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Our ref: SR/CC/1706BDP WORKSHOP
Your ref:
Date: 17 June 2009

Dear Barry

Bowness Bay and the Glebe Masterplan – 21st May Workshop Feedback Paper

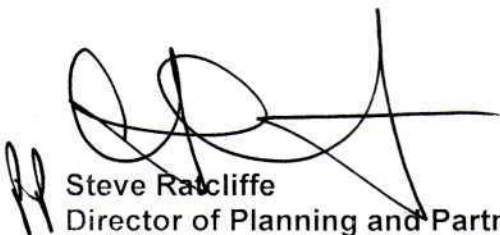
The Masterplan Steering Group would like to thank you for attending the Bowness Bay and the Glebe Masterplan Workshop on 21 May 2009 at the Old England Hotel, Bowness.

Your contributions were much appreciated. The outcomes of the event have been summarised and presented in the enclosed feedback paper.

The team are now working on a range of detailed masterplan options for further public consultation in July.

If you require any further information, please do not hesitate to contact Ben Long. His details are ben.long@lake-district.gov.uk or telephone 01539 792647.

Yours sincerely


Steve Ratcliffe
Director of Planning and Partnerships

Enc

Richard Leafe, Chief Executive



INVESTOR IN PEOPLE

A member of the
Association of National Park Authorities
A member of the Federation of Nature and
National Parks of Europe

21st May

Stakeholder Vision and Options Workshop - Feedback Paper

May 2009

Bowness Bay & the Gleebe Masterplan



Introduction

BDP and partners have been appointed by the LDNPA and the NWDA to prepare a Masterplan for Bowness Bay and the Glebe. This work will inform the preparation of a Supplementary Planning Document (SPD) by the LDNPA for the area following its completion in mid August 2009. This will make the proposals a core Local Development Document (LDD) as part of the Authority's Local Development Framework.

The brief for this project was issued by the North West Regional Development Agency in December 2008.

Stages 1 and 2 of the Masterplan process have focussed on launching the project and establishing a strong evidence base of key issues and opportunities. This has been done in part by undertaking comprehensive interviews with the many stakeholders with an interest in the area. Following this appreciation of the key issues and opportunities for Bowness Bay and the Glebe, Stage 3 of the project has recently commenced and this is considering various options for change, set at different levels of intervention.

This paper reports on a workshop event that was held on 21st May 2009 with key stakeholders, as a mechanism to confirm the identified evidence base and to launch the options development process collaboratively. Before the event is discussed itself, the project brief is outlined.

Confirmation of the study brief

The Bowness Bay and the Glebe Masterplanning brief places particular emphasis on the delivery of a comprehensive and exemplar regeneration project of outstanding sustainable design quality, which takes inspiration from the surroundings and incorporates connectivity by sustainable modes of transport and secures access for all sections of the community.

The brief progresses to note that the Bowness Bay and the Glebe area presents an exceptional opportunity for a sensitively planned project to deliver:

- Vastly improved public access to the lake shore and to sublime views with access for all;
- Quality public realm and open spaces, potentially including an open air amphitheatre with a backdrop of lakes and mountains;
- The potential for a cultural facility of national significance, possibly related to English landscape art and the understanding of landscape;
- Replacement of a clutch of visually intrusive and low quality buildings and associated inferior public realm;
- High quality design which reflects the prominence and setting of the site, to facilitate new development of real value and significance;
- An exemplar regeneration project which sets new standards for environmental sustainability and the promotion of tourism;
- Exceptional linkages between the Bowness Waterfront site and Bowness village, to facilitate the economic development of the wider area.

The brief also notes that the study is expected to achieve the following outcomes:

- Provide strategic evidence to inform the policy framework in the Core Strategy and emerging SPD;
- Produce realistic preferred and alternative visions and options;
- Protect and enhance the special character of the Glebe as a cherished community space;
- Establish a mix of uses which cater for all sectors of the community;

- Promote the highest quality of design, architecture, public realm and natural landscape to reinforce local character and sense of place;
- Set the context within which private sector investment can deliver real and lasting regeneration in a sustainable way;
- Give consideration to the level of access that should be facilitated within the area, particularly in relation to the potential of Braithwaite Fold as a transport interchange and linkages between different transport nodes;
- Promote social, environmental and economic sustainability at all levels;
- Clearly set out how regeneration will be achieved, by whom and when;
- Take into account local history, culture, and character to ensure that the vision is rooted in and reinforces local distinctiveness;
- Be integrated with other initiatives ongoing in the area, particularly as part of the wider Windermere Waterfront programme.

21st May Vision and Options Workshop

Every stakeholder that had been met on a one to one basis as part of the evidence base were invited to a workshop event, that took place at the Old England Hotel on the afternoon of Thursday 21st May 2009. The event was attended by 36 stakeholders and these are listed at the end of this paper, along with additional representatives from the consultant and client team, whom acted as facilitators throughout the afternoon.

The session commenced with an introduction to the project by Steve Ratcliffe, LDNPA's Director of Planning & Partnerships. The consultant team then echoed this introduction in setting the aims for the day, before providing a presentation on the issues and opportunities that have been identified within Bowness Bay & the Glebe as part of the evidence base. Group discussion and a question and answer session then followed.

The second half of the day then sought to draw a line under the issues and opportunities and to instead consider various options for the future of the area. After each option was explained to the group, these were considered in break out groups of between 8 – 12 attendees and at least two facilitators. The strengths, weaknesses, opportunities and threats of each option were discussed, along with the development and infrastructure implications of each. These discussions were recorded on a structured matrix for ease of reference.

Following this discussion, the workshop session was closed with an outline of the next steps of the Masterplanning process.

Discussion on evidence base

Following the presentation on the evidence base, a number of questions or points made were raised from the floor. These included:

- Comment set one:
 - Do we want 2 hour tourist visits or all day stays? This is an important aspiration as it relates to how parking charges are structured;
 - The provision of car parking outside of area must also be considered, i.e. at J36 / Kendal or even to the south of the lake. This will help cater for day visits, create a memorable and car free visitor experience and influence signage and the provision of Water Taxis for example. Others attendees in the room were sceptical that such park and ride initiatives would ever work;
 - Recognition that the pitch and putt is largely inappropriate, especially given its extensive footprint and the pay for use arrangement. It was noted that SLDC were trying to introduce playground to the area, yet this never happened due to considerable local resistance. A response to this was that the opposition was based upon the

playground itself being located at the heart of a dangerous pitch and putt golf course and the objection was not based upon the facility itself; and

- SLDC are looking forward to the production of the Masterplan and how they can contribute to its delivery.
- Comment set two:
 - What is it visitors want? It was noted that the post it notes from the recent community consultation were largely weighted towards the views of local people. A discussion then followed where attendees considered it a good idea if an organisation such as Cumbria Tourism could undertake some research into visitor perspectives of the area over the forthcoming summer season. The project Steering group will follow up this suggestion.
- Comment set three:
 - Stated that Bowness Bay and the Glebe has got to be of 'World Heritage Class', but never elite.
- Comment set four:
 - Requested that Sustainable Urban Drainage Systems (SUDS) such as permeable concrete or grassed roofs in the Masterplan are considered.
- Comment set five:
 - There is a need for the Masterplan to understand the extreme seasonality in the area and the fact it can rain a lot in the Lake District, therefore meaning there is poor winter trading and the need for indoor family 'easy leisure' activities.
- Comment set six:
 - Considers that the need to cater for events in the area is crucially important. There is a need for evidence about the scope of these and to establish an events strategy.

Other comments / questions received were:

- Is the caravan site appropriate for the area as it seems an elite land use? Another attendee mentioned that the caravan site is not elitist as it is open to everyone to use;
- What guidance can the team bring in from schemes undertaken elsewhere? The response outlined the value of public realm enhancement and cited Whitehaven as a particularly important example that had been worked on and delivered by the project team, to critical acclaim;
- Are there things we can learn from destinations around the world? and
- We have got to anchor this area in the local community.

Options development

The workshop then progressed to consider some initial options, which included the following:

- Option A - Improving the public realm and getting the basics right
- Option B - Completely rethinking the public realm
- Option C - Linking the village centre to the lakeshore with commercial leisure and hotel developments

- Option D - Bringing an international arts institution to Bowness Bay and the Glebe
- Option E - Establishing a stand alone destination for arts and cultural activities – or 'family easy leisure'

It is important to note that the purpose of these options, as presented on the day, was to stimulate discussion. They were purposefully only described in bullet point text so that the discussion could help illustrate the appetite for the level of intervention sought from attendees.

In summary each option contains the following elements:

Option A - Improving the public realm and getting the basics right

The objective under this option is to improve the quality visitor experience through improvements to the existing arrangements. This option would include:

- Upgraded public realm
- Improved signage
- New toilets
- Parking arrangements unaltered
- Incremental redevelopment of existing buildings and replacement with higher quality designs

Option B - Completely rethinking the public realm

The objective under this option is to improve the quality of the visitor experience through better facilities and organisation of the public realm. This option would include:

- Public realm completely reconsidered
- Alterations to road, parking and access infrastructure
- The public realm becomes an attraction in itself, not just a waiting room or picnic place
- Incremental redevelopment / refurbishment of existing buildings and replacement with higher quality design

Option C - Linking the village centre to the lakeshore with commercial leisure and hotel developments

The objective under this option is to make a stronger connection between the town centre and the lakeshore, by making the lakeshore an extension of the town centre functions. This option would include:

- Redevelopment of sites closest to the town centre for commercial visitor uses, primarily leisure and hotels
- Remodelling of public realm at the Glebe as per Option B

Option D - Establishing a stand alone destination for arts and cultural activities – or 'family easy leisure'

The objective under this option is to create a stronger visitor offer by creating a purpose designed arts and cultural / family centred venue. This option would include:

- An arts and cultural venue, capable of hosting touring exhibitions and events, as part of a mixed use development
- Or 'Easy Family Leisure' attraction
- Supporting food, drink and retail facilities
- Enhanced public realm as Option B

Option E - Bringing an international named arts institution to Bowness Bay and the Glebe

The objective under this option is to attract an internationally known arts institution (e.g. Tate St Ives) to a unique landscape setting, as the centrepiece of the Glebe. This option would include:

- A signature building that will be part of the brand recognition
- Incorporating food/drink and general visitor facilities
- Public realm linkages to the town centre
- Remodelled public realm to create the setting for the gallery

The matrices containing the raw material notes of the discussions from each of the five break-out groups are now presented:

Option Number	Strengths	Weaknesses	Opportunities	Threats	Key Development Proposals	Key Infrastructure Requirements
OPTION 1: DO MINIMUM	Better signage and 'Walking Times' displayed.	Poor quality of paving from Braithwaite Fold and ferry nab. Poor reinstatement.	A Public Realm Implementation Framework (PRIF) is being put together by the council to ensure good quality of reinstatement by utilities companies (one purpose).			
OPTION 2: PUBLIC REALM DRIVEN	Glebe Road car park is big source of revenue for council. Civic society provided a note to BDP regarding the removal of traffic from Glebe Rd, closing the caravan park to create more parking so Braithwaite Fold becomes 'The' car park. All day-all car park pass.	Current short stay parking arrangement doesn't give much time to visit Bowness village as well as the Bay and Glebe. Provision for mobility impaired is poor. Road severs Glebe from Waterfront.	Provide parking outside of area, i.e. sustainable initiatives. Pull paving out and provide more furniture on a level promenade in between existing buildings. Remove cars from pedestrian areas. Transfer all parking to Braithwaite Fold with good quality gateways into the area.	Closure of Glebe Road would cause problems. Road access is crucial. Need to make provision for boat deliveries to turn around if Glebe Road is severed. Removal of Glebe road traffic could force businesses to go seasonal.	Focus on what can be saved.	U/G on Braithwaite. Another deck on Raynigg road car park is planned
OPTION 3: VILLAGE CENTRE EXTENSION & NEW COMMERCIAL	People do move between the two areas of village centre and Bowness Bay.		Radical ideas are needed. There is the opportunity to do something by copying models from around the world. Need to link into wider transport initiatives. How tourists get here and how they move around. How they link to the rest of Windermere. The view in Bowness village is separate to the Glebe. Should be considered separately	If we don't do something there is the threat that people will be lost from the area. More people = more congestion. So up the quality and offer (and spend) for existing volumes of people and extend the seasonality		
OPTION 4: FLEXIBLE VENUE AND COMMERCIAL SPACE			All weather enjoyment of surrounding area in an indoor environment. Iconic building sought.			
OPTION 5: NAMED (CULTURAL) ATTRACTION	Green space and views are key.	Amusement arcade has no place in a world class destination. Cars on the Glebe. Low market catering market is weak.	There is no place which really tells the story of Windermere. Remove as many current buildings as possible. There are other places where you can appreciate view of the lake, commercial development (high quality) could be more important for future of area.	Building on the lake shore would be an intrusion. Need to consider what else is going on in other areas around the lake.	Trade-off between building on green space and clear away some existing buildings. Develop on old nursery area (could be designated as church yard extension).	

Option Number	Strengths	Weaknesses	Opportunities	Threats	Key Development Proposals	Key Infrastructure Requirements
OPTION 1: DO MINIMUM	A highly deliverable option. People won't resist! Essential. Already happening.	This won't achieve the big success, 'papering over cracks'! Underachieving with the opportunity. Weather – seasonal.	Will happen either way Cockshot Point	Money spent needs to create return for local businesses. Wasted money on consultants if minimum done.	Toilet facilities can create some return, makes visitors comfortable and improves experience. New services – capital programme for toilet £3m – to deliver.	Signage
OPTION 2: PUBLIC REALM DRIVEN	Essential and has to be included. Increase the activity of the area. Also can they co-exist? People at the heart of design. Cyclists catered for.	Hot dogs – ice cream culture – burger vans. Closing Glebe Road – servicing disabled access.	Hub of water sports activity. Family – easy leisure. Multi-deck on Braithwaite – screened away. Underground parking. Former rubbish tip so might dig down. Avoiding traffic through town.	Has to be planned safely. Conflicts with night time uses. People cannot park near the lake. More parking provision to ensure people come to the Glebe.	Adequate car parking. Adequate accommodation. Where should it be pitching itself? Facilities for fast food.	Is the lake the destination charging for car parking.
OPTION 3: VILLAGE CENTRE EXTENSION & NEW COMMERCIAL	Heritage – boat building. Commercial activities related to boats. Fishing. Retail has a place in easy family leisure – rainy days. Family accommodation / middle management spending money. Holiday inn/large hotel.	Impact on village	Alternative uses – a two way relationship. People want to see the lake.	What will the impact of new development have on the town?	Doubling size of marina. Middle management. Tennis courts – used by local people – objections would occur – relocate tennis continental landscapes.	10 mile per hour speed limit
OPTION 4: FLEXIBLE VENUE AND COMMERCIAL SPACE	Cultural venue would be welcome but how is it realised?	Tate attracts a certain clientele – could this exclude people? Seasonal problems – maintaining during quiet months.	Iconic building. High quality hotel. Capital funding. Revenue funding.	Noted that this is difficult ask for the locality – it is relevant.		
OPTION 5: NAMED (CULTURAL) ATTRACTION	Theatre opportunity originally rejected. Theatre by the lake successful. Focal point. Attraction with purpose also used by locals. Concerts venue – locals can relate to for old and young workshops.	How many theatres can the area support?	Build on steamboat sister outlet i.e. Blackwell / Lakeland Arts?. Floating exhibitions on the lake. Residential on the caravan site? Penthouse – planning issues around residential.	Steamboat museum. Sustain existing businesses. Not on waterfront – resident.	Residential above cafes, shops etc	Infrastructure next to lake to support existing businesses.

Option Number	Strengths	Weaknesses	Opportunities	Threats	Key Development Proposals	Key Infrastructure Requirements
OPTION 1: DO MINIMUM	Currently not good. Signage poor. Doesn't reflect what is deserved by quality of surroundings. Covenants protect views of lake.	Covenants on the Glebe (area marked on plan). Not many good buildings along Glebe waterfront. Not enough vistas of lake between buildings.		Not enough imagination. Possibility of no funding for 'just' this project alone with no private sector backing.		
OPTION 2: PUBLIC REALM DRIVEN	Cockshott Point – rural – grazed – protect current quietness of this space	Parking charges may be preclusive to some people looking to limit expenditure.	Incorporating car parking disguised in landscape. Take car traffic off Glebe Rd to extend promenade. Underground car park a fantastic idea. Shared public realm all the way through to Cockshott Point.	Linked tickets for travel is a difficult system when mixture of operators.	Braithwaite Fold as one of many 'hubs' throughout the lakes and transfer between.	Safe, traffic – free environment. Encourage people to leave their car.
OPTION 3: VILLAGE CENTRE EXTENSION & NEW COMMERCIAL	There is a charm to the organic growth of the area. Bowness TIC is fantastic – the staff are excellent.	There is a 1970's feel to the whole area. Closeness to M6 corridor means it has been a direct destination to NW cities. Not enough wet weather facilities	Maximise use of the Glebe. Manage time spent by public. Enhance public experience. Potential for world class solution here!	Threat is that Human Design/Planning of the area spoils the charm of the area. Will new buildings win awards but then people will look back on and seem dated again.	Best view of lake from Shepherds building but only seen by a few people.	Better capacity for car access. More parking.
OPTION 4: FLEXIBLE VENUE AND COMMERCIAL SPACE			Development has to be a response to the landscape. Promote collection of sites "Windermere" marketed as a sustainable venue.		Cultural centre will only survive if other commercial elements are built in as a 'complex'. Model should be followed by a wet-weather element – will be fantastic if family orientated.	
OPTION 5: NAMED (CULTURAL) ATTRACTION		Leakage of families who would want to spend evenings in area – what is there for them to do? Nothing in locality for this market in the area.	Look at where people travel on to after visiting Bowness... Has to be about environmental importance. Important value of views. Sustainability is important – the way we currently live our life. Enhance cultural heritage of the lakes. Bring back flying boat. Evening leisure.	Trying to raise 'feel' of the area towards upper classes. Taking away from fear of social exclusion. Current capacity issues / poor linkage will put people off from visiting. Building something which becomes an eyesore because it isn't carried by the brand (which would come with option 5)		

Option Number	Strengths	Weaknesses	Opportunities	Threats	Key Development Proposals	Key Infrastructure Requirements
OPTION 1: DO MINIMUM	Existing historic features- older paving, retaining walls etc creates sense of place. Cockshott Point.	People want convenience!	Improve / move bandstand. (Amphitheatre previously proposed for that area?). Connectivity to Belsfield. Interpretation. Use images of former times! Caravan – camping? Alternative uses. Open up path alongside jetties (Wheelhouse area) access to waterside.		Parking key – affordable – make it affordable. Toilets Insufficient public piers in summer	Coach arrival/drop off Boat launching facilities and boat yards Landings for boats
OPTION 2: PUBLIC REALM DRIVEN	Existing facilities hidden and can be opened up.	Boating activity 'private' – would remain so?	Victorian Ethos – bandstands/pavilions etc. Strengthen arrival/dispersal role/rather than keeping people on the Glebe?). Public jetties and observation points for waterfront/boating experience. Clear route from transport nodes (previous scheme suggested from Windermere). Event staging – use pitch and putt.		Large pedestrian areas – paved (Italian lakes?) Toilets	People aren't concerned re views of attending event
OPTION 3: VILLAGE CENTRE EXTENSION & NEW COMMERCIAL	Visitor demographic and need for 'weather proof' development spending patterns – people are more indulgent when on holiday. 3/4/5 encourage dwell time – coach parties would stay longer/spend more.		Hotel residents to make better use of waterfront – encourage movement. Perception of Glebe. Existing businesses are limited in improvements they can make for services. Can be provided in wider masterplan.	Could remove trade from other areas. Development in other areas – people choose to go elsewhere?	Night club would still form part of offer but doesn't necessarily have to be on the waterfront Toilets	Alternative efforts for transport?
OPTION 4: FLEXIBLE VENUE AND COMMERCIAL SPACE	People would travel from further afield – need to tie in with sustainable transport. People buy local art	Conference/business/food maybe more successful, would art alone be sufficient income generator here? Need changing exhibitions otherwise people wouldn't return.	Would need to be multifunctional.		Would need to ensure key views available, local materials Toilets	WHS bid submitted
OPTION 5: NAMED (CULTURAL) ATTRACTION	Create 'wow' factor within WHS bid – focus on romantic movement in Lakes and Landscape appreciation. Good basis for iconic building. Lakes has traditions/links to art/literature	Need sufficient quantum of development to encourage people to travel. Who would be interested businesses – level of control, retail units? Who takes?		Multifunctional venue would be in direct competition with larger hotels etc. Competition for trade with existing businesses! Deliverability – funding and maintenance. Competition with other galleries/museums. Cultural overload?	Gateway 'art' structure (Angel of North) Toilets	

Option Number	Strengths	Weaknesses	Opportunities	Threats	Key Proposals	Development	Key Infrastructure Requirements
OPTION 1: DO MINIMUM	Safe and acceptable to local community. Safe for repeat business. More affordable.	Selling the Glebe short. Would expect something better than such basic improvements.	Good quality street furniture. Sort parking. Provide toilets. Improved access to piers for pedestrians from town centre.	Missed opportunity. A scheme in this location needs to be different to revitalise the area.	N/A		Pedestrian links to the Town Centre. Additional pedestrian crossing nearer Town Centre for people getting off boats. Toilets.
OPTION 2: PUBLIC REALM DRIVEN	Connection to Cockshott Point is essential.	Availability of money to deliver scheme. Disruption to public during implementation. Reduces attractiveness of Town Centre.	To provide a proper frontage to the lake. Key link to waterfront. Improve views across lake.	Won't succeed if Glebe Road isn't closed. Availability of funding.			Link to waterfront. Closure of Glebe Road. Boardwalk along lake frontage. Footpath provision across pitch and putt from Braithwaite Fold car park.
OPTION 3: VILLAGE CENTRE EXTENSION & NEW COMMERCIAL			Additional retail. Low level buildings on water front increasing in height the further away from lake.	The ability to servicing boats on marina.	Shops Ground floor level. 1 st floor hotel lake wardens. Remove fencing.		Closure of Glebe Road Signing Car parking
OPTION 4: FLEXIBLE VENUE AND COMMERCIAL SPACE	This will significantly improve the image of Bowness. Major anchor for lakes, especially if an indoor facility is provided. Anchors sustainable transport on lake.	Detract from Town Centre? Impact on views.	Improvement to architecture in the area. New buildings an asset to the area. Pricing of ticket could attract or detract people.	Contrast to what there is now. Availability of funding.	Art gallery. Tate modern. Multi-use building		Closure of Glebe Road Signing Car parking
OPTION 5: NAMED (CULTURAL) ATTRACTION	Increased visitor attraction to Bowness. Open up a new market of tourists.	Distant from Town Centre, so linkages to the Glebe would need to be improved.	New building could be an asset. Pricing of ticket could attract or detract people.	Contrast to what is there now Availability of funding	Indoor/outdoor activity centre National park visitor centre		Closure of Glebe Road Signing Car parking

Transport

- Transport is a critical issue
- Removal of on-street parking
- Close Glebe car park
- Closure of Glebe Road essential in all the major interventions
- Provide additional parking on caravan park

Key findings

The 5 break out group discussions certainly proved to be an invaluable exercise in establishing the collaborative aspiration as to the way forward. This process was also extremely useful in highlighting potential issues with each level of intervention from the perspective of key stakeholders. In summary, the following key messages can be extracted from the day's discussions:

- Option A, 'getting the basics right' is not an acceptable option and level of intervention from the perspective of local stakeholders. Attendees agreed that this level of intervention is effectively occurring at the moment through the efforts of key landowners and that only progressing change to this level would be a major missed opportunity. However, people recognised the high deliverability potential of this option;
- Groups recognised the importance of reorganising the quality of the public realm throughout the area. The idea of an underground car park on Braithwaite Fold was largely applauded as was the aspiration to open up access (physically and in terms of views) to the lake, although mixed views were received on the closure of Glebe Road entirely. The way forward may therefore be to explore a pedestrian dominant shared space scheme in this area as part of the reorganisation of the frontage, where essential service vehicular access is allowed and potentially winter visitor traffic is permitted into the area. Again generally, there was a feeling that whilst important, this option didn't go far enough in terms of providing a critical mass of activities in the area, particularly focussed for the family or on wet days; However, attendees again recognised the high deliverability potential of this option;
- Attendees tended to start applauding the options more from this point onwards, as a more radical approach to change was clearly observed in most of the groups. It was noted that introducing sensitive new (re)development and activities in this option would provide more family weather proof pastimes to the visitor offer, as well as encouraging people to stay longer and spend more money. An opportunity and threat that people noted of this option was the need to ensure a complementary offer with the nearby village centre, rather than undermining it. In terms of the design of new buildings and the environment, attendees recognised that this would have to be sensitive and be respectful to the charm of the area, rather than become an off the shelf urban solution;
- In terms of providing a new landmark facility as a driver for the area, possibly related to cultural uses, attendees generally responded positively to such a suggestion. It was recognised that this could provide a valuable resource for families and a wide proportion of visitors generally, as well as acting as a facility relevant to local people. People did express concern at the deliverability of such a facility and it was generally accepted that an underpinning commercial offer would have to support such a facility. People also warned against introducing a use that could exclude people or that could undermine neighbouring initiatives / projects also occurring around Lake Windermere. Some attendees were also sceptical that a cultural use is appropriate for the area.
- Attendees recognised that given that the Bowness Bay and the Glebe area is somewhat distant from the town centre, that improvements to the connections between the two areas are considered further, particularly given the aspiration to bring a cycleway into the study area (Bowness to Waterhead route).

These present a summary of the discussions undertaken on the day. However, further comment is openly invited from all attendees on the day on receipt of this paper, if they felt the nature of the discussions in their group differed markedly from the general conclusions presented above.

Conclusion and next steps

BDP, the LDNPA, NWDA and partners would like to thank all attendees for their contributions to the afternoon. Not only did this illustrate some interesting ideas and a steer on aspirations, it also continued the collaborative Masterplanning approach that has permeated this process. The team will now work up the detail of each option and appraise these into a refined series of options and ideas, suitable for testing with stakeholders and the local community in detail. This will be done through further meetings, publicity material and a second round of community and stakeholder engagement.

All attendees will be closely involved as the Masterplan takes an important step forward. Attendees are also invited to contact BDP or LDNPA with any points they wish to make about the progression of the Masterplan in the meantime. Following community and stakeholder engagement in late June / early July, it is hoped that a preferred option, complemented by fall back options or 'scenarios' will be ready by mid July. This can then be developed in detail into a Masterplan for the area, which will be supported by a realistic delivery plan. Following final consultation, the plan will be taken forward by LDNPA in September as the basis of a Supplementary Planning Document (SPD) for the area, as part of the LDF Core Strategy.

BDP – 11th June 2009



Appendix A: Attendees

- Jennifer Borer, Windermere TC
- Grahame Armer, Windermere Aquatics
- Andrew Costing, Cumbria Vision
- Martyn Staveley, Cumbria Vision
- Mr and Mrs Rogers, The Old Pump House Café
- Mr and Mrs Lefton, Residents, Belle Isle
- Chris Greenwood, LDNPA
- Robert Tidswell, United Utilities
- Barry Butler, Windermere and Bowness Chamber of Trade
- Jennifer Jewell, Windermere Town Council
- Adrian Legge, Windermere Town Council
- Jeremy Pickup, Environment Agency
- Amy Heys, Environment Agency
- Tim Ashberry, National Trust
- Edward King, Lakeland Arts Trust
- Charlotte Upton, Lakeland Arts Trust
- Ali Sykes, Windermere and Bowness Civic Society
- Barry Tullett, Windermere and Bowness Civic Society
- Graham Vincent, SLDC
- Joan Stocker, Windermere Town Council
- Sue Fellows, LDNPA
- Ian Wilson, Witel Ltd
- David James, LDNPA
- Bill Smith, SLDT / Windermere Town Council
- David Ashton, WBCA



- Steve Tatlock, LDNPA
- Adam Thomas, LDNPA
- Linda Doyle, NWDA
- Catherine Webb, Cumbria Tourism
- Faye M, Scott Albion Ltd
- M Scott, Scott Albion Ltd
- Nigel Wilkinson, Windermere Lake Cruises
- Imelda Winters-Lewis, SLDC
- Richard Pearse, Friends of the Lake District

Consultant & Client Team Representatives / Facilitators

- Steve Ratcliffe, LDNPA
- Ben Long, LDNPA
- Ian Wray, NWDA
- David Goode, NWDA
- Paul Holdsworth, SLDT
- Dawn Hunter Ellis, SLDC
- Francis Glare, BDP
- Kieron McGlasson, BDP
- Darrell Wilson, BDP
- David Geddes, Locum
- John Glester, Locum
- David Schumacher, Waterman Boreham
- Keith Yorke, Waterman Boreham
- Bruce Owen, Gerald Eve
- Polly Bentham, Waterman Environmental



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