact of the markets on local businesses.

Discussion was held around whether Better Leisure should now run with the market events and whether Bowness & Windermere Forward should take a step back now that they have been established.

#### **c. Welcome Ambassador Programme**

A meeting was held with Chris Wingrove (LDNPA) and Colin Jones and Nicola Pickup (BWF) on the 8<sup>th</sup> of April to discuss the programme. It was agreed that volunteers should be located at Windermere Train Station and Braithwaite Fold carpark.

Colin Jones reported to the board about his successful experience volunteering as a Welcome Ambassador, at Windermere Train Station. All feedback received was positive and 200 of the Bowness and Windermere maps were distributed and 100 people were spoken to. It was suggested that two volunteers would be the ideal number in place and the aim should be to have volunteers in place every Saturday going forward.

Tom Kenny (Windermere TIC & Mountain Goat) raised his concerns around volunteers being located at the train station. However CJ felt that he was actually able to refer a lot of visitors to the Windermere TIC to get more information and that the role of the Welcome Ambassador was more of a "Meet and Greet". A feedback session should be set up to discuss this once more data is obtained.

**Action CJ:** Send update after second volunteering session on the 18<sup>th</sup> May.

#### **d. Bowness & Windermere Map**

The finished designs of the map are being printed and delivered to Aha distribution for installation in Windermere and Bowness public toilets.

Discussion was held around whether brown visitor information boards should be updated but the project team felt that maps should be installed into existing boards and these reviewed at a later date.

Tom Kenny from the Windermere Tourist Information Centre raised concerns that there were now two maps of the area being distributed. This will be reviewed before reprints are done of the BWF map.

#### **e. Shake Up Event**

Flock reported to the board about the success of the Shake Up event held in April. They felt that Bowness & Windermere Forward were seen as an organisation that can help deliver and therefore it is important that ideas brought up in this meeting are considered and actioned if possible.

**Action NP:** Set up meeting with Brewery Arts Centre to understand how we can partner with them to put on events.

Discussion was held around whether any events could be put on around Quarry Rigg.

**Action NP:** Send email to attendees updating them on progress.

**Action NP:** Ensure Facebook page is updated with progress.

#### **f. Family Fells and Lakeside loops**

Lorraine Irving (Lake District Foundation) reported that an application for funding had been submitted to Awards for All for a total of £10,000 to carry out a small study to verify where

the focus should be placed for the Family Fells and Lakeside Loops potential project. The aim of the project is to link different landmarks in the area through community stories and recollections. The funding would go towards gathering baseline statistics and data at key sites such as Millerground, Cockshott Point and Orrest Head. This research would then support a larger bid application to The Heritage Lottery.

### **3. Article Four Development, Windermere & Bowness**

Rose Lord (LDNPA) presented to the board on the topic of Bowness and Windermere as conservation areas, focusing particularly on good and bad examples of development on buildings located in conservation areas, as well as tools to try and preserve good examples of architecture and raise awareness of the issues with local business owners and residents. Conservation Area Appraisals for both locations are available on the LDNPA website - <https://www.lakedistrict.gov.uk/planning/conservationareas>

### **4. Funding Update**

#### **a. Windermere Town Council**

Small pot remaining from Windermere Town Council for use by Bowness and Windermere Forward.

#### **b. Heritage Lottery**

Lorraine Irving reported that an application to Awards for All had been submitted which would ultimately support Heritage Lottery bid.

#### **c. LEP**

Andrew Simon reported that there was no funding available for BWF projects at the moment. Funding is being made available for projects which focus on infrastructure and create major job investment.

#### **d. SLDC**

Funding has been agreed for this financial year up until April 2020.

### **5. AOB**

- a.** Board members were informed that an informal consultation was to take place to review designs for the new Crag Brow Roundabout.
- b.** Colin Jones has decided to stand down as Chair of BWF in October. BWF will be actively looking for a replacement for Colin and any applications from existing board members would be welcomed.

Next meeting dates (avoiding school holidays)

Tuesday 10<sup>th</sup> September 2019: PMG@4pm, FULL BOARD MEETING@6pm

Tuesday 10<sup>th</sup> December 2019: PMG@4pm, FULL BOARD MEETING@6pm

Tuesday 10<sup>th</sup> March 2020: PMG@4pm, FULL BOARD MEETING@6pm

Tuesday 9<sup>th</sup> June 2020: PMG@4pm, FULL BOARD MEETING@6pm