



## Board Meeting Actions

11<sup>th</sup> December 2019, 6pm-7pm @ Windermere Works

### Present

Sophia Newton (Chair), Paul Foster (FSB), Helen Moriarty (PM), Ruth Leahy (SLDC Officer), Adrian Faulkner (WBCOT), John Pring (National Trust), Andrew Simon (Windermere Lake Cruises), Rose Lord (LDNPA).

### Apologies

Hanna Latty (LDNPA), Dyan Jones (SLDC Councillor), John Saunders (WTC), Rachel Tyson (Cumbria Tourism), Janett Walker (Flock), Kat Parker (Windermere Jetty), John Martin (Stagecoach).

### Purpose

- i. Welcome and apologies
- ii. Discuss and approve new Action Plan
- iii. Receive Budget and Funding Update
- iv. Receive Project Update

MINUTES	ACTIONS BY
<b>1. Welcome and apologies</b> Attendees introduced themselves and apologies were noted.	n/a
<b>2. Action Plan Presentation – Sophia Newton</b> Sophia thanked everyone for attending during a busy time of year for everyone and noted BWF's appreciation for making the effort. The	

purpose of the presentation was outlined as ratifying the Action Plan in order to engage more businesses with BWF so that in the long term we can get more support and secure funding from them and others to get projects going.

Sophia introduced a new meeting format to share comments to encourage positive engagement as a commitment to moving forward. She noted that everything has its challenges but we exist to drive ambition and create projects that positively impact the economy for our towns and that can only happen with action, not talking.

Sophia outlined that the presentation will be presented to the business community at the 'Shake Up Part Two' event on January 23rd at Boaters Bar Bowness. The event will attract more members to our board, and provide an opportunity to hear what their priorities are too. It will also be an opportunity for board members to have stands where people can find out more about local projects, such as the Sculpture Trail, Orrest Head and Windermere Gateway.

The overarching message in the Action Plan presentation is that its BWF's role is to drive economic prosperity for the two towns by connecting people and partners to get things done. We are not a magic wand with deep pockets, but we can make changes that will impact

**ALL – Respect new meeting format to encourage positive action**

**HM – Organise flyer, member stalls and promote event.**

positively and crucially support and connect others so they can do so

too. BWF are:

- Public Realm Enhancers
- Event Facilitators
- Sustainable Transport Lobbyists
- Visitor Economy Specialists

We will achieve the above roles in partnership by lobbying, delivering, encouraging, supporting and influencing relevant projects under these headings. Please see attached Action Plan for further detail.

The brand idea was given as an example of the type of projects businesses could support.

The board received the Action Plan extremely positively. A few changes were suggested with regard to sustainability and placing greater emphasis on the encouragement of dwell time as opposed to any messages that may suggest a restriction of visitors. Capacity for events and associated parking concerns were also discussed.

The board agreed to make the suggested minor amends to the Plan and share with members.

**HM action – Research and prepare brand presentation for March’s meeting.**

**HM / Flock – amend Action Plan.**

**HM - Share updated version with board.**

### **3. Budget and Funding Update**

<p><b>3.1 Current overview</b></p> <p>HM and RL shared the following with members:</p> <ul style="list-style-type: none"> <li>• WTC ring fenced allocation for BWF Projects balance is £700</li> <li>• SLDC balance for BWF events is £427</li> <li>• SLDC balance for Project Co-ordinator role is £8,467.08</li> </ul>	
<p><b>3.2 Future BWF Co-ordinator Funding</b></p> <p>RL outlined that SLDC have provided the funding for BWF to date and welcomed the proposal to ask additional board members to contribute. The board reiterated the position that the benefits to the private sector via BWF investment were not currently sufficient to confidently ask local businesses to contribute. However, the following year will be utilised with that aim in mind, envisioning private sector contributions from 2021 onwards.</p> <p>RL outlined that a funding request will be sent to WTC, LDNPA, SLDC, CCC and the National Trust. The board confirmed the Project Co-ordinator can help tailor each request and provide presentations and updates where necessary to support Board Members.</p> <p>The funding will provide a self-employed co-ordinator from April 2020 to April 2021 for 45 weeks, working between 10 and 16hrs per week at the discretion and requirement of the BWF Board.</p> <p>Cumbria County Council have received a request and will discuss with members at a Strategic Working Group in February. SLDC have also received a request and will confirm its position post Purda.</p> <p>The board tasked HM with sending requests to NT, WTC and LDNPA.</p>	<p><b>Action HM – send funding requests and Action Plan to WTC, LDNPA and NT</b></p>
<p><b>4. Project updates from Project Co-Ordinator</b></p>	
<p><b>4.1 Cragbrow Roundabout</b></p> <p>As instructed by the BWF board a letter was sent to CCC to confirm the timescales of the Cragbrow Roundabout improvement project and to confirm the inclusion of removing an obstructive lamppost outside the Magic Roundabout Café.</p> <p>HM shared CCC's reply as follows: <i>The purpose of the consultation in May 2019 was to share 3 design options for the reconfiguration of the</i></p>	

<p><i>roundabout to aid discussion with residents and businesses in the immediate area. The letter inviting people to attend the drop-in session was clear that at the time, funding had not been allocated for the implementation of the recommended design. I have been informed by the council's road safety co-ordinator that he is hoping that the works will happen in the near future – perhaps starting towards the end of this financial year and going into the next but that no definite decision has been made yet. He has also confirmed that the lamp post issue outside the Magic Roundabout café is currently within the scheme to be resolved.</i></p> <p>HM and RL noted that given this update the discussion at the last Board meeting regarding the possibility of utilising existing funding to instigate a temporary improvement project, would be too short lived and therefore the preference is to utilise BWF funding for the Shop Front Enhancement Scheme as originally planned.</p>	
<p><b>4.2 Small Grant Scheme – Public Realm / Business Enhancement</b></p> <p>Following a BWF proposal, WTC have agreed to release Shop Front Enhancement funding, originally from SLDC to BWF to administer. HM reported that an e-newsletter had already been sent to promote the opportunity and test interest and to date four local businesses have expressed an interest.</p> <p>HM shared a draft application form. The Board agreed for it to be shared with WBCOT members. A task and finish group was created to administer the scheme with the view to award grants no later than Feb 2020.</p>	<p><b>Action HM – Share application form, set up Task &amp; Finish Group, share criteria and applications when appropriate and administer as per T&amp;F group.</b></p>
<p><b>4.3 Redundant Pole Removals</b></p> <p>HM confirmed eight poles have been removed in Bowness and Windermere.</p> <p>HM confirmed that the black former one way sign posts in Windermere are electrical and therefore can only be removed via CCC contractors. HM will confirm CCC costs and ask that the broken lighting column is also removed outside Sugar and Spice.</p>	<p><b>Action HM Confirm CCC costs and possible timescales</b></p>
<p><b>4.4 Ash Street Bins</b></p> <p>HM reported that NP confirmed Kendal College are no longer able to support a project via student placement / project. The board</p>	<p><b>Action HM</b></p>

<p>recommended investigating local sponsorship and clarifying permissions by arranging a site visit with LDNPA planners.</p>	<p><b>Research options and set up LDNPA site visit.</b></p>
<p><b>4.5 Windermere Gateway</b></p> <p>BWF have been invited to sit on the Windermere Gateway steering group. LDNPA recognised the importance of keeping the business community informed of progress. Therefore BWF's role will be to share relevant info and contribute to discussions on behalf of the BWF board.</p>	<p><b>Action HM Attend as appropriate and feedback</b></p>
<p><b>4.6 Glebe Market</b></p> <p>HM confirmed that Better Leisure applied to LDNPA for planning permission on the 14<sup>th</sup> November and expect a decision on the 8<sup>th</sup> of January. CCC Highways have recommend refusal due to parking concerns. Better Leisure plan to share the Market Economic Impact report to demonstrate that the Glebe Market is for existing residents and visitors and is not an attraction in its own right and therefore should not add to parking tensions.</p> <p>HM confirmed that Temporary Event Notices via SLDC are still required for alcohol sales and that Better Leisure will manage this going forwards.</p> <p>HM reported a successful partner meeting which confirmed a new approach going forwards to complement the headlines from the Economic Impact Report, particularly that <i>'whilst The Glebe Markets held in 2019 have been well received, with good ratings and satisfaction levels from both the audience and stallholders alike, for future success, significant investment needs to be made in information provision, advertising and promotion. If the markets were more regular, and expanded their offer, they would be expected to have a positive impact on local businesses, as well as having the potential to generate higher profits for stallholders'</i>.</p> <p>Partners agreed to simplify the offer by organising and promoting a single 'Glebe Market' every other Sunday from February 2020 onwards.</p> <p>HM shared a draft flyer created by BWF in partnership with Better Leisure.</p>	<p><b>Action HM - Support partners with promotion via alternatives to AA signs, Better Leisure leaflet co-ordination. Help Geraud Group to recruit a fresh produce offer (Growing Well unable to).</b></p>
<p><b>4.7 Welcome Volunteers</b></p> <p>HM confirmed that a training event in partnership with Windemere TIC has been arranged for the 13<sup>th</sup> January. TIC staff will share the answers to visitor's FAQ's and volunteers will practice their new knowledge and approach with arrivals at the station. A newsletter has been sent to</p>	<p><b>Action HM Create new poster and promote.</b></p>

<p>promote the event and support the promotion of volunteering opportunities at the Windermere Christmas Celebration event.</p>	
<p><b>4.8 Friendly Fells and Lakeside Trails</b></p> <p>HM confirmed that BWF Board member, Lorraine Irving from LDF has moved jobs. LDF Director confirmed they are unable to support BWF in an application to National Lottery for Heritage due to existing current applications.</p>	<p><b>Action HM Research other potential partners and or feasibility funders.</b></p>
<p><b>4.9 Welcome Maps</b></p> <p>HM confirmed a meeting with Lakeland and Mountain Goat has been arranged for the 6<sup>th</sup> of January. Whilst there is no appetite from the board for BWF to create another map it was agreed that respective maps and details re current stock and future plans should be shared with the aim of discussing the potential of a co-ordinated approach to save resources and streamline the messages to visitors.</p>	<p><b>Action HM Confirm stock levels, link to brand research and feedback.</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> March 2020 @6pm</b></li> <li>• <i>Project Management Group Meetings TBC</i></li> </ul>	