



## Board Meeting Actions

Thursday 12<sup>th</sup> September 2019, 6pm-7pm @ Windermere Works

### Present

Colin Jones (Chair), Paul Foster (FSB), Helen Moriarty (PM), Nicola Pickup (Maternity Cover PM) Anna Breisly (SLDC Officer), Janett Walker (Flock), Sophia Newton (Flock), Adrian Faulkner (WBCOT), John Saunders (WTC), John Pring (National Trust), Lorraine Irving (Lake District Foundation).

### Apologies

Tom Kenney (Windermere TIC / Mountain Goat), Hanna Latty (LDNPA) Andrew Simon (Windermere Lake Cruises), Dyan Jones (SLDC Councillor)

### Purpose

- i. Discuss and approve new board positions
- ii. Discuss and approve updated papers
- iii. Receive Project Update
- iv. Share relevant partnership updates

MINUTES	ACTIONS BY
<b>1. Acceptance of May Meeting Notes</b>  The Board accepted May minutes.	
<b>2. New Board Positions</b>  Colin Jones confirmed he is standing down as Chair. The board thanked Colin for his hard work securing funding and getting the project off the ground. The board was informed that Andrew Simon was also ending	

<p>his position as Vice Chair and Adrian Faulkner had expressed an interest in becoming Vice Chair. The board also expressed their thanks to Andrew.</p> <p>Anna Breisly proposed that Flock become the new Chair and Adrian Faulkner the Vice Chair. The motion was seconded by John Saunders and Paul Foster. Sophia Newton will chair for the first six months of the year and Janett Walker for the second six months</p>	
<p><b>3. Papers - Discussion and Approval</b></p>	
<p><b>3.1 Updated Action Plan</b></p> <p>HM introduced the draft updated Action Plan and asked for comments and discussion. Several members of the board felt it needs to be more dynamic and the following actions were agreed as a result of the discussion:</p> <ul style="list-style-type: none"> <li>- <b>Action:</b> Review the ideas generated at the Shake Up Event and by members last year, and ensure they are included directly rather than implicitly.</li> <li>- <b>Action:</b> Feedback to Shake Up attendees ‘You Said, We Did’ approach, setting out long and short term goals via a newsletter to be drafted and distributed by Flock</li> <li>- <b>Action:</b> Ensure the Action Plan presents projects that are different from Local Authority responsibilities and consider presenting via cross cutting themes such as Climate Change and Wellbeing.</li> </ul>	<p><b>HM</b></p> <p><b>HM FLOCK</b></p> <p><b>HM</b></p>

<ul style="list-style-type: none"> <li>- <b>Action:</b> Seek examples where businesses have contributed toward place making and economic development projects. Paul Foster to send Carlisle Ambassadors and Blackburn Hive Project examples.</li> <li>- <b>Action:</b> Include events of magnitude that will potentially attract business sponsorship</li> <li>- <b>Action:</b> Highlight projects that aim to bring Bowness and Windermere together</li> <li>- <b>Action:</b> Include the revival of drafted plans to enhance the area, utilise business voice and ground swell to reignite drafted projects.</li> <li>- <b>Action:</b> Set up meeting with SLDC re agreed funding approach (look at models such as Kendal Futures). The meeting also aims to secure funds for Project Development time to create business sponsorship opportunities for projects where business benefits are clear.</li> <li>- <b>Action:</b> Review the key funders and beneficiaries, who are they and what do they want to fund?</li> </ul>	<p style="text-align: center;"><b>HM PF</b></p> <p style="text-align: center;"><b>HM</b></p> <p style="text-align: center;"><b>HM</b></p> <p style="text-align: center;"><b>HM</b></p> <p style="text-align: center;"><b>HM FLOCK</b></p> <p style="text-align: center;"><b>HM</b></p>
<p><b>3.2 Updated Terms of Reference</b></p> <p>This paper prompted a discussion regarding the number of business representatives on the board and concern that the quota for voting decisions is rarely met. HM reassured that a consensus approach had</p>	

<p>worked well to date making previous decisions legal. It was agreed by all that business engagement is a priority.</p> <ul style="list-style-type: none"> <li>- <b>Action:</b> Recruit more business members</li> <li>- <b>Action:</b> Contact Aqua Graphics to confirm membership</li> <li>- <b>Action:</b> Set up reciprocal links from websites.</li> </ul>	<p style="text-align: center;"><b>HM FLOCK HM HM &amp; SLDC</b></p>
<p><b>3.3 Procurement Policy</b></p> <p>Adrian Faulkner suggested via email that declaration of interest was added and further clarity regarding Board Members tendering for opportunities which has been added. No further comments were made.</p>	
<p><b>3.4 China Welcome Training</b></p> <p>Due to the length of the previous discussion it was agreed to revisit this as part of the Action Plan review.</p>	
<p><b>4. Project updates from Project Co-Ordinator</b></p>	
<p><b>4.1 Maternity Cover</b></p> <p>HM thanks Nicola Pickup for her work to date and confirmed to the board that Nicola has four days remaining of her contract to complete projects in progress.</p>	
<p><b>4.2 Events</b></p> <p>(a) Future Events</p>	

NP confirmed that initial enthusiasm from Brewery Arts Centre for Glebe events has passed. It was recommended that local event providers should be approached instead. NP did share further research regarding an RAF Air Show, however given the Action Plan is being re-visited this will be considered in more detail at a later date together with potential plans to meet with the Old Laundry and/or Royalty Cinema.

**(b) Glebe Markets**

Concern was raised regarding the quality of the markets and a perceived decrease in footfall. It was felt this may have been due to a reduction in marketing. The board agreed that on the face of it, it did appear to be the case that the initial ground swell had declined and reflected that perhaps the decision to step back was premature. However, in order to establish more clearly the impact of the markets, HM updated members on the Economic Impact Report, which has been commissioned by SLDC, to reflect on the Markets to date and create recommendations for improvements. A partner meeting has been scheduled for the 3<sup>rd</sup> October to share learnings from report and agree respective roles going forwards. AF asked about the licensing arrangements Better Leisure had secured to sell beverages at the Markets.

**Action:** The new Chair will be invited to a partner meeting to confirm roles, responsibilities and marketing actions to reignite quality and footfall going forwards, as appropriate. Contact Better Leisure re license clarity.

**(C) Welcome Volunteers**

**HM**

<p>HM updated members regarding a revised approach to the Welcome Volunteers programme to increase volunteer uptake. It was agreed the current recruitment process was a barrier.</p> <p><b>Action:</b> Agree new approach with LDNPA on the 26<sup>th</sup> of September</p> <p><b>Action:</b> A representative of BWF will attend the Wellbeing Fair on the 28<sup>th</sup> of September with a ‘watch this space’ hat on</p>	<p><b>HM</b></p> <p><b>HM</b></p>
<p><b>4.3 Enhancing the Public Realm</b></p> <p>(a) NP confirmed that the CCC licences and processes had been followed to enable the removal of 8 redundant poles across both towns.</p> <p><b>Action:</b> Take before and after pictures</p> <p>(b) NP updated members regarding a developing project to tidy the bins between Ash Street and Lake Road. NP has been in touch with Kendal College who are interested in delivering the project.</p> <p><b>Action:</b> Invite HM to next meeting and keep updated</p> <p><b>Action:</b> Approach McClures re pallet donation when/if appropriate</p> <p>(c) HM updated members regarding correspondence with CCC regarding the obstructive lamppost near The Magic Roundabout Café in Bowness. The board agree it would lend its support to this project by way of a letter to confirm the desire from local businesses to see it repositioned as part of the Crag Brow Reconfiguration scheme.</p> <p><b>ACTION :</b>Write to CCC Local Committee</p>	<p><b>NP</b></p> <p><b>NP</b></p> <p><b>HM</b></p> <p><b>HM</b></p>

(d) HM updated members regarding the Shop Front Enhancement Project. A grant approach has been proposed to Windermere Town Council which will be discussed on the 7<sup>th</sup> of November. The request is for £1,700 to be drawn down, if approved BWF will advertise the opportunity and invite businesses to apply for small grants (maximum of £800) to improve areas of their property which negatively affect the public realm. BWF will create a criteria for awarding small grants to ensure successful applicants meet the following:

- The small grant is a contribution to a wider improvement project funded by the business
- The business was identified via the Grot Sport survey
- The grant will be spent on an aspect of the business that directly faces and or meets a public realm area.

Whilst concerns were raised by some board members regarding this approach, NP confirmed several businesses have expressed an interest in applying if approved by WTC

It was felt the benefits of this approach include an open and transparent process, strong before and after pictures to highlight results, positive action for Grot Spot survey participants, intended use of the Shop Front Enhancement funding and potential publicity opportunity for both B&W Forward and Windermere Town Council.

**Action** If approved promote opportunity and contact relevant businesses.

**HM**

(e) Additional public realm projects including the cleaning of the Victorian Signposts were discussed

**Action:** Confirm the locations of the posts

**AF**

<p><b>Action:</b> Contact Julie Hartley re Handy Person and BWF allocation to cover the costs.</p>	<p><b>HM</b></p>
<p><b>4.4 Friendly Fells and Lakeside Trails</b></p> <p>HM shared an image bank to demonstrate the potential place making benefits in linking the four identified green spaces via an overarching project. HM reiterated the purpose is to knit together existing and developing improvements via an overarching signage, interpretation and access project that can capitalise on combined funding to date as match for further significant funding.</p> <p>The process would be led via the local community and create a joined up destination as a result, taking visitors on a journey through both Windermere and Bowness, bringing the two areas together and extending the traditional footprint of visitors. This extension will benefit those businesses further way from the honey pots and generate an additional local ‘thing to do’ for visitors, increasing dwell and spend time in the area.</p> <p>There was some discussion about the value of this project considering improvements are already underway at each site. HM reiterated that greater funding opportunities are available via a joined up approach and JP cited the Ullswater Way as similar project that has created multiple benefits for the area.</p> <p>HM confirmed that, together with The Lake District Foundation, an application to Awards for All has been resubmitted to secure</p>	

<p>development funding with a view for a larger National Lottery for Heritage Grant in the future once further development work confirms the need and potential positive impact.</p> <p><b>Action:</b> Meet with SLDC to confirm scope / need at their sites</p> <p><b>Action:</b> Approach National Lottery for Heritage for development Grant if Awards for All is unsuccessful.</p>	<p><b>HM</b></p> <p><b>HM</b></p>
<p><b>5. Any other business and partner updates</b></p> <p><i>Nothing to report</i></p>	
<p><b>6. Next board meeting dates</b></p> <ul style="list-style-type: none"> <li>• <b>Wednesday 11<sup>th</sup> December 2019 @4pm</b></li> <li>• <b>Wednesday 11<sup>th</sup> March 2020 @4pm</b></li> <li>• <i>Project Management Group Meetings TBC</i></li> </ul>	