

# **Windermere & Bowness-on-Windermere Local Economy: Scoping The Way Ahead**

## **Partners Workshop**

**Douglas  
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**Windermere Social Club: Windermere  
Wednesday 23rd September 2015**

**Douglas Wheeler Associates Ltd**

# Agenda

- **Welcome & Introductions**
- **Progress Presentation:**
  - Brief : Approach
  - Strategic Context
  - Baseline: 2015 Economic Profile
  - Consultations Summary
  - Emerging Themes: Challenges & Opportunities
- **Group Tasks**
- **Next Steps**
- **Finish 8.00pm**



# Workshop Aims

- Report on progress
- Discuss/confirm economic challenges & opportunities: 2015
- Move to vision & priority projects for the local economy: 2025
- Identify 'business case' for action & delivery/coordination vehicle

# SLDC LDNP WTC & FSB: Brief & Questions

- **Future local drivers** to ensure more resilient local economy
- **Vision:** Bowness-on-Windermere & Windermere local economy
- How can more **strong new business** be encouraged to start up/grow?
- How can the local area appeal to **higher spending visitor markets**?
- How **complementary** are Bowness-on-Windermere & Windermere:
  - What are the joint future priorities?
- What is **best vehicle** to coordinate local economic development
  - Private & third & public sectors



# Tasks & Programme

Task
1. Commissioning Meeting: 14 July
2. Review Strategies & Consultations
3. Economic Baseline
4. Partners Workshop: 23 September
5. Draft & Final Reports

# Windermere: Four Wards



- W. Applethwaite & Troutbeck
- W. Bowness North
- W. Bowness South
- W. Town

# Strategic Policy Context

## 1. Cumbria LEP: Strategic Economic Plan 2014-2024

- 4 strategic priorities & 4 economic drivers
- Visitor economy: *Lake District: Cumbria*: strengthen brand: expanding tourism markets

## 2. LDNPA Partnership Plan 2015-20

- Spectacular landscape
- Prosperous economy
- World-class visitor experiences
- Vibrant communities          B & W: rural service centre

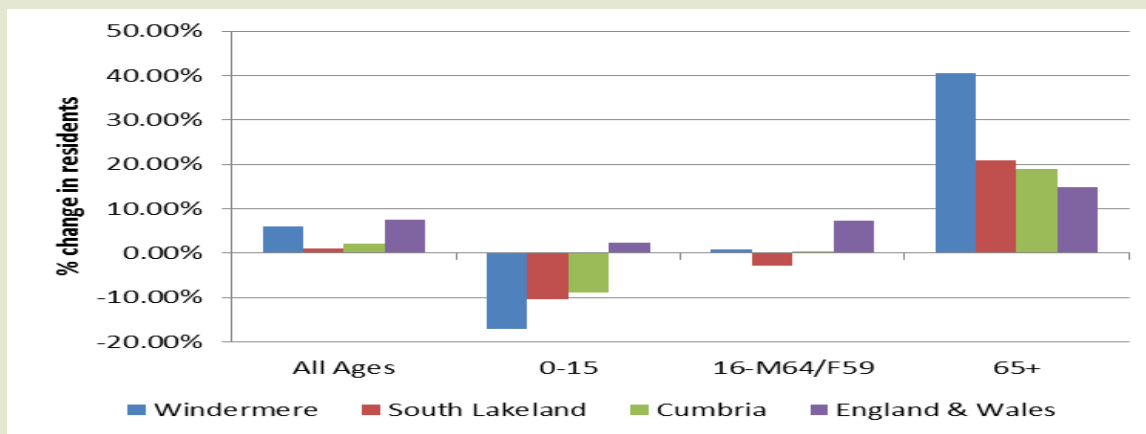
## 3. SLDC Strategy for Economic Growth 2014: '*best pace to live, work & explore*'

- Business growth & new enterprise
- Flexible & skilled workforce
- Infrastructure that stimulates growth
- Low carbon sustainable economy & Attract & promote business investment

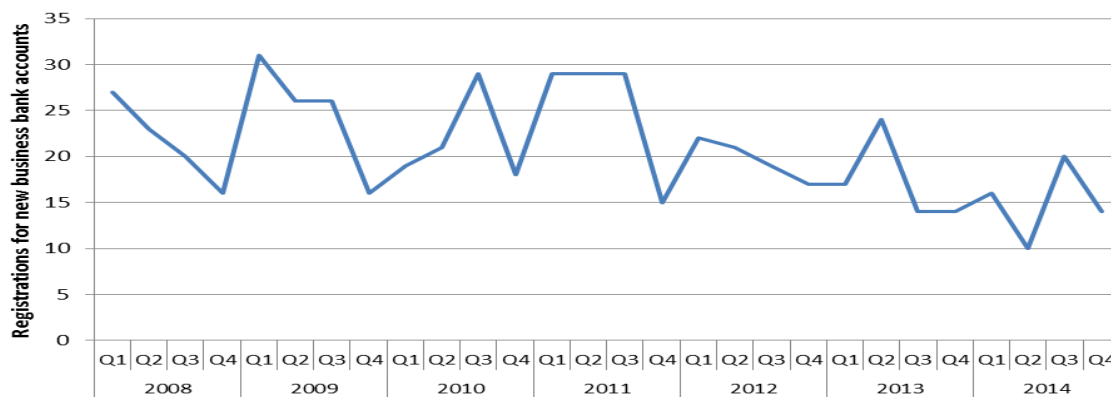
## 4. Windermere, Bowness & Troutbeck Bridge: This is our Community Plan

# Economic Profile: Population & Bank Registrations

## 1. Windermere: Change in Population By Age : 2002-2012



## 2. New Bank Registrations in Windermere: 2008-2014





# Economic Profile Summary: Windermere

- Population **8,735** persons in mid-2012: increased by 6.1% since 2002: E&W 7.5%
- Decline 17% in 0-15: a small rise in 16-64 (0.9%) & **significant rise in 65+ (+40.5%)**
- **Small growth working age persons 41 (+0.9%): -2.8% SL: stable Cumbria: E&W +7.3%.**
- 18 JSA claimants: **0.4%** of working age pop: SL average: Cumbria 1.1%: E&W 1.7%: July'15
- **Economic activity rates (16-64) are higher 82.6%: 76.8% E&W**
- Working age population has **average qualification levels: 29.8% qualified to level 4**
- 2011 Census **14,896** employed residents in Windermere (inc. self-employed)
- **Accommodation & food services employs 1,152 (27.3%) 11.9% SLDC & 5.6% E&W**
- Managers directors & senior officials: 814 of employed residents: **19.3%**
- Average house price in Windermere is **9.6 times average household income**
- Around **1,000 NNDR paying businesses:** self-catering holiday lets 35.4%
- **60 new business** bank registrations in Windermere & 699 in SL in 2014

# Current Economic Context

## UK Government

- Re-balancing economy: financial services & public spending
- Sustainable private sector growth & international trade
- Deficit reduction: public spending cuts & welfare reform
- Devolution, localism & customer choice
- Localism Act 2011, Community Infrastructure Levy, CBAs, S106
- LA's new & innovative ways of working: facilitation role not 'do'!

## World Heritage Status: UNESCO

- Inscription being finalised: outcome July 2017

**Lakes Market Towns Partnership (2002-12) & Unsuccessful BID('11)**

# Consultations: B & W Economic Challenges

- Need to diversify & strengthen non visitor economy
- Promote enterprise/entrepreneurs: sites & space
- Continue to improve quality of visitor experience: destination
- Already 'world brand' & World Heritage Status
- Demographics: ageing population
- Housing affordability: affluent retirees & second homes
- Maintain independent local shops/ services: roles: B & W
- Prioritising & delivering opportunity sites/buildings
- Community & third sector opportunities
- Challenge complacency & perceptions: vision & ambition!

# Five Themes

- **Economic Infrastructure**
- **Visitor Economy: Bowness & Windermere Destination**
- **Economic Potential of the Lake**
- **Community & Third Sector Opportunities**
- **Coordination**





# Theme 1: Economic Infrastructure

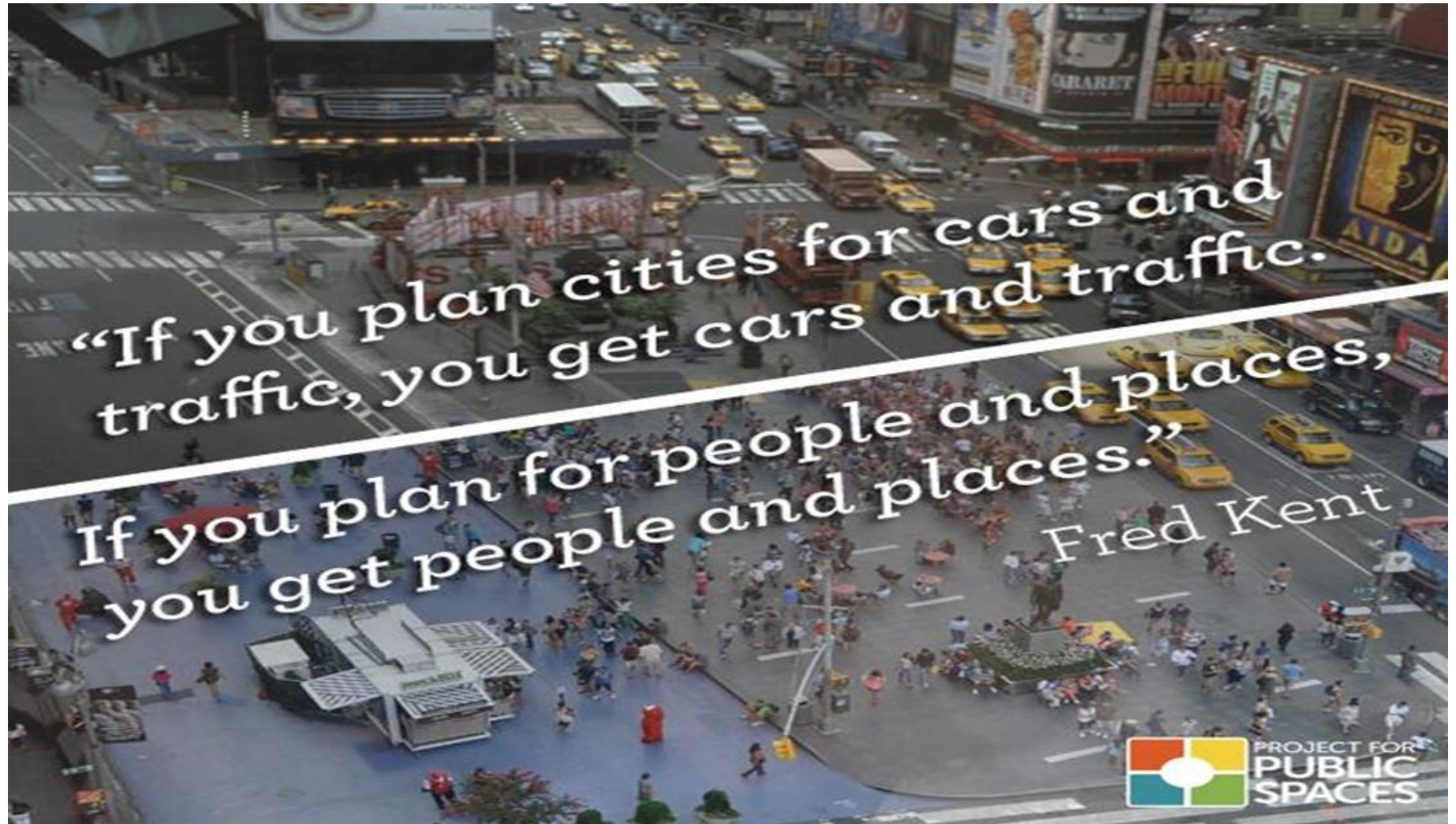
- Continue to improve connectivity: transport & broadband
- Incubator space: 'ladder' of business space & sites
- B & W complementary: work together
- Target sectors e.g.
  - environment/freshwater research, digital/creatives & making
- Affordable housing: young people & families
- Radical:
  - Orrest Head Farm & Station: Gateway
  - Glebe
  - Walking/cycling/electric vehicles & managing car parking
  - Car alternatives: e.g people mover/cable car













# Theme 2: Visitor Economy: B & W Destination

- What is the essence of the destination: 2025?
  - Competitors: e.g. Kendal, Ambleside & Keswick
  - USP: Natural & built heritage, Lake cruises +
- Cultural offer ?
- Quality of product: public realm, accommodation, service
- World Heritage Status: invest & work to realise opportunity
- Private & third sector investment e.g. Windermere Jetty
- Expanding markets: China, India, South America
- Destination marketing: Tourism BID



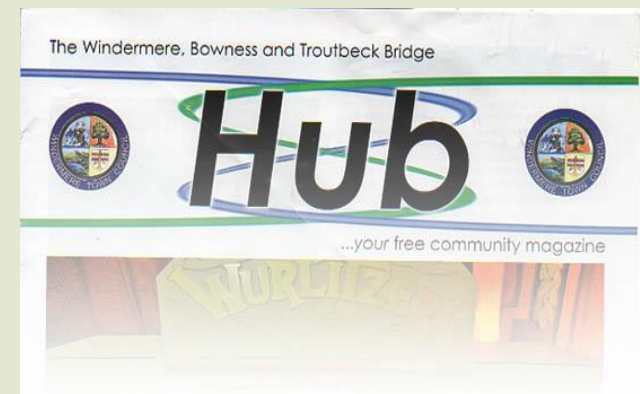
# Theme 3: Economic Potential of the Lake

- Speed restrictions (2004) opened new markets/opportunities
- Programme of water based events:
  - sport & arts
  - regional, national, international: businesses benefitting
  - utilise an exemption to the byelaw
- Environmental tourism: on/off shore wildlife & outdoors



## Theme 4: Community & Third Sector Opportunities

- Retaining young people & families
- Social capital: volunteering: skills in community
- Community ownership of assets: Development Trust
- Partnership funding opportunities
  - e.g. Heritage Enterprise & TH/HLF
- Role of third sector







# Theme 5: Coordination

- **Tough public sector financial climate: budget cuts: rising costs**
- **Vacuum: Lakes Market Towns Partnership & Unsuccessful BID**
- **B & W: private, third & public sector: leadership**
- **One team!**
- **Challenge complacency & perceptions**
- **New culture: consensus: ambitious & trust**
- **Resource: FT/PT coordinator: funding?**
- **Independent & clear on who delivers what**

# Group Tasks: B & W Economy

## 1. Identify significant positive & negative aspects: 2015:

- 5 positives
- 5 negatives

## 2. Future: What could Bowness & Windermere be like in 2025?

- Describe the vision

Group 1: Economic Infrastructure & Lake Potential

Group 2: Visitor Economy

Group 3: Community & Third Sector

- Identify three key projects

## 3. Views on coordinating activity: principle & what kind of structure?

# Role of Group & Action Plan

## Coordinating Group Role

- Public, private & third sector representatives: economic focus
- Limited resources: working through other agencies
- Lobby influence inspire: politicians & public private & third sectors
- Championing Bowness & Windermere
- Coordinating project delivery: formal/informal structure

## Action Plan

- Evidence based business case to support action
- Economic focus: fit Cumbria LEP/LDNPA/SLDC priorities: strategic
  - thorough & authoritative: tactical
- Support funding bids: traditionally difficult: HLF/BIG
- Joined up/linked projects: maximise benefits
- Consultation: build consensus
- Priority actions: capable of delivery

# Proposals for Coordination

## Short life 'action plan group'?

- Momentum & coordination: vision: action plan & priority projects

## Membership:

- Private/businesses/FSB, community/WTC/third sector, LDNPA/SLDC & others

## Governance:

- Independent chair/ champion
- Focus: progress/ accountability: consensus on priority projects



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## Next Steps

- Take on Workshops comments
- Complete consultations
- Draft/Final Report
- Establish short life 'coordination group'

**Thank You!**

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