



Board Minutes
Thursday 16th June 2020 @ 6pm
Via Zoom

Present

Sophia Newton (Chair), Helen Moriarty (PM), Ruth Leahy (SLDC Officer), Andrew Simon (Windermere Lake Cruises), Hanna Latty (LDNPA), Janett Walker (Flock), Peter Hamilton (WTC), Vicky Hummersone (Invegarry Guest House), Gill Holmes (CCC),

Apologies

Cllr Dyan Jones (SLDC Councillor), Rachel Tyson (Cumbria Tourism), Sanderson (LDF), Cllr Robin Ashcroft (SLDC), Paul Foster (FSB), Polly Steaker (SLDC Officer).

MINUTES	ACTIONS BY
1. Welcome and Apologies SN welcomed all. Attendees introduced themselves and apologies were noted.	
2. LDNPA Reopening Update	
2.1 Agenda Change SN noted a change in the proposed agenda to allow Hanna Latty from LDNPA to present an overview regarding the reopening of Bowness and Windermere. It was accepted that the BWF survey results will be shared via email at a later date.	HM – Collate survey results and share

2.2 Reopening Bowness & Windermere

Hanna Latty provided an overview of the evolving Action Plan to safely reopen Bowness and Windermere. HL explained that funding had been received from EU by SLDC. CCC, SLDC and LDNPA are working together to implement and action the following:

- 20mph speed limit
- Improve frequency of pelican crossings
- Increase capacity for social distance queuing eg Glebe toilets by utilising some parking bays
- Co-ordinate marshals to help maintain social distance
- Identify pinch points and action community and locality officer feedback where possible
- Visitor and community toolkit for consistent messaging
- Car park messaging and hand sanitiser provision
- Increased litter collections
- Resident letters

The group discussed various additional pinch points including the bin outside Riva, cash point near the Ice Cream Parlour and the Cushion Hut near The Old England hotel. SLDC and LDNPA to feedback and include in action plan if possible.

BWF agreed to support messaging efforts by sharing the Toolkit and safer Lake District website link for accommodation providers and retail outlets once graphics had been agreed with the correct EU logos.

ALL – Feedback problem areas to LDNPA for consideration / inclusion in the action plan.

HM – Draft mailchimp

<p>VC noted that the Wombles of Windermere were also producing signage and will ask them to wait for LDNPA toolkit to save duplication and ensure consistency of message.</p>	<p>update for approval</p>
<p>2.3 Windermere Gateway & Orrest Head Update</p> <hr/> <p>HL noted that the Windermere Gateway project has applied to the Border Lands Growth Deal to improve the train and bus station interchange. Urban Splash will be creating design solutions but are currently tasked with creating access solutions.</p>	<p>HM to include Orrest Head update and feedback request in next newsletter.</p>
<p>3. Outdoor Cinema</p>	
<p>HM updated the group regarding a potential Outdoor Cinema event for the area. Several local groups had begun to research possibilities including BWF, The Chamber of Trade and Windermere Rugby Club. A representative from each met via zoom to discuss pulling resources together to create a large single co-ordinated event. The group agreed the purpose of the event would be to celebrate community resilience, provide opportunity for local businesses and raise funds for local causes. The working group tasked HM with creating a proposal to outline the pros and cons of venue options, format options (ie drive in or picnic style) and audio solutions.</p> <p>HM confirmed the next steps are to agree the proposal with the working group before sharing with the board for approval regarding the next action.</p> <p>GH noted the link between this event and the local wellbeing group and asked to be linked in.</p>	<p>HM – Complete proposal and share when appropriate as directed by working partnership group. Link outcomes and promote opportunities to all relevant local groups and partners.</p>

4. Glebe Market	
HM reported that Geraud and Better Leisure are currently working together to agree how and when to safely reopen The Glebe Market. No reopening date has been set. HM has asked for the banner to be removed with outdated information, thanks to Adrian Faulkner for raising the issue.	HM update BWF Board when reopening plan is confirmed.
5. Branding	
HM noted it hadn't been appropriate to progress this action during lockdown. CT are leading a promotional campaign which any Bowness and Windermere brand should complement where possible to highlight local distinctiveness. HM noted that Adrian Faulker has plotted current cycling storage provision in the area and highlighted the need for better signage and promotion. It was agreed that this should form part of the brandings remit, helping visitors and residents to move around the area sustainably. HM noted the need to understand National Trust's timescales regarding app development noting the importance of communicating the wider footprint of the area to visitor.	HM link to CT campaign via Dan Visser contact. HM link cycling provision work to brand development Restart task and finish group Contact John Pring re NT app development
6. Funding Updates	
6.1 Small Grants HM reported both successful applicants are progressing improvements.	HM to include before and after pics in next newsletter.
6.2 Partner Contributions HM reported that WTC Policy and Finance Group have recommended that requested funding support for BWF is declined. This decision is	HM to share WTC

<p>subject to Full Council approval and BWF have provided additional evidence to Windermere Town Council regarding business engagement for the benefit of the Full Council meeting. Cllr Pete Hamilton queried this decision and asked for additional info.</p> <p>Cllr Hamilton also recommended Facebook support if needed and asked if the possibility of merging The Chamber of Trade and BWF has been raised. SN confirmed that it had not. Cllr Hamilton encouraged developing the idea so that businesses and residents (via Windemere and Bowness Town Council) had clear representative organisations for the benefit of the town.</p>	<p>correspondence with Cllr Hamilton.</p> <p>SN to consider this suggestion.</p>
<p>6.3 United Utilities</p> <p>HM reported that together with SLDC BWF will be sharing project aspirations with UU with the aim of accessing compensation funding following disruptions on Rayrigg Road.</p>	<p>HM provide overview to UU and update members accordingly</p>
<p>6.4 Arts Council</p> <p>HM stated that together with Flock Events and PR and with support from SLDC an Arts Council Emergency Covid 19 application was initiated to bring an outdoor opera experience to the area. Sadly because BWF’s core purpose is not aligned to the Arts Council’s national cultural goals the application did not progress. HM thanked both Flock and SLDC for their support.</p>	
<p>7. AOB</p> <p>HM thanked SN for the production of the latest BWF quarterly newsletter noting its social media reach and appreciation by local businesses. Several board members also thanked Soph.</p>	
<p>6. Next Board Meeting Dates</p> <ul style="list-style-type: none"> • 10th September • 10th December 	

