

**Report on the
Bowness & Windermere Forward Board Meeting
Held on the 11th March 2020
(Adrian G Faulkner)**

Please note that this meeting was held before the Coronavirus outbreak, therefore some of the decisions/comments may now not be relevant!

Brand Research Presentation:

Helen Moriarty (Project Manager) 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.

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.

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.

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

It was 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.

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.

Brand Research Discussion:

Board members for were asked 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.

**Report on the
Bowness & Windermere Forward Board Meeting
Held on the 11th March 2020
(Adrian G Faulkner)**

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 Kate Barton (Mountain Goat) 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.

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.

The board agreed to create a sub group to continue developing the idea.

Glebe Market Marketing:

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 FaceBook 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. It was 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.

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.

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. Helen Moriarty is to report back to the Board in June and set up a Market task and finish group then if appropriate.

Christmas Lights:

Helen Moriarty had contacted Mike Graham from Hackney Leigh, one of the 5 volunteers responsible for Christmas lights in Windermere & Bowness. Volunteer fatigue is starting to creep in and support would be welcomed. The group is currently un-constituted without a sustainable income stream.

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.

A 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.

**Report on the
Bowness & Windermere Forward Board Meeting
Held on the 11th March 2020
(Adrian G Faulkner)**

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.

Friendly Fells and Lakeside Trails:

Board members were informed that representatives of the National Trust, South Lakeland District Council 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. It was 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.

It was asked that a presentation regarding progress be developed for June's meeting.