



Board Actions

Wednesday 11th March 2020 @ 6pm
 Windermere Works, Oldfield Court, Windermere

Present

Sophia Newton (Chair), Helen Moriarty (PM), Ruth Leahy (SLDC Officer), Adrian Faulkner (WBCOT), John Pring (National Trust), Andrew Simon (Windermere Lake Cruises), Hanna Latty (LDNPA)., Janett Walker (Flock), Peter Hamilton (WTC), Vicky Hummersone (Invegarry Guest House), Kate Barton (Mountain Goat), Tom Kenny (Mountain Goat).

Apologies

Dyan Jones (SLDC Councillor), Rachel Tyson (Cumbria Tourism), John Martin (Stagecoach), Pauline Sanderson (LDF), Gill Holmes (CCC), Cllr Robin Ashcroft (SLDC), Paul Foster (FSB), Richard Martin (Stagecoach), Joyce McGuire (Dome House).

MINUTES	ACTIONS BY
<p>1. Welcome and Apologies</p> <p>SN welcomed all. Attendees introduced themselves and apologies were noted.</p>	
<p>2. Budget and Funding Update</p>	
<p>2.1 Current Overview</p> <p>SN shared the following update regarding recent funding requests to partners to fund the Project Co-ordinator role.</p>	<p>HM to share outstanding</p>

<ul style="list-style-type: none"> • SLDC - £5,500 request confirmed • CCC - £4,500 request confirmed • NT - £3,500 request confirmed • WTC - £3,500 requested to be confirmed on the 9th of April • LDNPA - £1000 contribution to be confirmed post defra review <p>SN thanked partners for their support. PH reiterated that partners will want to see a return on their investment of BWF.</p>	<p>confirmations when known and organise monitoring and reporting as required by each funder.</p> <p>HM to provide detail of quarterly budget spends</p>
<h3>3. Brand Research Presentation</h3>	
<p>HM shared a ‘Branding Bowness and Windermere’ presentation. The purpose of the presentation was to start a discussion and benefit from the feedback of present board members.</p> <p>The presentation utilised best practice examples from Kendal and New Zealand to highlight the benefits of a strong integrated brand. Both utilised local people to create the brand and also act as a microphone to celebrate places and generate authentic content that bolsters local community pride. The presentation demonstrated how Kendal’s branding exercise acted as a catalyst for further investment such as the Visit Kendal Website, leaflet series, public realm projects, better signage and supported the Kendal Vision and Kendal Strategy by providing confidence and a shared vision for Kendal.</p> <p>The brand wheel was shared as a visual guide for successful brands. It was noted that a shared vision aligns ‘Heads & Hearts’ which sets the tone for how a place ‘walks and talks’ and enables actions to be put in place to demonstrate the ‘proof and pudding’. It was noted that this happened in Kendal, the Visit Kendal website recommended visiting Kendal Castle for example, however the signage and interpretation at the Castle was not fit for purpose. Utilising the promotion as a catalyst, funding was secured to improve the signage and interpretation incorporating the Kendal Brand.</p> <p>HM explained how Bowness and Windermere, without the brand wheel theory in place may suffer as a consequence. There are a range of organisations acting on the area’s behalf but there is no strategy and therefore influence behind the current promotion. The potential uses and opportunities for Bowness and Windermere Brand were outlined –</p>	

to engage, to create local pride, to support businesses with a promotional toolkit and to positively influence behaviour.

HM stressed that engagement was the key to a successful brand, creating it from the bottom up. The stages of the visitor journey were discussed together with brand opportunities for each stage.

HM also noted potential funding options including a Business Improvement District, Sponsorship, Crowdfunding and Lottery of Heritage which is looking to invest in resilience and capacity building.

3.1 Brand Research Discussion

SN thanked HM for the presentation and asked Board members for their feedback.

It was noted that a previous logo had been created for the area, however it was recognised that the aim of a new brand was to involve the local community and revisiting an existing brand could negate that important step.

A promotional toolkit for businesses idea was raised and it was agreed that this would be really useful as they are often asked a lot of questions. It was also noted that both places are changing, lots of people visit Bowness to have fun and a branding exercise could be a good opportunity to change current perspectives.

This exercise would fit really well with SLDC's place making agenda, particularly because it included the local community and creates a win-win situation regarding ownership and pride.

It was noted that this was not radical thinking and best practice from other places could be utilised. The Shake Up Part Two event was a great place to share this type of thinking and it was agreed that more engagement would be needed.

A query was raised as to whether or not the two places would be branded together or separately and KB offered to host a survey monkey to gather the opinions of both visitors and local businesses and residents.

A discussion followed and it was felt that it could be branded as one place with distinctive areas. It was noted that BWF purpose is to facilitate stronger ties between Bowness and Windermere and therefore a joint brand would fulfil this remit.

<p>TIC representatives queried how a new brand would complement the existing TIC brand. It was noted that all local businesses would need to be represented and linked in to maximise benefits for all. For example an app would tell visitors the next boat leaves in 5 minutes, pick up your map from here etc.</p> <p>AF asked if the presentation could be shared with Chamber members and the board agreed this.</p> <p>The board agreed to create a sub group to continue developing the idea.</p>	<p>HM to arrange Chamber presentation</p> <p>HM to set up sub group and consider Survey Monkey questionnaire.</p>
<p>4. Project Updates</p>	
<p>4.1 Glebe Market Marketing</p> <p>HM shared that BWF produced flyers to encourage business take up of the stall discount offer. Partners Better Leisure & Geraud Markets are currently promoting each Glebe Market event via a Glebe Market FB page and local event listings. BWF suggested a partner approach, via joint funding for independent social media contract to highlight ‘stall stories’, take great photos and respond to comments and queries . Both Geraud and Better Leisure currently prefer to promote internally without external support. HM noted the SLDC Economic Impact report key recommendation was to improve the marketing of the Markets and asked the Board if they are happy with the current set up.</p> <p>The board discussed possibilities and noted Keswick’s success has taken time and it may be that the Glebe Market needs sufficient time to build as well. The need for fruit and veg to be regularly present was raised again and to prioritise its promotion if possible.</p> <p>The Board agreed that a sustainable model in terms of running the Glebe Market has been set up but there is still a sense of responsibility from BWF that it works well and serves the interest of the local community. Members concluded to notify partners that BWF will be keeping a watching brief to see if current promotion engages locals and reflects the longer term ambition of the markets. HM to report back to the Board in June and set up a Market task and finish group then if appropriate.</p>	<p>HM to ask Better Leisure to focus on the promotion of fresh produce and utilise ‘stall story’ idea.</p> <p>HM to meet with Geraud and Better to outline position and set up</p>

<p>PH in his WTC role noted the Town Council’s investment in the Market regarding electricity supply and his desire to see a return on this investment. The board confirmed that the electricity grant was made to Better Leisure not BWF and he should contact Better to discuss.</p>	<p>monitoring options.</p>
<p>4.2 Christmas Lights</p> <p>HM reported a VC with Mike Graham from Hackney Leigh, one of the 5 volunteers responsible for Christmas lights in Windermere & Bowness. MG shared that volunteer fatigue is starting to creep in and support would be welcomed. The group is currently un-constituted without a sustainable income stream.</p> <p>The board discussed how it might be able to help. Ideas such as supporting with creating an appropriate constitution, linking partners together, applying for grants and raising the group’s profile to help attract sponsorship were mentioned.</p> <p>Suggestion was made to link the Christmas Celebration but it was noted the challenge regarding timings and the need to light the towns in November not December. The idea that the Christmas Celebration has to take place at a specific weekend to avoid other events in the South Lakes was challenged.</p> <p>The board concluded by tasking the Project Co-ordinator to create a task and finish group to support current volunteers and support progression towards lighting Bowness this Christmas.</p>	<p>HM co-ordinate task and finish group and report progress in June.</p>
<p>4.3 Friendly Fells and Lakeside Trails</p> <p>HM updated Board members that representative of NT, SLDC & NT are meeting on the 17th of March to discuss joining up aspirations to link sites (Cockshott Point, Biskey Howe, Orrest Head & Millerground) to attract funding via Friendly Fells and Lakeside Trails banner which would include enhancements, signage and visitor information. HM noted that partner updates have been collated in advance of the meeting to aid understanding and think of the spaces as a larger collective for the benefit of Bowness and Windermere. SN asked that an presentation regarding progress is developed for June’s meeting.</p>	<p>HM continue to co-ordinate task & finish Group and prepare progress presentation for June’s Board Meeting.</p>

<p>4.4 Small Grants</p> <p>HM reported that the Task & Finish group met and ranked applicants. A report was submitted to SLDC & WTC who subsequently approved recommendations. Offer letters have been sent to successful applicants and BWF are awaiting confirmation of a partnership approach to action change.</p>	<p>HM confirm partnership approach. Consider alternative options if necessary.</p>
<p>4.5 BID development</p> <p>HM reported that through the process of securing funding, several partners have asked if a BID will be revisited in Bowness and Windermere. There was a BID attempt led by Chamber of Trade in 2012 which secured a majority vote from smaller businesses but support from the larger businesses was unsuccessful. In 2020 the need to fund improvement projects remains but the landscape is different with Brexit and now Coronavirus.</p> <p>HM proposed to invite leading independent BID expert Chris Kolek to the next board meeting to provide an overview of what BID's are, where they've worked well and why. From an informed position the board can then consider next steps.</p> <p>The board approved the proposal. HL endorsed Chris Kolek who would provide a 'warts and all' overview for the benefit of the board. RL offered SLDC's support given their experience from other areas and AF shared the leaflets used in 2012.</p>	<p>HM set up Chris Kolek presentation at Junes meeting.</p>
<p>4.6 Taskforce meetings</p> <p>HM reported BWF used to have regular Project Management Group meeting. The board agreed these can be time consuming and agreed a move towards a task and finish group approach which report back to the full board each quarter.</p>	<p>HM set up specific task and finish groups</p>
<p>5. AOB</p> <p>SN asked all if the Newsletter had been appreciated by members. All agreed it was useful and should continue.</p> <p>TK asked if BWF should be doing something regarding Coronavirus. Board members shared their current sources of information. JW felt there wasn't a need to add another voice, HM reiterated that it isn't within BWF's remit. If a need develops to support a 'still open' campaign BWF would promote and endorse where possible.</p>	

6. Next Board Meeting Dates	

- Week beginning June 8th (tbc regarding Chris Kolek's availability)
- Thursday 10th September
- Thursday 10th December