Results of Public Consultation on the Options for Bowness Bay and The Glebe

April 2010

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1.0 Introduction

1.1 Introduction

1.1.1 BDP along with Gerald Eve, Locum Consulting, Waterman Group and Ear to the Ground (ETTG) were commissioned in March 2009 by the Lake District National Park Authority (LDNPA) and the North West Development Agency (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, which will eventually be adopted as a Local Development Document (LDD) as part of the Local Development Framework (LDF). Given the extensive work that has been undertaken to determine appropriate uses and interventions for the area, this will ensure that the recommended proposals are embedded within the authority’s statutory planning framework.

1.1.2 Within this project major emphasis has been placed upon the need to adopt a collaborative approach to plan making, thorough extensive consultation with a broad selection of stakeholders, landowners and community groups. To this end, a Community Engagement Plan has been produced outlining the strategy to thoroughly engage with the plethora of groups and individuals. This started with the formal launch of the project via a press release in the Westmorland Gazette on the 20th March 2009. Throughout the project, local businesses and the wider community were kept up to date with the consultation process in the local magazine entitled ‘The Hub’.

1.1.3 In order to help in establishing a strong evidence base for Bowness Bay and the Glebe Masterplan, a period of extensive stakeholder and community consultation was undertaken. This included interviews with local stakeholders, followed by some initial consultation events which took place within Booths Supermarket and the Bowness Bay Tourist Information Centre during late April and early May 2009. The purpose of these events was to understand the views of local people, businesses and visitors about Bowness Bay and the Glebe. At least 200 people were engaged directly in discussion at these sessions and as a result, these sessions provided an extremely useful insight into the issues facing the area and the opportunities in the area.

1.1.4 Whilst Bowness Bay and the Glebe is already a popular destination, there is a perception that significant improvements to the area could provide a much enhanced experience for visitors as well as better facilities for local people, which in turn could help to establish a ‘World Class’ visitor destination. The scope of these improvements could range from improved access arrangements and a higher quality environment through to the development of major new visitor attractions and significant remodelling of the landscape.

1.1.5 To this end, a second round of public consultation was undertaken during November and December 2009. The events took the form of a public exhibition, meetings with various stakeholder groups and an open public meeting. For this purpose, four options were developed to form the basis of the consultation, each of which provided variation in the level and scope of intervention proposed, providing alternative iterations of the masterplan. The options ranged from a ‘do nothing’ scenario through to radical changes and improvements for Bowness Bay and the Glebe.

1.1.6 The record of events undertaken as part of the consultation phases is provided in Appendix A. Appendix A also contains details on the number of feedback forms, formal letters and email correspondence received at each stage of consultation and provides details of the attendance at specific meetings.

1.1.7 A copy of the exhibition boards used as part of the stage 1 and stage 2 consultations are also appended to this report.
1.2. Purpose and Structure of the Report

1.2.1 The purpose of this report is to provide a summary of the key issues raised during the initial consultation events that were held in late April and early May 2009 as part of the masterplan evidence base and the more recent options consultation events that were held during November and December 2009.

1.2.2 The initial sections of this report provide a summary of the extensive stakeholder and community consultation that has been undertaken as part of establishing a strong evidence base for the Bowness Bay and the Glebe Masterplan. It firstly documents the key messages to emerge from the stakeholder interviews and the landowners forum, followed by a summary of the responses to the Evidence Base community consultation event, which helped to inform the development of the alternative masterplan options, which formed the basis for the second stage of consultation. This section also documents the issues discussed during the engagement session with the Student Council at the Lakes School.

1.2.3 This is followed by an overview of the key issues discussed during the stakeholder vision and Initial Options workshop, which was used to launch the options development process. The report then documents the key issues to arise from further meetings with various stakeholder groups and local landowners, where the refined masterplan options were presented ahead of the public consultation exercise.

1.2.4 The next section of the report focuses upon reporting the responses from the second stage public exhibition focused upon the Revised masterplan options, for which questionnaires provided the main means of collating public opinion, although both letter and email correspondence were also received. This section is structured in four parts, the first three of which deal with the questionnaire feedback and integrate the quantitative results of the questionnaire, which have been graphically illustrated:

1. The first part provides an overview of the main reasons respondents gave for being within the area at the time of completing the questionnaire and provides an insight into the views and opinions of Bowness Bay and the Glebe from the perspective of individuals visiting the area and how the area compares to other visitor destinations.

2. The second part then focuses upon public opinion in response to the aspiration to create a 'World Class' visitor experience in the Lake District and the Windermere Waterfront Programme and provides feedback on the overall vision and objectives that have been developed.

3. The third part summaries the feedback in relation to the specific masterplan options and seeks to draw out some of the underlying issues raised.

4. The concluding part of this section summarises the key issues raised through subsequent letter and email correspondence.

1.2.5 The penultimate section of the report summarises the key points raised during the open public meeting, which was convened during the period of public consultation, in order for the Lake District National Park Authority and the consultant team to respond to any issues residents had.

1.2.6 The concluding section of this report outlines how the results of the consultation process will be taken into account in identifying the preferred option and sets out the next steps of the masterplan process.

1.2.7 As a result, the structure of the report is as follows:

- Stakeholder and Landowner Consultation as part of the Evidence Base
- Evidence Base Consultation Event Feedback
- Issues raised at Landowner and Stakeholder Meetings
- Initial and Revised Masterplan Options
- Feedback from Second Stage (Revised Options) Public Exhibition
- Feedback from Open Public Meeting
- Conclusion and Next Steps
2.0 Stakeholder and Landowner Consultation as part of the Evidence Base

2.1. Stakeholder Consultation

2.1.1 In order to help establish a strong evidence base for the masterplan, the consultant team engaged in a series of interviews, discussions and round table meetings with representatives from a wide range of organisations with an interest in Bowness Bay and the Glebe throughout late March, April and early May 2009. In total approximately 40 stakeholders were involved during this stage of the project.

2.1.2 A series of meetings were arranged with members of the consultant team, representatives of the steering group and other key stakeholders on 25th and 26th March 2009. These included (in chronological order):
- Windermere Aquatics
- Windermere Lake Cruises
- Lake District National Park Authority – Landscape
- Lake District National Park Authority – Ecology
- Lake District National Park Authority – Lake Ranger
- Lake District National Park Authority – Planning and SA / SEA
- Lake District National Park Authority – Conservation and Archaeology
- Friends of the Lake District
- Cumbria Tourism
- South Lakes Development Trust
- Windermere Chamber of Trade
- Civic Society

2.1.3 Then on the 1st, 2nd, 7th, 9th and 15th April 2009 respectively, the following meetings were undertaken:
- Transport and Highways, Cumbria County Council
- Cumbria Vision
- Windermere Aquatics (follow up)
- Windermere Lakes Cruises (follow up)
- The National Trust
- Local Police
- Young Cumbria
- Lakeland Arts Trust
- Windermere and Bowness Chamber of Trade
- South Lakeland District Council Property, Regeneration, Public Realm and Tourism
- English Lakes Hotels
- Windermere Town Council – Bowness Bay and the Glebe Masterplan Focus Group

2.1.4 As with the press release presented earlier, the Windermere and Bowness Chamber of Trade Meeting on the 7th April 2009 was advertised as a ‘blank sheet of paper’ approach by the Chamber. This meeting was attended by the consultant team in the role of an observer for a discussion which was centred around:
1. Problems within the area?
2. The good points of the area?
3. What changes should be made?
4. What, if anything, should be retained?
5. What effect any changes are likely to have on businesses, residents etc.
2.1.5 Windermere Town Council (WTC) were initially notified of the intention to prepare a masterplan for Bowness Bay and the Glebe at their meeting on 19\textsuperscript{th} March 2009, where the consultant team were introduced by the LDNPA. Following this initial meeting further advice was provided by the Mayor of Windermere. WTC convened again on the 8\textsuperscript{th} April 2009 to elect a Bowness Bay and the Glebe sub-group, who the consultant team subsequently met with on the 7\textsuperscript{th} May 2009.

2.2. Business and Landowner Consultation

2.2.1 Prior to any site surveys being undertaken, all businesses, landowners and interested parties both within and adjacent to the area were contacted by letter. It was envisaged that individuals with any comments or suggestions would contact the Lake District National Park Authority direct via the contacts provided in the letter.

2.2.2 In addition to this a ‘Landowners Forum’ was convened on the 27\textsuperscript{th} April 2009 at 4pm, which was attended by the consultant team and key representatives from the steering group. This session was particularly well attended by local landowners. The key issues to emerge from these discussions are listed below, however, it is important to note that the views expressed were not representative of the views of the whole group.

- The toilet facilities are considered diabolical and disgusting. It was felt that people would support and even ‘pay for’ quality facilities.
- Coach facilities – the question was raised why can coaches not park on Braithwaite Fold?
- The area is not considered to be very user friendly.
- For too long there has been complacency in the Lake District.
- The future should be based upon public/private partnerships.
- Cycle facilities are poor.
- The area should always be driven by an aspiration to attract families.
- Bowness is the commercial hub of Lake District, originally established through boating / power boat culture. Whilst it has lost its commercial viability (power boating), Bowness should remain as the hub of tourist activity in the area. Over other destinations it is the closest prominent piece of lake frontage to cities such as Manchester and Liverpool. It is the first stop from these areas to see both mountains and a lake.
- The deeper you go into the lakes, the more they are for fell walkers. This area is for a broad demographic who want to appreciate a Lakeland setting.
- Bowness is the day out experience of lakes, geared for families. It has to be inclusive and cosmopolitan.
- Bowness should be the gateway to the Lake District.
- Particularly favoured phrases used by the group are ‘Easy Leisure’ and the ‘family market’.
- Key infrastructure needs improved, such as car parking, as traffic and parking are currently a key constraint to how the area functions.
- Car parks should be pay on exit so there is no restriction on length of experience i.e. ‘we must rush back to car or else incur a fine’.
- Braithwaite Fold is the only place for underground parking and this is a logical solution. This could be attractively designed so that there is no visual impact.
- There needs to be a back up plan for the area if major public funding is not forthcoming.
- United Utilities are improving the water quality of 2m gallons. The bathing water season runs May 1\textsuperscript{st} – Sept 30\textsuperscript{th}. The project for new storm water storage tanks under the Glebe is due to start in September / October. This is due to take 18 months. Traffic serving site will come from south. The spoil from the scheme could be used as landscaping on site.
- Need to create ability to swim and gain access to the lake.
- The public realm has lagged behind as businesses have invested.
- A conversation was had about the potential for a gallery, ‘somewhere to go where it rains’. However
some attendees appeared sceptical that people would come to Bowness for fine art.

- The Pitch and Putt has 20,000 users a year. There was Support for finding a better use for this prominent area of land use.
- The National Trust covenant dates back to the 1920’s.
- Seasonality of area is a fundamental factor.

2.3. Summary of Key Themes

2.3.1 The following bullet points provide a summary of the key themes that emerged from all of the stakeholder and landowner discussions, presented in chronological, not rank order. The EBC reference stands for: ‘Evidence Base Conclusion’.

- **EBC 1 – A hotel of appropriate quality at the Marina:** Significant hotel development is proposed on Windermere Aquatics land. Stakeholders stated that the nature of the hotel offer needs to be carefully considered. Some thought that a “budget hotel” would not be appropriate, and some saw 5 star development as too exclusive. The Lake District Economic Futures Study identified the need for an improved hotel offer, particularly at the upper end of the quality scale. The Glebe therefore presents the opportunity for such a project, which may be able to cross-subsidise development, public realm improvements or accessibility improvements in the public interest. A focussed appraisal will determine the optimum market segment for the hotel as well as identify the requisite facilities as it identifies unfulfilled and induced demand, gaps in existing hotel product and bench marks occupancy and achieve room rate to determine returns on development cost.

- **EBC 2 – replace the Wheelhouse nightclub function in a more sympathetic form:** The Wheelhouse Nightclub is seen by some as being out of keeping with the area, but its role in providing night entertainment for young people and visitors is also recognised. The venue has been working with the Police and Young Cumbria to host innovative youth discos, which have been successful. ‘If its not here it has to be somewhere’ is a common viewpoint. The consultant team’s events consultants have advised a nightclub use does not have to be located adjacent to the lake and its relocation could also help with anti social behaviour issues and noise.

- **EBC 3 – support the development of sustainable transport solutions:** Through the Core Strategy, LDNPA have embedded sustainable development into the heart of the process, promoting sustainable transport, be it by bike, water taxi, a gateway car park at Braithwaite fold, park and sail etc. There is, however, scepticism about the delivery of these projects and their impact given the commitment of people to their cars and expensive bus fares. Transport advisors Steer Davis Gleave have been undertaking some work to identify actions to unlock the barriers to sustainable transport solutions being identified.

- **EBC 4 – maintain an operational centre for Windermere Lake Cruises on the bay:** Windermere Lakes Cruises have made it clear that they must have a facility for managing their operations in the immediate bay, particularly for their operations, sales and marketing functions.

- **EBC 5 – remove the Shepherds Aquarius complex:** There is support from almost everyone for the idea of demolishing the Shepherds Aquarius Complex because of its appearance. Whilst the structure did receive awards in the 1970s, it is now commonly described as ugly and an eyesore.

- **EBC 6 - Protect buildings that have authenticity and charm:** Whilst virtually everybody pledged their support for options that would see Shepherds and other ugly structures removed, a number of people warned against large scale redevelopment. Some interviewees said that there is a degree of charm about development along the frontage as it has a variety of designs that were based upon water based industries and need. A number of people deem it inappropriate to sweep everything away and replace it with a sanitised modern urban designed landscape, however, none of the structures found along the waterfront have any heritage designations.

- **EBC 7 – Provide a world class car parking facility that enables traffic to be removed from Glebe Road:** The critical importance of parking in the area was emphasised by many. There was
considerable support for the idea that parking on Glebe Road should be removed, particularly given its visual impact on views from the Glebe to the Lake. It must, however, be replaced in the immediate area. A ‘super’ underground car park at Braithwaite Fold was frequently suggested, with interviewees stating that a destination such as this merits such an essential investment. Many consider that this is the only way to deliver significant change in the area.

- **EBC 8 – Encourage park and ride / sail:** Many interviewees also supported the notion of encouraging more trips to the area from the south, via Newby Bridge and the A590 and A592. This is technically possible now the High Newton bypass has been implemented, with quicker drive times to Junction 36 of the M6. The use of Crook Road was also mentioned but largely dismissed due to its ‘B’ road status and physical size. Some suggested that park and ride facilities be created to reduce the number of cars arriving and moving through Bowness Village. All these ideas are being developed through other projects as part of the Windermere Waterfront programme.

- **EBC 9 - Relocate coach park facilities to Braithwaite Fold:** A number of attendees suggested that the masterplan should facilitate the dropping off of people by coach, but that it would be better if the many coaches that park in the area adjacent to the TIC and tennis courts instead parked at an improved facility at Braithwaite Fold.

- **EBC 10 – Improve the ‘tacky’ image. There is a common desire to see the removal of the burger culture, arcade and ‘noddy’ train image in the area:** The Lake District Economic Futures study identified the need for one or more nationally significant visitor attractions in the area.

- **EBC 11 – Shared space on Glebe Road:** There was majority support to consider closing Glebe Road, although there was concern from certain parties about this suggestion. This might imply a “shared space” scheme as a compromise that would enable the road to still take traffic at quieter times. From a transport perspective, closing Glebe Road in this way would reduce unnecessary car movement and fuel consumption.

- **EBC 12 - Inclusivity:** Many noted that the area cannot become exclusive to a particular demographic. It should be as inclusive as possible and the perception that the area ‘is purely for tourists’ should change. The local community are perceived to seldom use this area, particularly during the day.

- **EBC 13 – Move the Bandstand:** Many suggested the bandstand is in the incorrect location and should be moved. This view has been supported by the consultant team’s specialist events consultants.

- **EBC 14 – Place emphasis on local distinctiveness:** A number of interviewees stressed the importance of supporting local distinctiveness, be it through use of materials or artwork. Culture, sense of place and supporting the Lake District World Heritage Site bid was also regularly noted. As mentioned previously, a number of attendees also stated that they considered there to be a charm about some of the older, boat related buildings along the front and considered that retaining these would be preferable to new build ‘urban’ solutions.

- **EBC 15 – Take care with the covenanted land:** The covenanted nature of the designated Glebe area needs careful consideration in terms of development within and adjacent to it. It has been recommended that specialist legal advice is sought on this matter.

- **EBC 16 – Improve Ferry Nab and link it better to Bowness:** The ferry at Ferry Nab is not considered to be a world class visitor experience and is not well linked to Bowness Bay through signage or appropriate interpretation, making the two areas dissected despite their physical closeness.

- **EBC 17 – Ensure continued quiet enjoyment in the southern part of study area:** Everybody supported the idea of ‘quiet enjoyment’ and minimal intervention to the southern part of the area around Cockshott Point so that locals and visitors could have a very different experience from that of the Glebe area and the marina. This area features the highest landscape and biodiversity value of the study area.

- **EBC 18 – Make it easier to stage events:** Many interviewees suggested that a pay for events space, perhaps based around an amphitheatre, could be introduced to the former gravel pit at the
top of the Glebe, whereas, more informal free events should continue on the green Glebe, which could potentially be made larger and extended onto the pitch and putt area. Specialist events advice however suggests that the most appropriate location for an amphitheatre is adjacent to the lake itself. The absence of an events strategy and the ad-hoc nature by which the Glebe is used, and events held there are approved, is viewed as a major missed opportunity for the area. The success of the recent Lakes Alive events has illustrated the quality of event that should be the norm.

- **EBC 19 – A more appropriate location of the tennis courts would be preferable:** There were mixed views about the tennis courts. The majority view is that the facility should remain in the area if possible, yet preferably be relocated to a more appropriate place. The tennis courts are a seasonal activity that are weather dependent, a use which occupies a prominent publicly owned site.

- **EBC 20 – Make the Bay and the Glebe a more effective interpretative gateway to Lake District life and culture:** Many suggested that Bowness Bay and the Glebe should be the gateway to the lakes and that there should be scope for interpretation of Lake District life and culture. Some suggested that Rectory Farm could be a good place to do this. The study area is certainly the closest stretch of lake frontage to major cities in the north west, such as Manchester, Liverpool and Preston.

- **EBC 21 – Reconsider the pitch and putt:** The pitch and putt is seen as inappropriate for the area, too large and exclusive only to those that want to pay to use it. Many stated the large part of this area should be for wider community enjoyment, whereas at the moment, user numbers are limited to around 20,000 people per year. Virtually every interviewee supported the notion of creating a new route across the current pitch and putt area from Braithwaite Fold.

- **EBC 22 – Increase opportunities for play:** Given the popularity of the area for families, there are no free play facilities for children of any age and the pay for activities are limited to tennis and golf. Previous attempts to create a playground on the Glebe were turned down because of child safety issues, i.e. children playing where they could possibly be hit by golf balls. Opportunities for play could be improved if this danger was removed, relocated or downsized.

- **EBC 23 – Preserve the ‘green Glebe’:** The piece of the Glebe near Glebe Road is viewed as sacrosanct by most parties, although it is not covered by the formal covenant designation.

- **EBC 24 – Increase public access to lake:** Almost everyone interviewed agreed that public access to the lake shore, both physically and visually, should be improved. This has been supported by various visual surveys undertaken as part of the environmental analysis. In particular, views towards the cluster of buildings including the Lake View pub are adversely affected by its poor design. The buildings are of concrete construction and their grey, angular forms do not improve the views to and from such a prominent location. There is significant potential for the improvement of long-range views to and from the Glebe, particularly when looking north towards Lake Windermere from the grassed hillside which sits behind the Lake View. More public jetties are also required to help open up public access to the lake.

- **EBC 25 - Planning and delivery of the proposals:** Certain individuals lodged scepticism that the future of the area could be decided with a plan that is developed over only six months. Members were also worried about the impact of any change that involves physical works will have on their business, following the recent enhancement of Windermere.

- **EBC 26 – Robust and locally distinctive public realm:** Public realm proposals should be robust and locally distinctive, rather than typical urban solutions that require lots of maintenance. The trend for use of blue lighting in the public realm, which has been seen locally in recent years (Grasmere, Windermere), was bemoaned. This aspiration will however have cost implications, with typical local materials costing around five times as much as foreign imports.

- **EBC 27 – Provide high quality public toilets:** The public toilets in the area are considered by all to be in a poor state, especially given the area’s role as a tourism destination. One of the three facilities in the area is currently closed.

- **EBC 28 – Improve the integration of Bowness Village with the study area:** A number of attendees stated the importance of the ‘pinch point’ between the study area and the village centre at
the Old England Hotel. Interviewees stressed the importance of public safety, the need to create quality first impressions of the area (and Lake District) and to encourage maximum integration between the two areas as hubs of activity.

- **EBC 29 – Create attractions and an offer suitable for ‘family easy leisure’**: The Landowners Forum in particular confirmed people’s views that Bowness is seen as the ‘day out’ experience of the lakes, geared for families. It therefore has to be inclusive and cosmopolitan. People also recognised that, for many, Bowness is the gateway to the Lake District. The Landowners Forum summed up the demographic of those that use the area as seeking ‘Easy Leisure’ and termed Bowness Bay as an area focussed on the ‘family market’. It should be borne in mind however that only 30% of UK households have children and that families only holiday during school holidays. A strategy that places too much emphasis on the family market will therefore be difficult to deliver.

- **EBC 30 – Take account of seasonality and the impact of the weather**: The Landowners Forum as well as other stakeholders also emphasised the impact seasonality will have on the viability of some of proposals, certainly in terms of revenue funding. Many mentioned anecdotally that takings in one day in July can surpass those of a week in the winter months. Many stakeholders were also quick to point out the impact the local weather can have on spend and mentioned that there are not many wet weather activities locally for visitors to undertake, which is an issue when the Lake District receives on average 200 wet days per annum.

- **EBC 31 – use the United Utilities spoil as part of the masterplan**: Many interviewees suggested that the extensive spoil that United Utilities will be taking out from beneath the Glebe (on the pitch and putt site) could be reused as part of the masterplan proposals, even if this means storing it in a compound until the preferred masterplan is ready to be developed.

- **EBC 32 – Capitalise upon Rectory Farm**: There was support from all parties for exploring new commercial, leisure or education/community uses for the Rectory Farm site.

- **EBC 33 – Increase local patronage**: Local people are not perceived to use the area, particularly during the day and at weekends, as much as might be hoped. There seems to be a perception, communicated by a number of local people, that the area is thought ‘just for tourists’. Local people do however use the area considerably in the evening, be it for informal leisure activities such as walking or visiting the Wheelhouse nightclub.

- **EBC 34 – Support independent traders**: There was a general preference for development that would support independent traders and businesses that give character to the area and the Lake District, rather than high street multiples.

- **EBC 35 - Open up the Belsfield Hotel Gardens** – many interviewees recognised that the Promenade is heavily used and that there is a lot of pressure on it. Some suggested that the wall separating the Belsfield Hotel’s Gardens from the study area could be opened up, thus helping to reduce the concentration of people and possibly creating a new green route into the village centre.
3.0 Initial Consultation Feedback

3.1. Introduction

3.1.1 In addition to the stakeholder and landowner consultation, broader community engagement was also undertaken as part of the first round of consultation to help inform the evidence base.

3.1.2 A press release was used to launch the project to the local community and this appeared on the front cover of the Westmorland Gazette on Friday 20\textsuperscript{th} March 2009. This directed responses to Ben Long, Planning Officer at the Lake District National Park Authority as a means of inviting initial feedback. Due however to the rather limited responses obtained from this process, the decision was taken by the project steering group to organise early and dedicated community consultation.

3.1.3 To this end, on Friday 24\textsuperscript{th} April 2009 (3pm – 7.30pm) and then on Saturday 25\textsuperscript{th} April 2009 (10am – 1pm), consultation events took place within Booths Supermarket, Windermere, before continuing in the Bowness Bay Tourist Information Centre for a further two weeks until Saturday 9\textsuperscript{th} May. The purpose of these events was to understand the views of local people, businesses and visitors about Bowness Bay and the Glebe, as well as their priorities and general thoughts. The Booths event was aimed largely at local people, whereas the Tourist Information Centre event was aimed at gauging the opinions of visitors to the area. The poster advertising these events was placed at numerous strategic locations around the villages of Windermere and Bowness on Wednesday 22\textsuperscript{nd} April 2009. These events were also advertised in the Westmorland Gazette on Friday 17\textsuperscript{th} April and Friday 24\textsuperscript{th} April 2009 (as well as on their website). This period of consultation was also advertised to nearby residential properties via a targeted postal mail shot, to approximately 50 addresses as advised by the Lake District National Park Authority.

3.1.4 These events took the form of a manned exhibition. The display itself included an A1 aerial photo of the area and site map, with key landmarks illustrated. It will also include a large title block, encouraging input along the lines of ‘what do you think?’ or ‘what would you like to see?’ as well as project background information, such as the 20\textsuperscript{th} March press release. People were encouraged to write issues on post it notes and place on the plan and / or leave their thoughts on a basic comment sheet (or take away and return to venue or by postage paid envelopes). A copy of the exhibition boards used at these events is provided within Appendix B of this report.

3.1.5 These events were followed by a two week period in which the exhibition was unmanned and people viewing the exhibition were invited to register suggestions. The approach used the ‘blank sheet of paper approach’ requested by the Lake District National Park Authority and there was a sense that attendees genuinely appreciated the opportunity to have an early say on their likes, dislikes and priorities for Bowness Bay and the Glebe upfront in the process.

3.1.6 At least 200 people were engaged directly in discussion with members of the project steering group over the two days that the exhibition was manned in Booths and the Tourist Information Centre and as a result, these sessions provided an extremely useful insight into the issues facing the area and the opportunities which exist.

3.2. Questionnaire Feedback

3.2.1 A questionnaire was used at these events to provide the primary means for the community to share their opinions on Bowness Bay and the Glebe. In total 75 completed feedback forms were received during the two week consultation phase.
3.2.2 The pie chart in figure 3.1 reveals that the majority of people who completed the questionnaire were living locally, with a significantly smaller proportion of people working locally or visiting the area, 10.9% and 12.8% respectively. The respondents who selected other for this question all stated that they were the owner of a boat on the lake.

![Pie chart showing the reasons for being in the area: 72.3% Living Locally, 12.3% Working Locally, 10.8% Visiting the Area, 4.6% Other.](image)

3.2.3 The stage 1 questionnaire focused upon establishing what people liked most and what they disliked about Bowness Bay and the Glebe and how they felt it could be improved. This section of the report therefore summarises some of the key points to emerge from the feedback, which has subsequently helped to inform the development of the alternative masterplan options. For a full account of all the consultation feedback, reference should be made to Appendix C which contains the collated responses from the stage 1 feedback forms.

Question 3: What do you like most about Bowness Bay and the Glebe?

3.2.4 The qualities that most people liked about Bowness Bay and the Glebe were:
- The area’s natural attributes and the local wildlife
- The unique and friendly atmosphere and picturesque scenery
- Access to the lake shore and the views afforded from this location of the lake and the mountains
- The open spaces and the landscaping, and the fact that development does not override the natural attractiveness of the Glebe
- Water sports
- Ease of access to most facilities, particularly local shops
- The vibrancy and buzz generated during the visitor season

Question 4: What do you least like about Bowness Bay and the Glebe?

3.2.5 The aspects that most people disliked about Bowness Bay and the Glebe were:
- The presence of litter
- The amusement arcades
- Traffic congestion
The condition of the public amenities such as the toilet blocks
- The Shepherds Aquarius building
- Inadequate car parking facilities for visitors
- Environment not very welcoming for cyclists
- Condition of the public realm
- Vehicles ignoring the one-way system and driving the wrong way
- Presence of parked vehicles almost on the lakeshore
- The existing train is not much use as a park and ride service as it is too slow and just holds up traffic around the Glebe

Question 5: What do you think should be done to improve the area?

3.2.6 The measures that were suggested to improve the area include:
- Safeguard against any future development
- Improve access to the lakeshore
- Wider footpaths, provision of cycle routes and improved crossing facilities
- Improve the quality of public toilets and apply charges for using facilities, which could then be used to fund their upkeep
- Improvements to the public realm, i.e. new and improved outdoor seating areas, provision of litter bins and new directional signage. Street furniture needs to be robust
- Provision of measures for long-term maintenance
- Expansion of public jetty
- Removal / replacement of the Shepherds Aquarius building
- Introduction of controls to prevent visitors feeding local wildlife
- Provision of new band stand
- Improve access and parking for disabled visitors to the area
- Introduction of a park and ride system to reduce volume of traffic
- Introduction of a promenade walk from the bay to Cockshot Point along the lake shore
- Potential for small scale development next to the Tourist Information Centre
- Potential to develop the area next to the Old Pump Café into a secure motorbike parking area
- Need for a controlled crossing near to the Tourist Information Centre
- Provision of allotments, potentially near to the cemetery
- Remove vehicular access to the lake shore and remove parking on Glebe Road, by potentially adding a second storey on car park to increase car parking capacity
- Improve quality of retail offer
- Provision of activities for local youth population e.g. skate park or play park
- Reduce the land take of the pitch and putt course
- Provision of artwork to commemorate key events on the lake
- Provision of a conference centre and festival theatre
- Need to improve car parking availability in Bowness at access point to Windermere from A591
- Pedestrianise Glebe Road and make Braithwaite Fold a more effective long-term car park with proper public transport connection to Bowness Bay
- Publicise the use of the bandstand for informal events / functions

3.3 Post-it Note Feedback

3.3.1 In addition to the use of questionnaires, the exhibition also requested that people left a comment on a post-it note and placed it on the plan, of one essential issue or opportunity that they had with the study area. A total of 87 comments were provided.
3.3.2 Whilst there were a considerable range of comments provided, the following points summarise the general thoughts:

- There were quite a few comments along the lines of ‘if it isn’t broke – don’t fix it’, but perhaps less than might be expected.
- Most people urged the project to get the basics right: provision of quality toilets, parking arrangements, ticketing policies and so on.
- There was considerable support for moderate improvements associated with landscape and the public realm, opening up access to lake, image uplift, reducing the size of the pitch and putt etc.
- A significant number of suggestions related to quite radical interventions, such as the closure of Glebe Road, the demolition of unsightly buildings, the construction of an underground car park at Braithwaite Fold, major events promotion etc.

3.3.3 This section reveals that there was a varied response from the local community as to the level of intervention desired, ranging from an aspiration for no change at all through to suggestions of a more radical and visionary nature. As such, the community on the whole generally seemed to support improvements to Bowness Bay and the Glebe, provided that the essential character of the area was retained.

3.4. Consultation with Local Young People

3.4.1 As part of the consultation process, it was considered important to obtain the opinions of the young people living within the area. In order to facilitate this BDP met with a representative of ‘Young Cumbria’ and it was suggested that the best means by which to engage with the younger generation was via the Student Council at the Lakes School, at Troutbeck Bridge.

3.4.2 Following an introduction to the masterplan process and a discussion about the area, the following points were made in a discussion with the student representatives at a session on 2\textsuperscript{nd} June 2009:

- Other than Pitch and Putt, Arcade and as a place to ‘hang around’, there was considered little of appeal to younger people. There was the view that there was more to do at the recreation ground in Windermere (i.e. football, swings).
- Pupils understood the importance of the income provided by tourism and so considered it ‘fair enough’ that tourists are catered for.
- Need for a greater access to the Lake shore. Pupils currently use Miller Ground for swimming. A supervised area would appeal.
- Lack of cycle provision / infrastructure in the Glebe area.
- Need for a balance between residents and tourists.
- Need to consider seasonality effect.

3.4.3 The second part of the Student Council session considered young people’s views on cycling in the area and this was presented to them along with a discussion on sustainability generally. The issues that emerged during these discussions are noted below:

*Likes about Cycling*:

- Preference for off-road facilities (e.g. Germany).

*Dislikes about Cycling*:

- Volume of traffic on main road makes it difficult, particularly during the Summer.
- Weather is inconsistent – varies even on the day.

*Current Cycling Provision*:

- Limited provision at school (uncovered cycle stands).
- Not enough cycle paths.
- School offers Cycle Maintenance lessons, however this is only offered at KS4 level.

**Factors that would encourage cycling (e.g. facilities, routes):**
- Provision of off-road routes.
- Family members cycling
- Cycling proficiency (only one person had received cycling proficiency lessons at Primary School, however understood that this may be offered at some of the Primary Schools attended by pupils).
- Higher profile of cycling.
- Owing to distance that some pupil travel, suggestion that a facility could be provided for pupils to lock bikes up and at least cycle part of the route – received generally well.

**Other Comments:**
- There did not appear to be a culture of cycling at the school.
- Police had recently been into school to install a security code on bicycles – only one pupil participated.
- All pupils in attendance travel by car.

3.4.4 Following this initial session with the Student Council, the basic display material was used by the Head of Geography to engage pupils further in the Bowness Bay and the Glebe project. This resulted in the development of a four lesson Decision Making Exercise (DME) for the children to get involved in all the stages of the planning process. Groups from Years 7-9 were included in order to capture a full range of responses. Some of the more creative and challenging ideas included:

- A Lido/Outdoor swimming area
- The Drunken Duck tour
- Water ropes course like Go Ape!
- Wildlife Discovery Centre
- Arty Benches

3.4.5 The feedback received from the school confirmed that they were pleased to be engaged in the process and enjoyed the opportunity of being able to use a local site to capture the students interest, rather than commonly used urban or overseas examples.
4.0 Initial and Revised Masterplan Options

4.1 Introduction

4.1.1 In order to create a development framework for Bowness Bay and The Glebe that meets the objectives established for the Bowness Bay and The Glebe, including the opportunity for a major national cultural destination, it has been appropriate and necessary to prepare and test a number of masterplan options. This process has enabled the engagement of a wide variety of stakeholders and the general public. The options process also informs the proposed development of a Supplementary Planning Document for the area by LDNPA.

4.1.2 As chapters 2 and 3 of this report have demonstrated, the initial phases of consultation were designed to focus upon launching the project and establishing a strong evidence base of key issues and opportunities, which was done in part by undertaking comprehensive interviews with various stakeholders with an interest in the area. Following this appreciation of the key issues and opportunities for Bowness Bay and the Glebe, the next stage of the masterplan process was to begin to consider the various options for change, set at different levels of intervention.

4.1.3 The options explored meet the following requirements:

- They reflect the objectives set for Bowness Bay and the Glebe, which are in themselves related to the Core Strategy within the LDF.
- They illustrate differing scales of intervention and change.
- They have enabled the consultant team and stakeholders to explore the impacts of alternative proposals
- The evaluation of the options has informed the development of a Preferred Masterplan.

4.1.4 The development and evaluation of masterplan options for Bowness Bay and The Glebe has been an iterative process. The Initial Options were discussed with stakeholders and following feedback from the consultations, the options were refined and presented as the Revised Masterplan Options. The conclusions of the process have then informed the preferred masterplan approach, presented in Section 5 as the Development Framework for Bowness Bay and The Glebe.

4.1.5 This section of the report documents the feedback received from a workshop event that was held at the Old England Hotel on the afternoon of 21st May 2009 with key stakeholders. The purpose of the workshop was to provide a mechanism to confirm the identified evidence base and to launch the options development process collaboratively. Every stakeholder that had been met previously on a one-to-one basis was invited to the workshop session, which was facilitated by representatives from the consultant team and the steering group. In total the event was attended by 36 stakeholders, who are listed in Appendix A. This section also provides an evaluation of the Initial Options against the objectives agreed for Bowness Bay and The Glebe and also the LDF Core Strategy objectives.
4.2. Format of Workshop

4.2.1 The session commenced with an introduction to the project by Steve Ratcliffe, Lake District National Park Authority’s Director of Planning and 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 had been identified for Bowness Bay and the Glebe as part of the evidence base. Group discussion and a question and answer session then followed.

4.2.2 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.

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

4.3. Discussion on Evidence Base

4.3.1 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.

4.4. Options Development

4.4.1 The aim of the initial options was to explore clear strategic choices in terms of the nature and scale of development that might take place in the study area. There are certain basic principles that everyone agrees with in improving the situation, such as improving the access to the water, reducing the impact of car movements, improving the quality of the public realm, and reducing the adverse visual impact of current structures; these basic principles are reflected in all of the options that are presented in this report. There is also scope, however, to build on these principles with differing extents of new development, new uses and remodelling of the public realm. The Initial Options reflect these key variables.

- Option A - Improving the public realm and getting the basics right
  The objective is to improve the quality visitor experience through improvements to the existing arrangements

- Option B - Completely rethinking the public realm
  The objective is to improve the quality visitor experience through better facilities and organisation of the public realm

- Option C - Linking the village centre to the lakeshore with commercial leisure and hotel developments
  The objective is to make a stronger connection between the town centre and the lakeshore, by making the lakeshore an extension of the town centre functions

- Option D - Establishing a stand alone destination for arts and cultural activities – or ‘family easy leisure’
The objective is to create a stronger visitor offer by creating a purpose designed arts and cultural / family centred venue

- **Option E - Bringing an international arts institution to Bowness Bay and the Glebe**
  The objective is to attract an internationally known arts institution to a unique landscape setting, as the centrepiece of Bowness Bay and the Glebe

4.4.2 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.

4.4.3 In summary each option contained the following elements:

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

4.4.4 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**

4.4.5 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

4.4.6 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’

4.4.7 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

4.4.8 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
4.4.9 The group was then split into five smaller groups that were each tasked with identifying the strengths, weaknesses, opportunities and threats of each option, along with the development and infrastructure implications associated with each option. The matrix tables containing the feedback of discussions from each of the five break-out groups are provided in Appendix D.

4.5. initial options key findings

4.5.1 The group discussions 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. The key messages extracted from discussions during the workshop session are listed below:

- **Option A:** The stakeholders did not consider that the basic public realm improvements
implied in Option A would meet the objectives for Bowness Bay and The Glebe. 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 deliverability of this option.

- **Option B:** There was strong support for the more radical public realm enhancements suggested in Option B, but it was still felt that this would not go far enough in providing a critical mass of activities in the area. The idea of a screened, covered or partially underground car park on Braithwaite Fold was supported as was the aspiration to open up access (physically and in terms of views) to the lake, although there were some concerns about closing Glebe Road to traffic. 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.

- **Option C:** The more extensive development proposals envisaged in Option C were also generally supported by stakeholders although various threats were recognised, such as the risk of undermining the village centre and the possibility of low quality, off the shelf building design solutions. The general consensus was that introducing sensitive new development and activities in this way would provide more all-weather facets to the visitor offer, as well as encouraging people to stay longer and spend more money.

- **Option D, E:** Stakeholders generally welcomed the idea of a cultural attraction as envisaged in Options D and E, particularly where it had a strong family appeal or could be linked to attractions that would appeal to a family audience. However there was some concern over the prospects of actually realising such a facility and whether it would undermine other Windermere Waterfront Programme projects. A minority of attendees was not convinced that a cultural use would be appropriate for the area.

4.5.2 By using the evidence base and taking account of stakeholders views, an evaluation of the Initial Options against the visitor and tourism roles established for the Bowness Bay and The Glebe masterplan is set out overleaf.
Table 4.1: Initial Options and meeting visitor objectives

<table>
<thead>
<tr>
<th>Role 1: Recreational Resource for Locals</th>
<th>Option A</th>
<th>Option B</th>
<th>Option C</th>
<th>Option D</th>
<th>Option E</th>
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<tbody>
<tr>
<td>Y</td>
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<tr>
<th>Role 2: Resource for People living nearby</th>
<th>Option A</th>
<th>Option B</th>
<th>Option C</th>
<th>Option D</th>
<th>Option E</th>
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<thead>
<tr>
<th>Role 3: Place to Stay in the Lake District</th>
<th>Option A</th>
<th>Option B</th>
<th>Option C</th>
<th>Option D</th>
<th>Option E</th>
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<tr>
<th>Role 4: Place to Visit in the Lake District</th>
<th>Option A</th>
<th>Option B</th>
<th>Option C</th>
<th>Option D</th>
<th>Option E</th>
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<tr>
<th>Role 5: A Hub</th>
<th>Option A</th>
<th>Option B</th>
<th>Option C</th>
<th>Option D</th>
<th>Option E</th>
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<tr>
<th>Role 6: Spearheading Image Transformation</th>
<th>Option A</th>
<th>Option B</th>
<th>Option C</th>
<th>Option D</th>
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4.5.3 A further evaluation of the Initial Masterplan Options against the objectives set for the Bowness Bay and the Glebe masterplan is set out below.

Table 4.2: Initial Options and LDF objectives

<table>
<thead>
<tr>
<th>Spectacular landscapes</th>
<th>Option A</th>
<th>Option B</th>
<th>Option C</th>
<th>Option D</th>
<th>Option E</th>
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<tr>
<th>Prosperous economy</th>
<th>Option A</th>
<th>Option B</th>
<th>Option C</th>
<th>Option D</th>
<th>Option E</th>
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<tr>
<th>World-class visitor experiences</th>
<th>Option A</th>
<th>Option B</th>
<th>Option C</th>
<th>Option D</th>
<th>Option E</th>
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<tr>
<th>Vibrant communities</th>
<th>Option A</th>
<th>Option B</th>
<th>Option C</th>
<th>Option D</th>
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</table>
4.6 Revised Options

4.6.1 Following the discussion of the Initial Options with stakeholders and evaluation against the agreed visitor roles and masterplan objectives, a Revised set of Masterplan Options were produced. These were more detailed than the Initial Options (which were not presented as spatial masterplans) and the Initial Options D and E were consolidated into a single Revised Masterplan Option. In summary the Revised Masterplan Options were:

- **Option 1: Smartening Up** - Improving the quality of the visitor experience without making major changes.

- **Option 2: Waterfront Park** - Substantial reorganisation and upgrade of the public realm, especially in terms of creating better access to the water via a waterfront promenade and a boardwalk installed at accessible waterside areas.

- **Option 3: Waterfront Park with pavilions** - Development of pavilion style buildings at hub locations around the waterfront promenade, mainly for specialist shops, restaurants and bars.

- **Option 4, Waterfront Park with pavilions, including a cultural attraction** - As Option 3, but one or more of the waterside hubs includes significant non-commercial visual arts attraction.

**Option 1: Smartening Up**

4.6.2 This option involves getting the basics right through small scale public realm and environmental improvements and through working with private sector interests to improve the appearance of and the experience provided in key buildings. Key elements that this includes are:

- Upgrade of street furniture, lighting, signage, toilets and so on at the key nodes of activity and in key areas of need, such as the promenade.

- A programme to work with the private sector owners of other buildings including the Aquarius complex, to refurbish and upgrade them.

- Construction of a hotel at the marina, combined with improvements to the promenade in that area and extension of the marina itself.

**Option 2: Waterfront Park**

4.6.3 This would be a major reconfiguration of the public realm. Key elements of this option include:

- Hotel and Marina realised developments realised as per option 1;

- The SLDC car park on Glebe Road is upgraded and use shared with the new ‘marina’ hotel;
• Braithwaite Fold becomes the primary car park and is developed as a high quality gateway to the area, including a decked car park, visitor facilities and a transport interchange;

• The public realm is completely reconfigured, as follows:

• Glebe Road is transformed to become ‘shared space’. It is envisaged that it would be closed to vehicles during peak periods but opened in quiet times;

• A new shoreline promenade is created from the Shepherds site all the way along the waterfront to the redeveloped Marina. This might take the form of a boardwalk;

• A new ‘promontory’ or extension over the lake might be created in the area known as the ‘beach’, between the Shepherds Aquarius and the Windermere Aquatics land.

• The remainder of the public realm in the area, particularly on the Glebe open space itself and in the south of the area around Cockshott Point and Rectory Farm, will be improved in keeping with the ‘Parks within a Park’ concept. This is outlined in Chapter 6 below, but in essence is a series of landscape leisure zones, ranging from formal organised activities such as an activity area and an Arboretum through to more informal areas such as Cockshott Point; and

• Incremental refurbishment of existing buildings and their replacement with higher quality design will be encouraged under this option, although significant new development will not be the driver under this option.

Option 3: Waterfront Park with Pavilions

4.6.4 This option is a further progression of the previous two largely public realm led options with an injection of significant new commercial development at key locations around the waterfront promenade. Key elements of this option include:

• Major remodelling of the public realm as per Option 2;

• A development on the tennis court and Tourist Information Centre site that has been called ‘Courtyards’. This cluster of new buildings would be suitable for new retail, leisure, offices (above) and food and drink uses. This would be an extension of the village centre, although it is envisaged that the uses would be visitor orientated and would not be of a ‘high street retail’ type. It might provide premises for the current occupiers of the Shepherds Aquarius complex and also the Wheelhouse;

• Moving the businesses from the Shepherds Aquarius complex would ideally allow it to be demolished and turned into the primary waterside recreational space in the study area, including an amphitheatre. If it is not feasible to demolish the complex, it would ideally be reconfigured and refurbished;

• The site of the Wheelhouse nightclub would be redeveloped as a waterside gastro pub with extensive lakeside terrace seating. The nightclub element of the venture could be relocated into the Courtyards development;
• Incidental small scale pavilions may also be provided along the promenade; and

**Option 4: Waterfront Park with pavilions, including cultural attraction**

4.6.5 This option is as Option 3 above, except that it would include a major cultural venue, preferably a visual arts venue. The preferred location of the visual arts facility would be the Shepherds/Aquarius complex.

4.6.6 Assessment in terms of fulfilling the “6 objectives” of Bowness Bay and the Glebe identified in Section 3

4.6.7 This is illustrated in the table overleaf:
<table>
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<tbody>
<tr>
<td></td>
<td>Small Improvement.</td>
<td>Large Improvement.</td>
<td>Very Large Improvement. The pavilion developments would provide attractive places to eat, drink and shop. It would provide a reasonable opportunity to remove the eye-sore Aquarius from their daily view.</td>
<td>Exceptionally Large Improvement. They would have high quality cultural and entertainment facilities on their doorstep.</td>
</tr>
<tr>
<td>Objective 2: Recreational Resource for People living nearby</td>
<td>Small Improvement.</td>
<td>Medium Improvement. As for locals, but they will be less likely to make use of it.</td>
<td>Large Improvement. The new uses will provide reasons for them to come to the Glebe rather than alternative locations for eating out and specialist shopping.</td>
<td>Exceptionally Large Improvement. As for locals.</td>
</tr>
<tr>
<td>Objective 3: Place to Stay in the Lake District</td>
<td>Medium Improvement. A new hotel at the marina would add to the hotel stock but, without the wider developments, the quality of that hotel and its impact are likely to be lowered.</td>
<td>Large Improvement. The more extensive plan would make the marina hotel a more attractive investment proposition and possibly encourage investment in other hotels.</td>
<td>Large Improvement. As with Option 2, but more so.</td>
<td>Exceptionally high. The transformation in the offer is likely to stimulate large investment in the hotels in the area, not least in the Belsfield, which would start to look attractive as a very up market hotel.</td>
</tr>
<tr>
<td>Objective 4: Place to Visit in the Lake District</td>
<td>Small Improvement. It would hardly be perceptible to visitors.</td>
<td>Large Improvement. It would deal with the parking and making the whole experience very much better.</td>
<td>Very Large Improvement. It would a much better range of things to do, with a much larger degree of weather protection.</td>
<td>Exceptionally Large. It would provide a major new attraction that would be a big destination in its own right. It would have particular advantage in attracting visitors in the off-peak periods.</td>
</tr>
<tr>
<td>Objective 5: A Hub</td>
<td>Small improvement.</td>
<td>Large improvement. The new parking arrangements and transport connections would make it an easier to use hub facility. The improvements would create better opportunities for accessing the water.</td>
<td>Large improvement. As Option 2.</td>
<td>Very Large Facility. The cultural building would form a beacon which would</td>
</tr>
<tr>
<td>Objective 6: Spearheading Image Transformation</td>
<td>Little difference.</td>
<td>Medium impact. The improvements would be noticeable and would be talked about by visitors, but would not be a big story.</td>
<td>Good impact. There would be more opportunity for positive media coverage.</td>
<td>Exceptional impact. The cultural building would probably achieve extensive media coverage and might become a well known landmark.</td>
</tr>
</tbody>
</table>
4.6.8 A further evaluation of the Initial Masterplan Options against the objectives set for the Bowness Bay and the Glebe masterplan is set out below.

**Table 4.4: Revised Options and LDF objectives**

<table>
<thead>
<tr>
<th>Option</th>
<th>Smarterning up</th>
<th>Waterfront Park</th>
<th>Waterfront Park with pavilions</th>
<th>Waterfront park with pavilions and cultural attraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spectacular landscapes</td>
<td>N</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Prosperous economy</td>
<td>N</td>
<td>N</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>World-class visitor experiences</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>Vibrant communities</td>
<td>N</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

4.6.9 Option 4 clearly offers the greatest benefits. The cultural facility is, however, likely to be difficult to deliver and take time. It seems best, therefore, to progress with a scheme within which there is a clearly identified site for a Cultural Facility. **The recommended solution is, therefore, a flexible framework based on Option 4 that creates an outstanding waterfront park, with some development opportunities for visitor attractions and related facilities and provides a development spaces that can be brought forward as and when a major visual arts facility can be secured.**

4.6.10 The following sections detail the outcomes of the landowner and stakeholder meetings and the public exhibition and meeting that were held to discuss the Revised options.
5.0 Issues raised at Landowner and Stakeholder Meetings

5.1. Introduction

5.1.1 In order to provide the opportunity for landowners and local stakeholders operating in the area to provide their comments on the alternative options that had been developed, two separate meetings were held on the afternoon of 9th October 2009 prior to the public exhibition. The first of these meetings which was held at 1:30pm involved local landowners and the second meeting which was held at 4pm was with the wider reference group comprising the key stakeholders operating in the area. The meetings were held at the Hydro Hotel in Bowness. A list of attendees at these meetings is provided in Appendix A.

5.2. Meeting with Landowners

5.2.1 The key points discussed at the meeting with the landowners are summarised below, however, it is important to note that the views expressed were not representative of the views of the whole group.
- Concerns raised regarding whether the loss of car parking would discourage people from coming into the area.
- There was a general acceptance that delivery of the options would be difficult and raising the appropriate funding would be challenging.
- Recognition that dramatic change would be required as the Glebe area is currently looking tired in its appearance.
- Need for further details on the Courtyards scheme.
- An enquiry was raised regarding what was envisaged for Rectory Farm.
- The proposed massing of the hotel was considered to be an issue and a perspective plan was recommended to be prepared.
- There was a view that the removal of Shepherds should be a priority, as it was recognised that this could undermine all other good work if the building is retained.

5.3. Meeting with Stakeholders

5.3.1 The key points discussed at the wider reference group meeting comprising the key stakeholders can be summarised below, although again it is important to note that the views expressed were not representative of the views of the whole group, unless otherwise stated.
- All individuals present at the meeting were very supportive of the options.
- The point was made about shading of paths on ‘bandstand’ Glebe, although it was felt that they could stay bold on Glebe Avenue / Pitch and Putt.
- Access for disabled people will be an important consideration to ensure that they are able to gain access to the whole of the area. Allowance also needs to be given for disabled drivers.
- Arrangements for the long-term maintenance of the area were identified as being an integral consideration in taking forward the options.
- It was agreed that proposals for shared space on Glebe Road would be reviewed and ideas provided on the management of, in order to avoid urban clutter.

5.4. Other Briefing Sessions

5.4.1 In addition, the following organisations were also briefed separately on the masterplan options by a representative from the Lake District National Park Authority, although the feedback from these organisations was supplied formally as part of the consultation process (please refer to section 6.5).
- Windermere Town Council briefed at Town Council meeting held on 11th November 2009.
- Windermere and Bowness Civic Society briefed at the Bowness Bay Information Centre on 16th November 2009.
- National Trust briefed on 3rd December 2009
6.0 Feedback from Second Stage Public Exhibition

6.1 Introduction

6.1.1 The purpose of the second stage of consultation was to present to the community the alternative options which had been developed, based upon differing levels of intervention. These options were informed by the information communicated by the local community at the previous consultation events.

6.1.2 To this end, a public exhibition was organised at the Bowness Bay Tourist Information Centre which was scheduled to run between the 9th and 22nd November 2009, however, due to unforeseen weather circumstances causing localised flooding, the centre was unfortunately closed from the evening of 17th November and did not re-open. A copy of the exhibition boards used at these events is provided within Appendix E of this report.

6.1.3 A questionnaire was used at the events to provide the primary means for the community to offer their views and comments on the alternative options proposed. In total 107 questionnaires were received, however, not all the returned questionnaires were completed in full, as many of the questions were left blank and for other questions, more than one response provided. In addition to the questionnaire feedback, a number of formal letters and email correspondence were received in the period after the event.

6.2 Questionnaire Respondents

Main reasons for being within the area

6.2.1 The pie chart in figure 6.1 reveals that the majority of people who completed the questionnaire were living locally, with a significantly smaller proportion of people working locally or visiting the area, 10.9% and 11.8% respectively. There were also a proportion of people living locally that were also working within the locality. Table 6.1 provides an overall breakdown of the responses to this question.

Figure 6.1: Question 1: What is your reason for being within the area?
Visitor perceptions of Bowness Bay and the Glebe

6.2.2 The pie chart in figure 6.2 reveals that whilst 41% of respondents identified that the area was much better in comparison to other destinations they had visited, 43.6% of respondents confirmed that there was still considerable scope for improvement to Bowness Bay and the Glebe when compared to other visitor destinations. Table 6.2 provides an overall breakdown of the responses to this question.

Table 6.2: Breakdown of responses to Question 3

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Responses</th>
<th>% of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's much better</td>
<td>16</td>
<td>41.0</td>
</tr>
<tr>
<td>It's about the same</td>
<td>3</td>
<td>7.7</td>
</tr>
<tr>
<td>Scope for improvement</td>
<td>17</td>
<td>43.6</td>
</tr>
<tr>
<td>It's much worse</td>
<td>3</td>
<td>7.7</td>
</tr>
</tbody>
</table>

6.2.3 Whilst only approximately 12% of respondents identified that they were visiting the area (as shown in figure 6.1), a considerably higher proportion of individuals responded to this question and their responses were notably mixed. A number of individuals cited that the area had plenty of high quality open spaces and was an area of natural undisturbed beauty, with unspoilt panoramas and vistas, an area to seek solace and relaxation. In this context, there was strong resistance to further change or development. Facilities such as the band stand and tennis courts were cited as positive features and access to the lake was regarded as an important quality.
6.2.4 On the other hand, concerns were raised about the deteriorating condition of the built environment, noting that whilst it was a stunning location it was let down considerably by the quality of the public amenities i.e. toilets, the cafes and shops, and the fact that there were a number of existing buildings of poor and inappropriate architectural style and built quality e.g. the Old England Hotel extension, Shepherds Aquarius and the amusement arcade, which are regarded by local residents as eyesores.

6.2.5 It was noted that in comparison to other visitor destinations there was considerable scope for improvement. The key improvements which were recognised as being fundamental to encourage day visitors were cited as:

- Increased car parking provision, particularly during the summer months
- Improved provision of public toilet facilities
- Containment of retail provision to the core retail centre of the village, away from the lakeshore
- Removal of existing buildings along the waterfront, in order to maximise views and vistas out across the lake
- Preventing unauthorised parking on grassed areas
- Provision of more public jetties

6.3 Questionnaire Feedback

Creating a ‘World Class’ visitor experience in the Lake District

6.3.1 The bar chart in figure 6.3 reveals that public opinion in relation to the aspiration to create a World Class destination was largely mixed, with 32.1% citing that they liked the idea and 45.3% disliking this aspiration, although there was a relatively high proportion of respondents unsure about whether or not the area should be promoted as a ‘World Class’ destination. Table 6.3 provides an overall breakdown of the responses to this question.

Figure 6.3: Question 4a: What do you think of the aspiration to create a world class visitor experience in the Lake District and the Windermere Waterfront Programme (Board 1)?
Table 6.3: Breakdown of responses to question 4a

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Responses</th>
<th>% of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like</td>
<td>34</td>
<td>32.1</td>
</tr>
<tr>
<td>Dislike</td>
<td>48</td>
<td>45.3</td>
</tr>
<tr>
<td>Unsure</td>
<td>24</td>
<td>22.6</td>
</tr>
</tbody>
</table>

6.3.2 Some of the key opinions expressed in relation to this question included:

- Improvements which focus upon helping to establish a ‘World Class’ destination are critical in order to continue to attract visitors to the area, particularly those from abroad.
- The area is a ‘World Class’ visitor experience by virtue of its location and scenery, however, the area definitely needs tidying up and proposals provide the opportunity to enhance the area. Any new development needs to be of high quality and have sympathy with the natural environment.
- A number of individuals felt that whilst the plans were promising and contained some good ideas, there was considerable concern about whether proposals were financially viable and deliverable.
- Need to ensure full consideration is given to how proposals will affect all user groups to ensure access for all and consideration is given to established businesses and the boat club.
- Need to ensure that the benefits created will be experienced by the local community and visitors to the area as opposed to business interests.
- The proposals are considered to be totally out of character for the National Park and inappropriate to current visitor base requirements. As a result, there is a strong risk that the area’s natural attributes will be spoilt. There is no need for any further development as the area already contains plenty of activities / facilities.
- If the area is going to be marketed as a ‘World Class’ destination, it is critical that the basic services and facilities are provided first and foremost and that access to and views of the lake are maximised.
- Bowness Bay is a hub for Lake Windermere in nautical terms, but it is not accepted that it is a ‘gateway’ for the Lake District as a whole.
- Unconvinced that the exercise should be seen as a strategic one in Lake District sub-regional terms.

Glebe Waterfront Park Vision for Bowness Bay and the Glebe

6.3.3 The bar chart in figure 6.4 reveals that nearly half of the respondents disliked the Glebe Waterfront Park vision, with a further 22.8% of respondents unsure about the vision, a similar proportion to respondents who stated that they were unsure about whether or not the area should be promoted as a ‘World Class’ destination. Table 6.4 provides an overall breakdown of the responses to this question.
6.3.4 Some of the key opinions expressed in relation to the proposed vision included:

- The vision is acceptable provided that any future proposals are sensitively designed to have sympathy with the natural environment and be in keeping with the stunning scenery. If not, there is a risk that the views of the lake could be impacted upon.
- The area currently attracts many visitors of different ethnicity, as well as day visitors and locals who can enjoy the scenery and boat hire on a limited budget. Concern that developing the area is likely to increase the cost of visiting. Important to ensure area remains accessible for all.
- If the emphasis is being placed upon high quality development, the opportunity should be sought to remove the prominent Shepherds Aquarius building, otherwise it sets a poor example of the quality permitted.
- Some aspects of the vision have considerable potential and are desirable, particularly the proposals for no traffic and the boardwalk if this could be achieved by common consent of people already on the waterfront. The vision therefore makes the most out of what the area has to offer, however, there are aspects which are inappropriate for the area, particularly the new hotel.
- Support expressed for the vision, although it needs to be ensured that the vision is feasible to implement before raising aspirations. There is currently no indication of where funding is likely to be obtainable.
- The vision looks good, although to achieve the vision there is no need to damage existing businesses or build a hotel, when the area is only at capacity during certain times of the year.

### Table 6.4: Breakdown of responses to question 4b

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Responses</th>
<th>% of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like</td>
<td>31</td>
<td>30.7%</td>
</tr>
<tr>
<td>Dislike</td>
<td>47</td>
<td>46.5%</td>
</tr>
<tr>
<td>Unsure</td>
<td>23</td>
<td>22.8%</td>
</tr>
</tbody>
</table>
- The vision is too forced, unnatural and is not in keeping with the natural environment. If it goes ahead it will spoil an area of natural beauty.
- The vision is over complex and needs to be simplified as there are too many radical changes proposed and far too much emphasis on development.
- It is wrong to build upon open space and to occlude the view of the lake. Building a new hotel will increase the scale of built development along the lake frontage, when there is a desire to reduce the number of buildings along the waterfront to open up views of the lake. Building a hotel will attract strong public opposition.
- Strong views that the vision is irrelevant to the type of visitor who comes to the area.
- It needs to be ensured that the vision encourages proposals that will benefit both the local community and the visitor population.
- There should be no cars or parking permitted anywhere on the Glebe or Glebe Road.
- Uncertainty about splitting up and further dividing the green space.
- Concerns expressed about what happens to the Lake District boat club.

6.4 Feedback on the Alternative Options

Description of Options

6.4.1 The four options that were presented were each based upon varying levels of intervention, they include:

1. **Do nothing** – quite literally leaving the area as it is

2. **Do minimum** – This option realises the hotel proposals on the existing Windermere Aquatics site. This option would see facilities such as the toilets improved, new public jetties and moderate environmental improvements

3. **Radical Intervention** – this option realises new development on the Tennis Courts and Tourist Information site, known as the courtyards, a new decked car park and arrival development / transport hub at Braithwaite Fold and the hotel on Windermere Aquatics land, possibly extending onto the Glebe Road car park. The first phase of this development would see radical environmental improvements throughout the area as detailed below and would see the Shepherds Aquarius complex retained.

4. **Long term cultural attraction** - The final option is to realise a long-term aspiration for a major visual arts facility on either a redeveloped Shepherds Aquarius site – or immediately adjacent with the Shepherds site being essentially greened into the most prominent and fantastic public space in the country.

Feedback on Options

6.4.2 The doughnut chart in figure 6.5 reveals that option 1, the ‘do nothing’ scenario was the preferable option, however, a significant number of respondents who selected option 1 stated that had option 2 not included a new hotel, option 2 would have been the preferable option. Option 3 which proposes radical intervention was rated as the least preferable. Table 6.5 provides an overall breakdown of the responses to this question.
Figure 6.5: Question 5: Out of the 4 options proposed, please tick which is your favourite option and explain your choice.

Table 6.5: Breakdown of responses to question 5

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Responses</th>
<th>% of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1</td>
<td>41</td>
<td>39.8</td>
</tr>
<tr>
<td>Option 2</td>
<td>30</td>
<td>29.1</td>
</tr>
<tr>
<td>Option 3</td>
<td>12</td>
<td>11.7</td>
</tr>
<tr>
<td>Option 4</td>
<td>20</td>
<td>19.4</td>
</tr>
</tbody>
</table>

6.4.3 Some of the key issues and opinions raised in relation to the specific options included:

Option 1
- A large number of respondents were of the opinion that there did not need to be any further development as the area was nice as it was and could already be considered as a ‘World Class’ destination.
- There was a strong fear amongst many that unless measures were taken to control the level of development permitted, the area would become like every other resort and would lack its unique distinctiveness, if further development was permitted.
- On the hand, it was considered by some that doing nothing would not be an option at all, as the area definitely needed improvement.

Option 2
- There was strong support expressed for improving the quality and provision of the public toilets, as such facilities are regarded as essential if the area is to continue to attract visitors to the area. There is the opinion that the area is already falling behind other ‘World Class’ destinations in this respect and visitor expectations are rising. It was suggested whether there was the potential for the maintenance of the toilets to be part financed by the coach companies who frequent the area on a
It was felt that there was a need to upgrade the quality of the public realm in terms of surfacing and increase the provision of street furniture, including litter bins, shelters, directional signage and seating areas. Consideration of ‘memorial’ seats was suggested as a means to fund new furniture. Care needed to be given to ensure that enhancements to the public realm were robust and weather proof as far as possible, given climatic conditions. It was felt that if possible there should be a reduction in street clutter.

- Given the area’s special character, any lightning proposals / improvements require sensitivity to the environment.
- To ensure that the area retains its unique distinctiveness, it was felt that existing Victorian features should be retained and sympathetically modernised.
- It was felt that the area would benefit from moderate environmental upgrade and landscaping should be used to create more natural links through the area.
- There was mixed opinion on proposals to provide additional public jetties, although the majority regarded such proposals as extremely positive given that it is often impossible to moor for a short time to come ashore.
- It was felt that any major development, particularly a hotel would permanently damage a beautiful area and reduce opportunities for public access to the lake edge, which would then be counter-productive. Also the proposed scale of the hotel would significantly restrict views out across the lake. There was a strong view that there were already a sufficient number of good quality hotels in the area and that a further hotel would result in the loss of business for existing hotels. Instead of developing a new hotel, the focus should be upon upgrading existing hotels, although it was questionable whether the existing infrastructure would support more visitors. Strong public opposition to hotel proposal. A number of individuals who voted for option 1 stated that option 2 would have been their preferable option, if it had not included the proposed hotel.
- It was questioned whether allotments could be considered as part of the environmental improvements on land near to Rectory Farm.
- Although this option proposes a do minimum scenario, it was felt that the removal of Shepherds Aquarius should be a priority in this option, as these buildings are an eyesore and are located in a very prominent position, dominating views of the lake.

**Option 3**

- It was felt that whilst there was considerable scope for improvement, there was a danger that radical change could have a detrimental impact on the area’s special qualities and result in the overdevelopment of an area of countryside.
- Option 3 must also include the moderate improvements proposed in option 2 i.e. improvements to toilet provision, additional jetties and environmental upgrade.
- Compared to other holiday destinations in the UK and abroad, the area lacks the appeal, developer interest and infrastructure that they have, however, there is scope for the area to become a far more visitor attraction friendly destination.
- View expressed that it is impossible to preserve an area institu, everything has to evolve.
- It was felt that there was a considerable lack of family entertainment. Despite the weather, the Courtyards development would add to the overall experience, and increase the choice of restaurants, bars, retail and entertainment, which would give more use to a wider population than just the visitors. The other argument expressed was that people come to the area for the beauty of the lakes and mountains not to be entertained.
- Significant concerns were raised about the proposed loss of the tennis courts and pitch and putt facilities, given that these are well used by the local community. It was felt that the new ‘courtyards’ development would have to be very special and of high architectural quality to improve on existing facilities. Efforts should be made to increase sporting facilities.
- It was felt that the ‘Parks within a Park’ concept and an arboretum were just jargonistic gimmicks, as...
the main reason people came to Bowness was for the views and not a waterfront park.

- The idea of a new boardwalk was regarded as positive aspect, although there was concern that the boardwalk took no account of the existing shoreline community.
- Concerns expressed that option 3 does not include sufficient car parking.
- Some elements of option 3 are desirable i.e. better use of Braithwaite Fold and tidying of the area surrounding Aquarius Building.
- The opportunity should be sought to get rid of the Shepherds Aquarius building, which is currently an eyesore.
- There are too few open spaces for events.
- The suggestion of a grassed area on the site is the very best solution.

Option 4

- View expressed by many that the level of change proposed in option 4 is too radical, resulting in significant overdevelopment in the countryside.
- Very strong support for the removal of the Shepherds Aquarius building, although concern as to whether this would be achievable or financially viable.
- It was felt that environmentally streamlined design, which made best use of the sloping site of the Glebe, would leave the immediate lakeside and views un-interpreted, which would in turn be beneficial.
- The introduction of organic shops and the use of reflective surfaces such as that used on the Guggenheim Bilbao could enhance the area and at the same time modernise it. If the cultural attraction housed refreshments and performance space, it would create employment opportunities that were not just seasonal, which in turn would be more sustainable, as it would avoid employment periods of inactivity.
- The Lake District National Park is increasingly the place to come for visitors from abroad and they expect high standards of facilities to match the splendour of the landscape.
- Concerns expressed that option 4 does not include sufficient car parking.
- It was felt that whilst the theory of an open air cultural facility is good, it was questioned whether it was indeed appropriate given climatic characteristics locally, environmental impact and ongoing maintenance issues. It was questioned whether such facilities could be contained indoors. It was suggested whether a theatre could be introduced as part of option 4.
- Concerns expressed in relation to the proposal to develop the cultural attraction building on the lake shore, as it would obstruct views of the lake.
- The need for a cultural centre on the Glebe was also questioned given the aspirations for similar ‘public’ investment at both Brockhole and the Steamboat Museum site.
- On the one hand, it was pointed out that Bowness lacked a modern facility for music and theatre, although there was also a view that a cultural attraction would be an unnecessary addition as residents are well served for theatre, music and art.
- It was felt that any artistic / cultural presence needed to be very carefully assessed and integrated alongside other land uses and before the venture was promoted, it would be crucial to ensure that the funding for such a project could be secured and that there was a degree of certainty over the future revenue.
- Significant concerns were raised about the proposed loss of the tennis courts and pitch and putt facilities, given that these are well used by the local community.
- Concern that if option 4 was adopted, local businesses would be affected as no provision has been made for their relocation.

Transport and Movement Strategy

- It was felt that most proposals would be useful, except Segway-hire, as this would be considered counter to the government aim of improving fitness by exercise. Although quiet, Segways would be more appropriate to a theme park.
In terms of car parking, it was suggested that a pay-on-exit system would be preferable and could encompass charges for different classes of vehicles if this was sought under environmental issues. Car parking charges should be set to allow for the road train from the car park to Bowness Pier to be free of charge and run continuously. A one-day ticket, valid for all car parks within the National Park was also suggested as an idea to consider.

Rather than increasing new development, resources should be concentrated on providing good public transport and interchange hubs.

It is felt that whilst there are a sufficient number of parking spaces, the pricing needs to be reviewed.

The existing one way system needs better directional control, as it is currently ignored by visitors.

It was suggested that more car parking space could be created if cars were parked facing the lake.

Need to ensure that access is still possible for delivery and service vehicles.

**Further Considerations**

- Need to ensure that the proposals are feasible and financially viable.
- Concerns expressed about what happens to the Lake District boat club, as this is a well used leisure facility, responsible for bringing people into the area. Plans represent a lack of knowledge of the needs of the boating community and the businesses and clubs on the edge of the lake.
- The sewage system is already overloaded; increased development will only exacerbate the problem and therefore sewage disposal needs to be considered.
- Facilities for cyclists and boat owners e.g. cycle hire / boat repair need to be considered as part of the overall proposals.
- If walkways are proposed in-front of the jetties, further consideration needs to be given to security.
- Greater focus should be placed upon promoting the water activities and the natural landscape.
- The tennis courts and the pitch and putt course are much enjoyed assets and should be retained and opportunities should be sought to maximise sporting facilities.
- Abolish the speed limit on the lake but ban jet skis.
- Proper management and maintenance should be an integral consideration if plans are to be sustainable in the long term.
- Need to ensure full consideration is given to how proposals will affect all user groups to ensure access for all.

### 6.5 Key Issues raised through Letter and Email Correspondence

**6.5.1** Whilst questionnaires provided the main means of collating feedback from the local community and key stakeholders, a number of individuals felt that it was difficult to reflect all the issues through the questionnaire so provided additional comments by means of letter and email correspondence.

**6.5.2** A number of questionnaires were also emailed through but these responses have been considered as part of the preceding sections of this report.

**6.5.3** The important issues raised within the letters are listed below under the following headings:

- General
- Land Use
- Landscaping and Open Space
- Access and Movement
- Further Considerations

**General**

- It is important to ensure that a successful solution is sought to the issues facing Bowness Bay and The Glebe, as a successful solution to the unique core activities of Bowness Bay will spread to the economic success of the surrounding area and help to address wider issues.
The Glebe Lands South of the ridge line running some 100 yards behind the developed part of the Glebe should remain unaltered.

The Glebe is our Village Green and should not be developed, as it was purchased by Windermere Urban District Council for a green space.

Recognition of the merits of the LDNPA in seeking to manage and rationalise development and movement along the east shore of Lake Windermere and the need to refresh the area in terms of its environmental quality interface with the Lake and amenities for visitors.

The future of the locale needs to be inclusive such that the aspirations of some interested groups are not at the expense of others.

**Land Use**

- The proposed walkway will improve the area and so is landscaping within reason, but not at the expense of losing public amenities such as the pitch and putt course and the tennis court.
- Significant concerns were raised about the proposed loss of the tennis courts and pitch and putt facilities, given that these are well used by the local community. It was felt that Sports England should be consulted on these proposals.
- No further ‘urbanisation’ of Rectory Road should be allowed nor indeed its route changed.
- Good toilet facilities are needed for the general area in order to attract visitors.
- The removal of Shepherds Aquarius should be a priority within option 1, as the building is unsightly and in a very prominent position and retaining this building does not fit with the aim of creating a world-class visitor destination of high quality. An alternative building more suited to the architectural image of the area should be sought in replacement.
- It was considered if it is necessary to deliver the hotel complex in order to gain major funding for the overall project then a theatre should also be incorporated.
- The provision of additional public jetties is a good idea, as it can be difficult to moor for a short time to come ashore.
- The existing pitch and putt comprises significant land take and could potentially be offered in a much more confined area of land. The idea of having an avenue with picnic and leisure areas on either side is supported.
- Support for the provision of a new children’s play area, preferably with part of the area covered to protect against the weather and ensure continual use.
- The Lake District as a whole lacks indoor wet weather attractions. It was suggested whether there was the opportunity to develop a facility which offers interactive activities such as splitting a slate etc. as this would help to encourage increased visitor numbers.
- It was felt that there was enough history to develop a stunning Heritage Centre showing the World just what has been achieved in this area of England over the centuries. The Lake District has in the past been a power house of invention as well as the home to poets and writers.
- The development of a large 3 or 4 storey hotel on the Glebe would detract from the open vistas and views from the area. If there is a proven need for more 5-star accommodation, it was suggested whether one of the local hotels could be upgraded.
- Concerns expressed that if the plans for the ‘Courtyards’ development includes a proposal for a night club there may be an increase in night-time disturbance and vandalism which would be undesirable.
- Strong view that a cultural attraction would be an unnecessary addition as residents are well served for theatre, music and art.
- Rather than building new or replacement shops, eating or drinking establishments, these should be located in the empty units elsewhere in Bowness.
- As many buildings as possible should be removed along the lake shore and replaced with grass and wide walkways, in order to open up The Glebe area allowing people to be near the lake, and provide improved opportunities to enjoy the natural beauty of the area with uninterrupted views of the spectacular scenery. If there are to be any buildings, it is imperative that they allow public access to
the shore, are no more than two storeys, and have no garish signs or flashing lights.

- A new hotel could work well but needs to be informed by information about operators’ possible requirements for this part of the Lake District.
- It is questionable whether the area is a good one for staging events given the access, landscape, environmental impact and sustainability constraints.
- The idea of a Cumbrian delicatessen or local produce shops is a good one for the locality.
- The advice by the National Trust states that any structures on the dark green land (Appendix F) unless demonstratively of benefit to the use of the land as pleasure grounds and of appropriate architectural design are unlikely to receive National Trust consent by way of modification to the covenant.
- Concerns expressed by the National Trust that the erection of tennis courts on the dark green land (Appendix F) would be a significant development on land that is effectively covenanted to be kept open for the use of the public.

**Landscaping and Open Space**

- Suggested that wider walkways with good quality, attractive paving and provision for seating should be provided, an element of which is covered, grassed areas which are grass and not mud, raised gravel along the lake shore so it looks tidier, a reduction of street clutter, provision of attractive direction signs and litter bins.
- The bandstand is situated in the wrong location. If it was repositioned nearer the lake edge it could provide an audible and visual focus for all.
- Windermere is a County Wildlife Site supporting a diverse macrophyte flora, therefore Cumbria Wildlife Trust should be consulted.
- With regard to the population of the rare Arctic Charr, the closest records for spawning habitat in this area is that used for autumn spawning, just north of Thompson’s Holme. Other known spawning sites are further than 2km distant.
- Other protected species: there are known to be otters and many bat roosts in the area, therefore it is recommended that a full ecological survey is carried out before any detailed proposals are developed.

**Access and Movement**

- Whilst the present infrastructure (particularly car parking) is stressed at peak times, most of the time it is in tolerance balance. To suggest a decked car park, approaching half a mile away from Bowness Bay, connected to it via a curving undulating footpath taking in a proposed Visitor Centre in an offpitch small farmyard – and creating an artificial landscape all along the way makes no sense whatsoever.
- Concerns expressed in regard to the proposed removal of Rectory Road, as it has been a route for 600 years connecting the Rectory to St Martins Church. It also forms part of a longstanding path to the ferry and Cockshott Point.
- The proposed new car, coach and visitor arrival point at Braithwaited Fold seems only possible to justify on the basis of expanded development. View that the idea of doubling car parking at Braithwaite Fold is necessary as the present site is full for only a few days each year.
- It is considered that there should be no new traffic generating developments on the Glebe, i.e. no new courtyard development or hotel.
- Free convenience parking should be retained on the Glebe and should be made as user friendly as possible.
- The Braithwaite Fold car park should be left, with minor improvements made such as increased drainage facilities to improve the surface water run-off. It was felt that to tarmac over this open space would present an eyesore all the year round and to add a decked car park would exacerbate the situation, creating an eyesore upon entry into Bowness Bay from the south all the year round. Such proposals would also generate increased light pollution. Also coach parking at Braithwaite
Fold would cut down time for passengers in Bowness unless consideration is given to unloading / loading points in the village.

- It was pointed out that the current road access e.g. through Bowness or from Newby Bridge is entirely inadequate to make this area a major transport hub. The stretch of the A592 from Newby Bridge to Bowness is a dangerous stretch.
- Support for removal of parking on Glebe Road during the daytime, with the proviso that parking is increased to cope with the greater demand that will result from increased development. For this it is considered that doubling of space at Braithwaite Fold by two-tier parking is essential.
- In terms of car parking, it was suggested that a pay-on-exit system would be preferable and could encompass charges for different classes of vehicles if this was sought under environmental issues. Car parking charges should be set to allow for the road train from the car park to Bowness Pier to be free of charge and run continuously. A one-day ticket, valid for all car parks within the National Park was also suggested as an idea to consider.
- If a hotel is taken forward, careful consideration needs to be given to how car parking will be accommodated. Unless parking can be accommodated underground, it may be necessary to consider using the new Braithwaite Fold and setting aside a dedicated area which will need access 24/7.
- The removal of traffic except delivery and service vehicles and the relocation of a public car park make sense.
- Measures should be taken to restrict parking in Glebe Road during hours, except of course for essential access vehicles. The free short stay parking could be relocated to the current coach park, or provided at Braithwaite Fold.
- Concern about the environmental impact and viability of a ‘World Class’ parking facility of the type envisaged. Traffic and parking management over a wider area could be a more cost effective and environmentally acceptable solution.
- It is felt that the idea of a promenade is good in principle but it fails to take into consideration the practical realities of the interaction between the moorings, jetties, boats, workshops and ancillary areas which are likely to preclude free access to the water’s edge.

Further Considerations

- Drainage needs to be at the forefront of planning and not an afterthought, as flooding is a major issue in the area, which has recently been highlighted.
- Proper drainage needs to considered and implemented for the area of car park between the Caravan Park and Glebe road. The car park should certainly not be lit or used at night.
- When providing new jetties etc. it is important to remember that the lake rises / falls approximately 8 feet in a typical year and that the wildlife (ducks, swans etc) habitats need to be understood and accommodated, as they are also a major attraction.
- The retention of parking and other Windermere water related public revenues could be encouraged to help finance the removal of buildings between the present line of the Glebe and the waterfront.
- A public walkway along the lake front must be given priority over any demands for ‘exclusive’ hotel lake frontage, as hotel operators will probably demand exclusive access on to the waterfront for the more expensive hotel rooms overlooking the lake.
- To be in keeping with the Lake District landscape, buildings should be constructed using local materials such as slate, granite, limestone, wood, iron and lead not concrete, plastic or chrome.
- The accommodation of lake cruises’ facilities in Bowness Bay is important and should be a top priority.
- The low lying land adjacent to Lake Windermere is within Flood Zone 3A, which is land that has been assessed as having a 1 in 100 or greater probability of flooding in any one year. Any work proposed such as new buildings i.e. hotels which are classed as “More Vulnerable” in Table D.2 should only be permitted in Zone 3A if the Exception Test is passed. If any new buildings are to be constructed in this location a Flood Risk Assessment will be required. Major changes in this area
could allow development to be moved out of the area at risk of flooding and leave these areas for recreation and water compatible development.

- The River Leven flows through Lake Windermere and is designated 'Main River'. Therefore, under the Water Resources Act 1991 and Land Drainage Byelaws, the Environment Agency's formal consent is required for any works in, over, under or within 8m of the banks of Lake Windermere.
- There is an existing problem of surcharging of the public sewer at the Glebe. Any masterplan for the Bowness waterfront must therefore take into account the above improvements in the sewerage network. It is important that any proposed new development does not make the sewerage situation worse and where possible it should improve it. This will mean limiting discharges to the foul sewer where possible and using SUDS to dispose of all surface water.

6.5.4 The important issues raised within the emails are listed below under the following headings:

**General**
- Is it considered that the conclusions summarised in the exhibition introduction accurately reflect the main wishes of earlier consultation, especially the removal of the unsightly buildings, but these views are not considered to have been given the necessary priority in the final proposals.
- The recent masterplanning exercise develops the issues identified in the 2004 masterplan undertaken by Spawforths, such as traffic reduction around the Glebe, reconfiguration of the parking at Braithwaite Fold, new mixed-use development opportunities on the lake frontage and enhanced public realm.
- No specific options were favoured by Windermere Town Council, however, support expressed for aspiration to create a world class visitor experience at Windermere Waterfront. Improvement to the toilet facilities and the public realm considered a priority.

**Land Use**
- The removal of Shepherds Aquarius should be a priority, as these buildings are an eyesore and are located in a very prominent position, dominating views of the lake and access to the waterfront. Unless this is proposed there is little point in intervention in the area.
- Uncertainty expressed about the feasibility and need for a cultural centre on The Glebe given the aspirations for similar ‘public’ investment both at Brockhole and the Steamboat Museum site.
- Removing the Shepherds building(s) and relocating users in a new Courtyards Development further away from the lake frontage would cause substantial difficulty for those businesses who need to be on the lake to trade.
- Beneath the Shepherds building is a substantial ‘wet dock’ a unique and important facility to a boat operator.
- The study ‘The Opportunities for Serviced Accommodation in Cumbria’ undertaken in 2008 by Locum and Colliers Robert Barry produced ample evidence of the need for additional good quality hotel accommodation in parts of Cumbria including the Lake District National Park. In particular there is a notable gap in the provision of larger hotels, upper range brands and quality spa facilities. The Glebe is considered one of the few sites in Cumbria which in the current climate is capable of attracting new private sector investment. One of the key conclusions of the study was that finding opportunities to fill gaps in the accommodation offer should be seen as a critical part of the Renaissance of the Lake District as a world class tourism destination.
- It is evident that the market for a new hotel exists as the existing landowner and operator on this part of the Glebe site has been approached by several hotel operators who would be interested in leasing and running a good quality hotel in this location.
- Support for a new hotel and food court at the Windermere Aquatics end of the site.
Support for additional retail, food, drink and visitor facilities in a Courtyards development

Further Considerations

- Any new development scheme for the area needs to address the need for flood prevention and pollution control measures as a prerequisite.
- It was pointed out that the ‘courtyards’ development may be difficult to deliver as there is a legal covenant against any building or structure in that area.
- The sewage system is already overloaded; increased development will only exacerbate the problem and therefore sewage disposal needs to be considered. Each year 548,000 cubic metres of untreated sewage is discharged into Windermere Lake from The Glebe and Cockshott Point. Untreated sewage is sometimes ankle deep on Glebe Road in front of the Tourist Information Centre. Suggested that a new sewage facility should be sited at Braithwaite Fold rather than on The Glebe – large enough to solve the sewage problem.
7.0 Feedback from Open Public Meeting

7.1 Introduction

7.1.1 In addition to the public exhibition, an open public meeting was held on the evening of 16th November 2009, where representatives from the Lake District National Park Authority and the consultant team were present to respond to any issues residents had. This meeting was organised by the Windermere and Staveley Neighbourhood Forum and was held at the Boatman’s Café, off Glebe Road, Bowness.

7.1.2 This meeting took the form of a formal presentation of the masterplan options for Bowness Bay and the Glebe followed by an open question and answer session. This event was attended by approximately 60 – 70 members of the local community.

7.2 Key Issues

7.2.1 The key points discussed at this meeting can be summarised as:

1. *Hotel demand* – Several people, including local hoteliers and B&B operators questioned the need for a new hotel as part of the masterplan proposals. It was explained that the team had been advised by Gerald Eve who had undertaken market research and consulted developers and operators. In addition, research by Locum Consulting also pointed to the need for additional hotel offers.

2. *Boat Club / Boardwalk* – Concern was expressed that a boardwalk would restrict boat access. It was noted that the two would have to be compatible and that boat access would need to be maintained.

3. *Brockhole* – It was suggested that Brockhole would compete with the Bowness Bay sites. It was agreed that the two developments would need to be complementary of one another.

4. *Allotments* – The proposal for allotments at Rectory Farm was dismissed by the owners of the Rectory.

5. *Employment* – Employment was welcomed but the question was raised as to where employees would live. It was suggested that new jobs should go to existing local residents and that other housing policies and initiatives were addressing this problem.

6. *Rainy day attractions* – There was strong support for additional ‘rainy day’ attractions.

7. *Family focused attractions* – There was similarly strong support for more family focused attractions.

8. *Competition* – Keswick was identified as a success story – theatre, investment in public realm and good car parking seen as key to recent renaissance.


10. *Financial viability of cultural centres* – This was discussed and it was agreed that unless the facility was of national significance it would not be viable.

11. *Need for a short term strategy* – Support was expressed for more events and temporary structures. It was noted that the bandstand was currently in the wrong location.
8.0 Conclusion and Next Steps

8.1 Conclusion

8.1.1 As this report has demonstrated, collaborative working has been central at all stages of the masterplan process, and as result the Lake District National Park Authority and the consultant team have consulted with a broad cross section of relevant stakeholders, local landowners and the community.

8.1.2 At both stages of consultation on the masterplan, a range of comments were received, which were predominately collected by means of the questionnaire, although important points were also raised through subsequent letter and email correspondence.

8.2 Next Steps

8.2.1 Although this report seeks to summarise the main issues raised, the results of the consultation will subsequently be used along with the evidence base to inform a detailed appraisal of the alternative options, which will be undertaken as part of the next stage of the masterplan process to assist in identifying a preferred option. Once complete, the final masterplan report will be prepared, which will be available to view at the Lake District National Park Authority’s offices and will also be available to download in pdf format from the Council’s website.

8.2.2 The masterplan will then be developed into a Supplementary Planning Document (SPD) for the area, which will be prepared by the Lake District National Park Authority and will eventually be adopted as a Local Development Document (LDD) as part of the Local Development Framework (LDF).

8.2.3 A programme of consultation will be undertaken for the SPD which will provide the community and other key stakeholders the opportunity to comment further as the proposals are refined. This will be particularly important as during both rounds of consultation on the masterplan many respondents expressed a strong wish to continue their involvement in helping to shape the future of their area. It is anticipated that consultation on the SPD will be undertaken in spring 2010 with the intention that the SPD should be finalised and adopted in autumn 2010, at the same time as the Core Strategy.

8.2.4 In order to help guide future development in the area, the SPD will provide a comprehensive framework of development principles and design guidance to be used by developers, landowners, investors or residents when taking forward proposals in this area.
Appendix A – Record of Events and Response Rates

First Stage of Consultation

Stakeholder Meetings

A series of meetings were arranged with the consultant team, representatives of the steering group and other key stakeholders on 25th and 26th March 2009. These included (in chronological order):

- Windermere Aquatics
- Windermere Lake Cruises
- Lake District National Park Authority – Landscape
- Lake District National Park Authority – Ecology
- Lake District National Park Authority – Lake Ranger
- Lake District National Park Authority – Planning and SA / SEA
- Lake District National Park Authority – Conservation and Archaeology
- Friends of the Lake District
- Cumbria Tourism
- South Lakes Development Trust
- Windermere Chamber of Trade
- Civic Society

Then on the 1st, 2nd, 7th, 9th and 15th April 2009 respectively, the following meetings were undertaken:

- Transport and Highways, Cumbria County Council
- Cumbria Vision
- Windermere Aquatics (follow up)
- Windermere Lakes Cruises (follow up)
- The National Trust
- Local Police
- Young Cumbria
- Lakeland Arts Trust
- Windermere and Bowness Chamber of Trade
- South Lakeland District Council Property, Regeneration, Public Realm and Tourism
- English Lakes Hotels
- Windermere Town Council – Bowness Bay and the Glebe Masterplan Focus Group

Windermere and Bowness Chamber of Trade – Consultant team attended Windermere and Bowness Chamber of Trade Meeting on the 7th April 2009.

Windermere Town Council (WTC) – WTC were initially notified of the intention to prepare a masterplan at their meeting on 19th March 2009, where the consultant team were introduced by the LDNPA. WTC convened again on the 8th April 2009 to elect a Bowness Bay and the Glebe sub group, who the consultant team subsequently met with on the 7th May 2009.

Business and Landowner Consultation

A ‘Landowners Forum’ was convened on the 27th April 2009 at 4pm, which was attended by the consultant team and key representatives from the steering group. This session was particularly well attended by local landowners.
Public Exhibition Events

- Booths Supermarket on Friday 24th April (3:00pm – 7:30pm) and Saturday 25th April (10:00am – 1:00pm)
- Bowness Tourist Information Centre on Saturday 25th April (2:00pm until 5:00pm). Exhibition continued unmanned at this venue until Saturday 9th May.
- The exhibition was also made available on-line at the Lake District National Park Authority’s website www.lake-district.gov.uk/masterplan

Over 200 people were directly engaged in discussion at these sessions. A questionnaire was used at these events to provide the primary means for the community share their opinions on Bowness Bay and the Glebe. In total 75 completed feedback forms were received. The exhibition also requested that people left a comment on a post-it note and placed it on the plan, of one essential issue or opportunity that they had with the study area. A total of 87 comments were provided.

Stakeholder and Vision Workshop

A workshop event was held at the Old England Hotel on the afternoon of 21st May 2009 with key stakeholders. Every stakeholder that had been met on a one-to-one basis as part of the evidence base was invited to the workshop event, which was facilitated by representatives from the consultant team and the steering group.

- Jennifer Borer, Windermere Town Council
- 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, Lake District National Park Authority
- 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, South Lakeland District Council
- Joan Stocker, Windermere Town Council
- Sue Fellows, Lake District National Park Authority
- Ian Wilson, Wiltel Ltd
- David James, Lake District National Park Authority
- Bill Smith, SLDT / Windermere Town Council
- David Ashton, WBCA
- Steve Tatlock, Lake District National Park Authority
- Adam Thomas, Lake District National Park Authority
- Linda Doyle, North West Development Agency
- Catherine Webb, Cumbria Tourism
- Faye M, Scott Albion Ltd
- M Scott, Scott Albion Ltd
Second Stage of Consultation

Landowner and Stakeholder Meetings

Prior to the public exhibition, two separate meetings were held on the afternoon of 9th October 2009 with landowners and the wider reference group comprising of local stakeholders operating in the area. The landowner meeting was held at 1:30pm and the meeting with the wider reference group followed at 4pm. The meetings were held at the Hydro Hotel in Bowness. These meetings were facilitated by Paul Taylor and Kieron McGlasson of BDP.

The attendance at the landowner meeting included:
- Grahame Armer and representative from Windermere Aquatics
- Tim Haley, Head of Information Services, Lake District National Park Authority
- Lawrence Conway, Corporate Director, South Lakeland District Council
- Dawn Hunter Ellis, Tourism and Marketing Programme Manager, South Lakeland District Council
- Additional representative from South Lakeland District Council
- Representative from Windermere Lake Cruises
- Representatives from United Utilities
- Three representatives from Wiltel (Ship Inn and Wheelhouse) Ian Wilson was main representative
- Richard Greaves and partner, Pumphouse Cafe

The attendance at the stakeholder meeting included:
- Richard Greenwood, Cumbria Tourism
- Dawn Hunter Ellis, Tourism and Marketing Programme Manager, South Lakeland District Council
- Paul Holdsworth, South Lakes Development Trust
- Bill Smith, Windermere Town Council
- Nick Raymond and representative from Cumbria County Council
- Richard Pearse, Friends of Lake District
Other Briefing Sessions

The following organisations were also briefed separately on the masterplan options by a representative from the Lake District National Park Authority:

- Windermere Town Council briefed at Town Council meeting held on 11th November 2009.
- Windermere and Bowness Civic Society briefed at the Bowness Bay Information Centre at 11am on 16th November 2009.
- National Trust briefed on 3rd December 2009

Public Exhibition Events

The public exhibition at the Bowness Bay Tourist Information Centre was scheduled to run between the 9th and 22nd November 2009. However, due to unforeseen weather circumstances causing localised flooding, the Information Centre was unfortunately closed from the evening of 17th November 2009 and did not re-open. As a result a number of respondents stated that they had been unable to view the exhibition.

Questionnaires

In total 107 questionnaires were received, however, not all the returned questionnaires were completed in full, as many of the questions were left intentionally blank and for other questions, more than one response provided.

Letter Correspondence

Formal letters were received from the following organisations and residents:

- Windermere & Bowness Civic Society (Comments provided by Adrian Legge (Secretary))
- F.M.S Management (Consultant to the Hotel and Leisure Sector)
- Environment Agency (Comments provided by Amy Heys (Planning Liaison Technical Specialist))
- National Trust (Comments provided by Alistair Wright (Senior Rural Surveyor))
- Steven Abbott Associates LLP on behalf of Mr and Mrs Lefton owners of Belle Isle
- Peter and Helen Jackson (Local Residents (Bowness-on-Windermere))
- Mrs Timothy Harding (Local Resident (Bowness-on-Windermere))
- Graham Stemp (Local Resident (Bowness-on-Windermere))
- Unnamed Local Resident

Email Correspondence

- Windermere Town Council (Comments provided in the minutes of the Town Council meeting 23/11/09)
- Cumbria Tourism (Comments provided by Richard Greenwood)
- Windermere Lake Cruises (Comments provided by Nigel Wilkinson, Managing Director)
- David Horler (Local Resident (Bowness))
- Geoff Plunkett (Local Resident)

Questionnaire feedback was returned via email from the following organisations:

- University of Cumbria (School of Outdoor Studies) (Comments provided by Richard Joynson)
- Phil Brown (Local Resident (Ulverston))

Open Public Meeting

An open public meeting was held on the evening of 16th November 2009, where representatives from the Lake District National Park Authority and the consultant team were present to respond to any issues residents had. The event was organised by the Windermere and Staveley Neighbourhood Forum and was held at the Boatman’s Café off Glebe Road, Bowness. This meeting took the form of a formal presentation of the masterplan options for Bowness Bay and the Glebe followed by an open question and answer session. This event was attended by approximately 60 – 70 members of the local community.
Appendix B – Exhibition Boards from Stage 1 Public Exhibition
The two most important elements of the guide are the Northwest Regional Development Agency logo and the England’s Northwest brand. Both are essential to the Agency’s communications and it is vital that they are used consistently and correctly in all applications.

The guide will help you use these elements to represent the correct relationship between the Agency and your organisation or project.

**Using the NWDA logo**

The NWDA logo is a unique device and is the primary visual representation of the Agency and its activities throughout the region and beyond. The logo must be shown in a prominent position on any material relating to projects and activities it supports.

**Using the England’s Northwest brand**

The England’s Northwest brand is designed for a region that is working together to promote the best of the Northwest to the rest of the UK and overseas. The brand is an integral part of NWDA’s communications and should be used on all material which supports Agency funded projects.
Study Area: What do you think?

Please leave your comments on the forms provided. Alternatively, you can write comments or ideas you have on the post-it notes provided and leave them in the space below.
Appendix C – Collated Responses from Stage 1 Public Exhibition Feedback Forms
What do you think?

The Lake District National Park Authority and the Northwest Regional Development Agency have appointed BDP consultants to develop ideas to improve Bowness Bay and the Glebe. To inform ideas we would like to hear from you to find out what improvements you would like in the area.

If you would like to share your thoughts on the area, please spare five minutes to fill in this form.

1. Are you:

   - Living locally [47]
   - Working locally [7]
   - Visiting the area [8]
   - Other [3]

If other please specify:

- Local born and bred 76 years
- Boat owner on lake
- We have a boat moored on Aquarius marina
- Berthed boat owner (spending £25k annually in the area)

2. How often do you visit Bowness Bay and the Glebe and what do you use the area for?

- At least twice a week to appreciate the bay
- 5 days a week – walk into village
- Every day
- Approx every two months
- 3 or 4 times a week walking my dog
- 2-3 times a week – mostly walking – lunch occasionally. Trip on steamer occasionally – access to cemetery – little shopping.
- Regularly – gentle stroll near lake
- 3 times a month approx. Walking – Cockshot point boat to launching area
- About once a week with the grandchildren
- More than once a week – travelling to work or walking
- Every day to walk in the fresh air for exercise
- Every day
- Most weeks
- I live there
- I walk through round Cocksholt point. To catch bus back to Windermere.
- As often as I can to enjoy the scenery
- Very regularly
- Everyday
- Everyday as I live on Glebe Road
- Glebe Road resident
- 2-3 times a week, walking the dog
Bowness Bay and the Glebe Masterplan

We would like your ideas to assist in improving the area for all!

- Most weekends in summer
- Tennis, putting, enjoying the view, photographs
- Daily – for walking – shopping
- Weekly for recreation
- Daily walk taking photos
- Everyday
- 2 times per week, walk and visit carvery
- Occasionally
- 4 x per year – walking base: ….
- Mostly drive round, maybe park, look at view, take visitors down there.
- Every two weeks or so all year
- To admire view from lakeshore – weekly and drive past more frequently
- Daily
- Three times
- Several times a month mainly recreational e.g. feeding ducks with grandchildren
- One a week, picnics, walks, recreation
- Weekly
- Three times a year
- Once a week for strolling and driving practice in the evening
- Frequently as I can walk to Bowness via the prom
- Every day visiting the cemetery
- Once a week to visit friends, take visitors, shop, admire the view, access to ferry
- Weekly in season fortnightly out of season – walking
- Everyday pass on way home
- Every week – pleasure
- I live in Bowness so go round there to eat my dinner – go to events that on down there
- To walk
- Live in area – member of LDBC
- Very often, dog walking
- Approx twice a week
- Approx 5 or 6 times a year, leisure whilst on holiday
- Daily exercise
- Everyday
- Weekly, leisure, recreation, walking, boating, show visitors
- Every few weeks – walk
- Daily – recreation, business and shopping

3. What do you like most about Bowness Bay and the Glebe?

- Being disabled with walking difficulties and being able to park and see the view of the lake and all
  the activities.
- Atmosphere – happy
- Its natural beauty
- The quiet times, when you can get to the lake shore and use the paths to keep away from the
  roads
- Its compact – user friendly and very picturesque
- The lake and views
- The natural bits – views across the lake – the birds
- The open spaces, the views, The beautifully tended flower beds, the trees.
- We love to watch the boats and feeding the ducks and swans
- The open green area of the Glebe as background to lovely view to north – boats, bords etc
- The picture postcard scenery
- Lake and the view – open green playspace with band stand
Bowness Bay and the Glebe Masterplan

We would like your ideas to assist in improving the area for all!

- The scenery
- Development does not override natural attractiveness of Glebe and lake shore
- The open space, the boats going in and out
- Everything except the disgusting state of the toilets
- Its natural beauty
- The lake view just nice to live in Bowness
- Scenery and the lake
- The natural beauty
- Open space, peace and quiet
- The scenery and the fact it is not like Blackpool
- The open park space, the view of the lake
- The view of lake and mountains
- The scenery
- The view, the boats.
- The open grass area’s and to be able to access the waterfront
- The shared activities – yet easy to set out of to lake/feel/woodlands walks
- The view. The traditional boats, and jetties, flowerbeds. Open space of the Glebe.
- The grassy area, close to shops and moorings
- The view and vista of north lake and mountains. Seating boats and other boats using lake.
- Its natural beauty
- The boats, the lake but not what was done to Windermere Park it’s a disgrace get it …. Up, you vandals have wrecked it. The big eye sore Teskos get rid of it, it spoils the place. We need some more bins around the place. Thelmere needs cleaning up and doing up with more trees that what ... for caring.
- The Glebe itself, and Cocksholt Park which is a local gem
- Natural setting
- Open green space
- Gardens and boats – view
- Access to the lake, views across water and the buzz during holidays
- The view in all weathers and seasons – the flowers – seeing the enjoyment of visitors – the bustle round the piers
- The visual scenery
- Open space, view
- Open aspect onto the lake, information park, families relaxing, the activities – ‘wow’, fair etc
- Very scenic beautiful views
- Convenient – most facilities within 5 mins walk
- Accessibility, one of the few places people have got to sit and pass time
- Peaceful area of Cocksholt point
- Access to lake a green space
- Sun – when its there, its very nice to sit or walk through
- The lake, the trees, grass and steamers
- It has a nice friendly atmosphere, great shops, lovely place to visit
- Access to the lake
- Watersports
- Large natural bay, access to walk near to lake particularly Cocksholt Point.
- Views from top of Glebe
- Traditional style of steamer quay, tranquillity of Cocksholt, views and lake access, vibrancy during visitor season, views along and across lake

4. What do you least like about Bowness Bay and the Glebe?

- All the ‘clutter’ in front of the Aquarius building. The beach between pier 3 and Aquarius (including outlet pipe) boggy area below ‘bandstand’
Bowness Bay and the Glebe Masterplan

We would like your ideas to assist in improving the area for all!

- Getting to it along Lake Road, every other driver and motorbike exceeds speed limit. How many times do I nearly have to be killed. Litter.
- The tourists
- Litter, traffic jams, bad 70’s architecture
- Crowds, swan, geese and duck mess on pavements – too much now feeling and looking like ‘Blackpool’ not what this area needs.
- Amusement arcades
- Tesco, Costa, lack of public toilets – open the existing ones with 20p slot on each door. The extension on the Old Fashioned Hotel. The smell ... the .... The rusty ... of a band stand, bring back the old one. Visitors who don’t pick up the dogs ‘do’s.
- The mess left around
- Traffic, toilets (poor), parked cars especially cars and motorbikes almost on lakeshore (.... And by public ....) too much of beach area fenced off, ...... and built on
- Over commercialisation by the boating company (Bowness Bay Boating Company)
- Amusements, late bars, ..... seating, no toilets
- The tourists, and the fact that the prices are ridiculously high for everything
- Shops which sell rubbish goods, people sitting around eating chips and attracting seagulls, ugly buildings with amusement arcades, trouble parking.
- Lack of good toilet facilities. Inadequate parking for visitors vehicles.
- The toilet block
- Toilets and outside burger sales area
- The visitors
- Traffic the arcade the lakeside, buildings in concreate, the train from the carpark
- The arcade and the road train. Geographically, they ought to be in Blackpool.
- Too crowded at busy times, not enough parking not enough dog litter bins
- Planners who want to alter everything
- The smell and noise from port of the Aquarius complex, wishing well – past its best, the road train
- The bandstand – waste of money and not in keeping with the area. It now seems to be used as a BBQ area and rain shelter!
- Litter! Chip wrappers, bird mess, fag ends – its filthy!
- The Aquarius Building
- Untidy kiosks (food)
- Amusement arcade
- Some of the 60s – 70s developments are not very impressive
- Wild bird mess – should discourage feeding ducks etc
- The Aquarius building – horrid altogether!
- Casino, smell of chips, toilets in winter
- Scruffy buildings on shore, parking and motor bikes on shore (between roads and lake) too much road traffic on the Glebe
- Lack of car parking and toilets. Once closed, one closes early evening when many people are having an after dinner walk.
- The waterfront buildings from the Aquarius to Cocksholt Park and the general associated “tacky” atmosphere.
- Shepard’s Aquarius
- Crowds of people, litter, arcades
- Frontage buildings
- Not very welcoming for bicycles and the Shepherds Aquarius is unfortunately out of character for area
- Litter (partly due to take away food) too many A-boards and signs
- Nothing
- Litter, sewage spills, dirty toilets
- Some facilities public and private are dated – Shepherds casino/burger bar, closed toilets
- Litter and some of the buildings need keeping kept looked after and cleaning up.
Bowness Bay and the Glebe Masterplan

We would like your ideas to assist in improving the area for all!

- Lack of parking @ peak times, drab pubs, boring walk ways (except @ rear of Ship Inn/Aquatic)
- The number of people!! Ha ha waste of space, I’m sure more could be done with it
- Grossly expensive parking charges
- Traffic and parking, cost of parking
- Litter – more pickers please
- Walking along Glebe Road there are several ugly buildings which limit the wonderful view – do we need a woollen shop here?
- Crowds
- The very end part near the jetties, always seems to let the area down
- Noise of the traffic
- Do not like the parking on the road arrangement often see cars ignore 1 way section and drive the wrong way! Do not like amusement arcade – tacky shops.
- Scruffy road signs, potholes, work out grass between road and lake
- Traffic on Glebe Road: Untidiness of some businesses, rough sleepers on the Glebe

5. What do you think should be done to improve the area?

- Close dangerous slip road to Longtail Hill. Even driving instructors and taxis locally say how dangerous is it crossing that and Lake Road is hell.
- Nothing
- Wider pavements – better bike bridge paths across the green section near the ferry
- New and improved seating for families and senior citizens
- Promenade walk from bay to Cockshot point along lake shore. Stop feeding of lake wildlife. New old fashioned band stand – more seats – better public toilets. Stop visitors treating promenade gardens as picnic areas.
- NOT develop it – make it as natural as possible
- A general clear up of the properties around Bowness Bay and a good lick of paint wouldn’t go amiss.
- More access to improved lakeshore. Keep some of area car fee (for pedestrians), improvements to public realm including toilets.
- Re-instate and re-furbish the public drinking fountain for all! (situated opp T.I.C) If you don’t watch B.B.B.C try and have it removed!! Time is running out!
- Open toilets. Improve seating. Use band stand every …. Replace gravel and sand on the tiny amount of remaining beach
- Better use of the Glebe, maybe a music festival (what happened to the days of the Radio 1 roadshows) something for kids to do, maybe a play park or a splash park like Morecombe (but some thing that could be locked up so it won’t get vandalised).
- The building next to the tourist boats main piers to be removed and replaced with a modern building hosting a fun family attraction similar to Aquarium of the lakes or such like. Glass frontage for great views.
- By building ….. greatly increase capacity of …. Road car park.
- Nothing – it’s perfect as it is.
- Maintenance only
- Nothing
- To make more parking would not be the answer as to many …. Would be in Bowness/Windermere they need to come by other transport
- Carpark, in gate and exit gate, if separate. Would ease congestion on hi-days and holidays
- Park & Ride to reduce traffic. Pedestrian crossings, wider footpaths, more outdoor seating areas, more bins picnic benches, more toilets
- Nothing
- Improve and open public toilets. More shelters the only one on the glebe is used as night by groups of teenagers who light fires in it.
Bowness Bay and the Glebe Masterplan

We would like your ideas to assist in improving the area for all!

- It should be kept cleaner. Bins shouldn’t just be emptied first thing in the morning but 2 or 3 times a day. By evening they are bursting with chip wrappers, fag ends – look like we don’t care.
- Replace or remove Aquarius. Provide ….. walking from Glebe to lake shore. Parking for disabled only. Better care of grassed area on lake side of footway.
- Nothing
- Improved road signage, put some floral colour in. Repair road surfaces. Control the bird population and the mess they create.
- Controlled crossing near to T.I. Centre, new accessible WC’s with changing places, fewer steps @ changes of levels – ramps?, more dedicated disabled bays near T.I. Centre, dog waste bins.
- Knock down Aquarius building, would open up the view of the lake. Other tidying of buildings.
- More Jetty’s between LDBC and public landings re Model Lake View so as more in keeping with the area (get rid of casino) and picnic area and better toilet facilities in the winter.
- Pedestrianise part of Glebe – remove vehicle access to shore, improve toilets and put a second storey on car park to increase parking so can remove parking on Glebe Road itself.
- More car parking, ….. existing road side parking. Develop area next to Old Pump Café into a secure motorbike parking area.
- With relatively little money the lakeshore area west of the Aquarius could be made more attractive (plenty of good ideas at Keswick!). It would be good to see some of the unattractive development removed, but is this feasible?
- Better toilet facilities – cheaper car parking
- Remove the arcades and burger bars. Improve the lake view
- Demolish ugly main buildings on waterfront – and if necessary more small development across next to T.I.C.
- Circular route for cycles would be great, maybe leading to a picnic area encouraging people to take a ride out and spread the intensity out along the shore to all the available areas.
- Maintenance e.g. seats, nothing major!
- Leave it as it is
- Maintain and keep clean area, make footpath and cycle track on lake there – all around the lake. Clean toilets 20p/50p charge to fund.
- I think the balance is pretty good – most peoples requirements appear to be well served but Blackpool this ain’t, nor should it be.
- Just improve toilets on the car park area by opening them may try and get buildings up to date and clean up outsides.
- Personally, I’m interested in having an allotment and looking at the map I’m sure that there would be a couple of fields available by the farm, by the cemetery
- Resurface large car park and levy nominal charge of £1 per day. Do not embark n expensive enhancement schemes a la Windermere!
- Traffic removed – car parking out of Bowness area free public transport in. Parking for local residents only – children’s play area
- More litter pickers, expand the public jetty or stop/move big yachts that clog it, stopping locals use the space
- Move woollen shop into town and demolish Aquarius – blot on the landscape. No Kiosks – rationalise buildings as far end they sprawl to no purpose.
- As a visitor I always notice how bad the public toilets are, also disabled access isn’t great
- I am pleased how the noise levels have reduced since the speed limit on the lake has been reduced – it would be good if the shops could be further developed down at that end.
- During off season, weekdays, day light hrs allow 30kts outside of 6kt limits
- Keep it as natural as possible with emphasis to visitors on what the environment has to offer – park & ride bus schemes – cut down on cars on the road
- Clean it up – no major changes
- Remove traffic from Glebe road, improve access to lake shore (along Glebe Road) tidy up business arrears (e.g. waste bins moved) Introduce water buses on lake, improve public loos (reopen Glebe Road loo)
We would like your ideas to assist in improving the area for all!

Please feel free to add any additional comments or suggestions in the space provided below, alternatively you can email: kieron.mcglasson@bdp.com

**Additional Comments:** (If you require a response to any question, please ensure you include your name, address and contact telephone number)

- An area over looking the lake for disabled motorists
- If you want a petition from the people around, it is not a problem
- We had our dry stone wall totally renewed because of people going into it. I am happy to plant bulbs and look after it. Try 6 … Close.
- You have already made a mess of Windermere town – so just leave things as they are!
- If you are going to create a cycle path near the lake shore please make it a bridgeway – horses are much more vulnerable in traffic than bicycles.
- More rubbish bins – more flowers please.
- Cockshot point needs more seats (so you don’t have to sit in all the wildlife mess) more waste bins. Make more of this area – signs etc to try and get more visitors to use this area and hopefully relieve some congestion in the main bay area. Better policing. No theme parks, no slot machines – lets keep it looking natural which should be why people came here – they can go to Blackpool or Morecombe if that's the type of entertainment they want.
- Parking is a mess, and we regularly see drivers ignoring the one way system!
- Reduce the pitch and putt course size by approx ½ and create an Orchard/Meadow/Park land zone for the pleasure of all. This will also save the council money in maintenance.
- Make more seating on Cocksholt point and Ferry …Have a clearer idea who you are marketing to (see Llandudno) – Teenagers go to Morecombe. Night time in Bowness can be scary due partly to opening hours of pubs and clubs. Don’t try to please both families and non parties – it doesn’t work (see Colwyn Bay).
- Give consideration to car parking availability in Bowness at access point to Windermere from A591. Possibly refer to availability of parking at Brock hole? Bowness and Glebe is/always has been a busy tourisy place – which is how great majority who go there like it so no need to consider drastic action such as getting rid of cars, coaches etc.
- Leave it as it is look at the mess they have made of Windermere Town.
- To spend money on the Glebe area is nothing short of criminal considering the present economic climate.
- The Glebe is a lovely area for locals and holiday makers alike and should only be improved by adding some more seating, the older visitors would appreciate this! Repairs should also be made to the grassed area opposite the Plump House café as there is constant flooding in rainy weather.
- The area attracts many visitors, more should be done to share their visit to the natural wonderland. If we could park more cars, less would do … Glebe Road circuit trying to park, and spend their “Tourist Pound”.
- A good waterbus service to b’hole directly and to inc west shore would be good. Pedestrianise Glebe Road and make Braithwaite Fold a more effective long-term car park with proper public transport connection to Bowness Bay. There should be a good toilet block to cater for large no. of coaches – its not reasonable to expect local cafes to cater for 100s of people. This is inc 3rd ….. about the Glebe that I am aware of – previous 2 were abortive so I am not holding my breath on this one, but the area does receive 100s and 1000s of visitors. Do they keep coming – or does one visit put them off?
Bowness Bay and the Glebe Masterplan

We would like your ideas to assist in improving the area for all!

Additional Comments: (If you require a response to any question, please ensure you include your name, address and contact telephone number)

- Why can’t one person be employed to pick litter all day at the waterfront? As well as keeping the place clean, a visible effort would make a good impression too. Better toilets – the UK generally has awful public inconveniences but the ones in Bowness are … - far from “world class”.
- We need better, nicer, lockable or monitored toilets. Maybe a skate park like we have in Windermere for the teenagers, it would stop them collecting on street corners, and they aren’t all bad kids who would destroy it. At the end of the day, kids need something to do, or you do get the select few that get into mischief, but its got to be something that is also for the local people, because we are the people who are here when all the tourists go home!
- Also a family orientated café (room for pushchairs and play areas). There is a big lack of these. The tourist boats to have a new look pier, ticket office, waiting area etc. Proper play park on Glebe. Further along is a viewing area with pay for binoculars. This area has a great view to the north up the lake, could be much bigger and safer with plenty of lake information. Cars to be still allowed to drive around Glebe but lose the pavement on the south side, allowing more car parking i.e. car parking at 45 degrees. No need for shops selling fleeces and novelty items, these are a waste of time. Quality shops are needed. Remove night clubs and replace with family pub such as Weatherspoons.
- We are a very long way from world-class. Far greater control is needed over the way in which traders operate between lake shore and the road. It is unkempt and tatty. National Park Enforcement officers need sharper teeth. SLDC officers need to do their job! SLDC – mark the boundary SLDC/Aquarius with 6x6 posts, as fitted further along the lake shore.
- I hope Nick Raymond has nothing to do with this.
- Easter weekend on Glebe Road was at a standstill as too many cars were trying to get to the carpark, you also need a separate exit. The train is a con too expensive and not needed and traffic builds up behind. You could have traffic reports more often on the radio Easter weekend had no traffic reports about Bowness, they could start early on the radio telling people about other parts of the lakes ad where to park and that they can get to Bowness from other places using the ferry.
- Don’t know how to do this but the bird droppings and grass pecking cause a real nuisance.
- One prime position on the shoreline (the ex-Shepherds Boat Yard) now stands vacant. This is an ugly 70s pebble dashed building – if this were to be demolished the site could be developed top become an asset for the whole area. I would suggest a conference centre and Festival Theatre. Set on the lakeside along with retail outlets this facility could truly make Windermere an all year round resort. There is already adequate hotels to provide accommodation to support large conferences. In the manner that Harrogate and …. Lane made genuine differences to the wealth of the community the same could be done for Windermere.
- Glebe provides good vantage points for views. Provide a contoured pram wheel chair path to a viewing point with seats and shelter and interpretation, reduce on street parking bays to give crossing areas with drop kerbs, more sign posts to walks – guides signage.
- The Noddy Train seems not much use, with the steam boat museum not being open anyway. It just holds up traffic round the Glebe and is not much use as Park and Ride, it’s too slow. It’s just an amusement, but more of a hazard I think. Please do not do over the top ‘enhancements’ e.g. Keswick/Derwent water has new high blue railings getting in the way of the lovely view! Mad!
We would like your ideas to assist in improving the area for all!

Additional Comments: (If you require a response to any question, please ensure you include your name, address and contact telephone number)

- As a sailor, I would welcome more jetties for public use I access on the lake – especially lakeside and waterhead, brockhouse? Etc the idea of water-taxis is good both along and across the lake. Resist any attempt to open the lake to inappropriate users e.g. jet-skis. Don’t contrive a plan that looks good on paper but won’t work in reality – consultants are very good at the big sell! Street furniture etc should be built to last – avoid Kitshe please.
- Make selection of Gleve Road between existing 2-way and Aquatic car park 2 way. Will relieve traffic passing the bottleneck @ info centre and will provide a legal method of access when Glebe floods. Provide more and larger visitor berths @ ferry … no current facilities for 40 boats. Ensure that fuel pump @ Shepherds is mounted on floating … (was fully submerged last Oct – high pollution risk). Change mini gold to crazy golf only and release land for other uses. Provide at least 1 more petrol and diesel refuelling facility (to break monopoly). Publicise the use of bandstand for informal events/functions e.g. practice sessions/jamming etc. There is currently NO reference to Cocksholt points would heating aviation facility – not even a plaque!
- Toilets on the Glebe should be open or – shops etc to participate in scheme for visitors to use toilet facilities. One way system regularly abused – signs must be rubbish
- I normally walk straight past the Glebe, for the reasons above mentioned. Bike racks would free space for public jetty, as would moving yachts on after a time or an hour moor only as used on the Avon – successfully.
- Whilst accept need to turn into world class visitor attraction need to retain uniqueness of area and natural beauty. We need to improve facilities for visitors. Don’t want too much development or area will be ruined. Improve some of the existing buildings.
Appendix D – Exhibition Boards from Stage 2 Public Exhibition
Introduction and the Blank Sheet of Paper Approach

There is a compelling case for improving Bowness Bay and the Glebe as a world class visitor destination. The site is within the heart of the English Lake District and is one of the most popular rural tourist destinations in the country, appealing to a broad and diverse range of visitors as well as local people. The Lake District is one of the north west regions main tourist destinations. Bowness is one of the most visited and well known in this area. Upping its game to a world class and high quality offer will set a local and national precedent in tourism and sustainability. Today's exhibition outlines some proposals about how this change and improvement may be achieved.

BDP was appointed in March 2009 by the Lake District National Park Authority (LDNPA) and the North West Development Agency (NWDA) to prepare a Masterplan for Bowness Bay and the Glebe, a high profile destination on the shores of Lake Windermere, familiar to many visitors to the Lake District National Park.

Whilst Bowness Bay and the Glebe is already a popular destination, there is a perception that significant improvements to the area could provide a much enhanced experience for visitors as well as better facilities for local people. The scope of these improvements could range from improved access arrangements and a higher quality environment through to major new visitor attractions and significant remodelling of the landscape.

What You Told Us

In late April and early May, some initial events took place within Booths Supermarket and the Bowness Bay Tourist Information Centre to understand the views of local people, businesses and visitors about Bowness Bay and the Glebe.

At least 200 people were engaged directly in discussion at these sessions, who were extremely insightful into the issues and opportunities in the area.

There was a sense that attendees genuinely appreciated the opportunity to have a say right upfront in the process, and this was termed the 'blank sheet of paper' approach.

There was a considerable range of comments received. The following summarises general thoughts:

- There were quite a few comments along the lines of 'if it isn’t broke – don’t fix it’
- Most people urged the project to get the basics right:
  - There was considerable support for moderate improvements associated with landscape and the environment, opening up access to lake, image uplift, reducing the size of the pitch and putt etc.
  - A significant number of suggestions related to quite radical interventions, such as the closure of Glebe Road, the demolition of unsightly buildings, the construction of underground car parking at Braithwaite Fold, major events promotion etc.

The conclusions point to a widespread desire to substantially improve the quality of the experience, for locals and visitors alike, at Bowness Bay and the Glebe and support for general principles such as creating better access to the water, reducing the traffic impact on Glebe Road, removing eyesore structures, and improving the quality of the environment and street surfaces. There is clearly recognition of the value of development but a strong desire to preserve the essential qualities of the area.

Please leave your comments on the forms provided. Alternatively, you can write comments or ideas you have on the post-it notes provided and leave them in the space below.

The Study Area: What do you think?
The core idea behind the proposed improvements for Bowness Bay and the Glebe is that it becomes an attraction in itself, strongly branded and managed as such.

It could comprise a range of individual attractions including a combination of commercial and non-commercial enterprises. Partners believe it should be recognised on an international scale as a highlight of the Lake District and the centrepiece of its visitor experience, therefore epitomising 'world class'.

It will be a particularly attractive focus for those visitors who are not intent on fell walking or other active outdoor pursuits but who are seeking ‘easy leisure’ experiences – indoor, outdoor and all year round.

It will also be a primary arrival and dispersal point, a gateway to the Lake District and a transport hub within it, integrating land and water based public transport with private car, walking and cycling.

Partners also want to ensure improvements appeal to and benefit the local resident and business community, rather than purely the visitor.

A strategy for the Masterplan is illustrated on the diagram adjacent.

- The Waterfront Park – this is shown in green, placing emphasis on open space and family friendly leisure.
- Pocket Parks within the Park – a series of different themed areas of public realm, offering different experiences throughout the entire ‘Waterfront Park’.
- The Promenade – a new waterside promenade, facilitating public access to the full length of the lake frontage. A section of this, from Shepherd’s Aquarius through to the Windermere Aquatics land, has been called The Boardwalk.
- The Development Hubs – barring Cockshott Point and the Southern Shores, these are locations where development activity is envisaged. Hubs of activity are shown, predominately focused around the waterfront.

Objectives

There are a number of objectives for the Bowness Bay and the Glebe Masterplan that can be related to each of the four themes of the Lake District National Park Authority’s Core Strategy, as follows:

<table>
<thead>
<tr>
<th>Core strategy theme</th>
<th>Objective for Bowness Bay and the Glebe</th>
</tr>
</thead>
</table>
| Spectacular landscapes | • Highest quality of design and landscape  
| | • Promoting local character and sense of place  
| | • Sustainable environments |
| Prosperous economy | • Potential for a world class visitor destination  
| | • Potential for a landmark cultural institution  
| | • Catering for a wide range of visitor needs and aspirations  
| | • Integrated into the wider Windermere Waterfront programme  
| | • Potential for a transport interchange |
| World-class visitor experience | • Mix of uses to cater for all communities  
| | • Accessible to all, including by public transport  
| | • Contributing to social sustainability  
| | • Taking local culture and distinctiveness into account |
| Vibrant communities | • Accessible to all, including by public transport  
| | • Social sustainability  
| | • Taking local culture and distinctiveness into account |
There are four options all of varying levels of intervention, from literally doing nothing through to radical changes and improvements for Bowness Bay and the Glebe. Each of these relate to different levels of the feedback obtained from the earlier consultation and engagement undertaken in April and May 2009.

The four options are:

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Do nothing</td>
<td>Quite literally leaving the area as it is</td>
</tr>
<tr>
<td>2. Do minimum</td>
<td>This option realises the hotel proposals in the existing Windermere Aquatics site. This option would see facilities such as the toilets improved, new public jetties and moderate environmental improvements</td>
</tr>
<tr>
<td>3. Radical Intervention</td>
<td>This option realises new developments on the tennis courts and tourist information site, known as the courtyard, a new public park and carries development of a transport hub at Brathwaite Fold and the hotel on Windermere Aquatics land, possibly extending onto the Glebe Road car park. This first phase of the development will see radical environmental improvements throughout the area as detailed below and sees the Shepherds Aquatics complex redeveloped.</td>
</tr>
<tr>
<td>4. Long term cultural attraction</td>
<td>The first option is to realise a long-term aspiration for a major visual arts facility on either a redeveloped Shepherds Aquatics site or immediately adjacent with the Shepherds site being successfully operated into the most prominent and fascinating public space in the country.</td>
</tr>
</tbody>
</table>

Options 1 & 2.

Options 1 and 2 represent low levels of intervention and change for Bowness Bay and the Glebe. In fact Option 1 quite literally proposes no change to the existing situation. Option 2, illustrated on the 3 photographs below, proposes only moderate improvements which include new public jetties, the realisation of hotel proposals on Windermere Aquatics land, high quality, perhaps pay for toilets and other improvements to the local environment. Lots of feedback has confirmed that the quality of the toilets at the moment has discouraged tourists from visiting the area again.
Option 3 – Radical Intervention

As with option 2, the hotel is provided along with new public jetties. However, this option goes a lot further in terms of proposing a radical, but sensitive reorganisation of the landscape and environment in and around Bowness Bay and the Glebe. Two new pieces of development also occur in this option - a development we have termed the 'Courtyards' on the tennis court and TIC land and a new decked car park at Brathwaite Fold.

Key elements to note in this option are:

- Shepherds Aquarius is retained, although Winander House could be replaced with the occupiers relocating to floor 2 of the Courtyards development outlined below.
- Increased public access to the lake is facilitated between this complex and the hotel, including the introduction of a new boardwalk and promenade.
- The Courtyards will provide a new attraction to the area and facilities for retail, food and drink and offices (above). They will also see a new toilet facility and Tourist Information Centre. The design of this facility will be high quality.
- Glebe Road is downgraded to a ‘shared space’ scheme. Essential access is still enabled for services and to everyone at certain times. Unnecessary traffic and parking is removed creating a high quality environment for pedestrians to enjoy the waterside.
- A series of new leisure activities in a variety of zones is created on the Green Glebe. We have termed this ‘Parks within a Park’. These ideas are outlined on the next board.
- Brathwaite Fold is developed into a decked car park facility for the area, re-providing lost spaces off Glebe Road and providing a high quality arrival experience.

Option 4 – New Cultural Facility

This is very much a long-term aspiration. Essentially, this option is as Option 3, with the addition of a new visual arts facility adjacent to the Waterside. In the illustration opposite, the facility is provided near the new jetties and Shepherds has been demolished, to be replaced with a fantastic public space adjacent to the Waterside.

However, the Cultural Centre could also be provided on the site of Shepherds itself.

Option 4: Long term possibility for Bowness Bay and the Glebe - this sees a new cultural centre and the removal of the Shepherds Aquarius complex.
Bowness Bay and the Glebe Masterplan

The ‘Parks within a Park’ Concept

1. The Bay – this is the focal point of the area and has very high levels of use from pedestrians, cars, buses and of course boats! The environment therefore needs to be hard wearing and of an attractive quality in order to create good first and last impressions.

2. Shepherd’s Green – should the removal of the Shepherd’s Aquarium be achievable at some point in the future, the green is a concept for a new greenspace and events space. This would become one of the most remarkable public spaces in the UK, suitable for organised or structured events (perhaps facilitated through the provision of an amphitheatre).

3. The Lawn – The bandstand is widely acknowledged to be in the wrong location and so it could be moved. Limited change is envisaged here as it is the prime area for informal activities and events within the study area.

4. The Meadow – this is an area of more informal landscape value envisaged for the higher portions of the Glebe and occupies the existing pitch and putt area in part. It affords the most striking views northwards along Lake Windermere. This could be used for picnics and offer discrete destination sculptures, perhaps associated with local characters such as Beatrix Potter.

5. The Water Link – this area is seen as a waterside boardwalk and promenade, it will encourage wide public access to the edge of the lake in an area that currently is not very accessible and doesn’t feel very inviting.

6. Adventure Play (or Amphitheatre) – The former quarry at the top of the Glebe is envisaged as an adventure play area, capitalising on topography to provide a setting for adventurous activities. If an amphitheatre cannot be delivered next to the lake, this area could be an alternative, although the waterfront would be preferable because of the setting and views.

7. Activity Zone – this area would remain as a downsized, yet improved pitch and putt golf course, along with other activities such as the relocated tennis courts and perhaps basketball. It can be reconfigured in part through use of the existing spoil from the United Utilities water tank storage project.

8. Play Park – this is envisaged as play facility of exceptional quality that could be on the site of the existing SLIDC car park opposite the Marina. It might have an admission charge, with a value for money season ticket for local people.

9. Arboretum – This could make use of existing specimens as well as reintroducing indigenous varieties. This would become an attraction in its own right, particularly in the autumn. In the evening, trees could be lit up through creative lighting, encouraging activity in the area or as a backdrop for special events.

10. Rectory Farm – The suggested use for Rectory Farm is that it is sensitively refurbished as a Lake District Living Centre. This could include a sensitively designed workspace incorporating a visitor centre. The evidence base also raised the potential for allotments on adjacent farm land.

11. Globe Avenue – This ‘avenue’ leads from the proposed Braithwaite Fold gateway into the heart of the study area, following a natural desire line across the current heart of the pitch and putt golf course. Quick and easy access would be facilitated to areas such as Rectory Farm, Cockshott Point or the Arboretum from this route.

12. Cockshott Point – The area of lakeshore to the south and Cockshott Point would remain an area focused on quiet enjoyment of the National Park, but benefiting from better connections to the rest of the Glebe Waterfront Park.
Transport and Movement Strategy

A fundamental element of a Masterplan is a transport and movement strategy. The way people access an area, move around it safely, park and plan a journey are key elements of a visitor’s and local person’s daily activity. This transport and movement strategy has been devised to underpin the aims of the Masterplan. Listed below is a summary of some potential measures and interventions:

1) Remove daytime on-street parking along Glebe Road during peak seasonal months, retaining managed service vehicle and public transport access in order to create a high quality shared space environment where pedestrians and low traffic flows will interact safely;

2) Implement a high quality signage and street lighting scheme across Bowness Bay and the Glebe, including dedicated cycling infrastructure such as bike stands and route information around The Glebe;

3) Retain evening on-street parking along Glebe Road to encourage leisure activity;

4) Remove all other car park traffic from the majority of Glebe Road by extending the current two-way section as far as the Glebe Road SLDC car park;

5) Create additional car parking capacity at Braithwaite Fold in order to account for the loss of on-street parking as well as catering for the uplift in visitor numbers to the area resulting from the developing Masterplan. This could be a high quality decked facility, yet sensitively landscaped, providing ample capacity for the areas needs;

6) Develop Braithwaite Fold into a world class arrival point for visitors to the Lake District. This could become a sustainable transport hub with a wealth of facilities including: Shuttle Bus interchange; bicycle and segway hire (with return outlets located across the area); and a comprehensive visitor information facility;

7) Diversion of existing bus services into the Braithwaite Fold hub;

8) Increase in the frequency of existing bus services responding to commercial viability;

9) Increased connectivity to Bowness village centre both in terms of sustainable transport improvements and physical improvements to pedestrian routes;

10) A review of parking tariffs across SLDC car parks and the introduction of variable message signage to provide real-time information to drivers regarding availability of spaces within the various off-street car parks;

11) Introduction of new technology for car park charging in the form of “pay-by-phone” systems which will allow drivers to remotely ‘top-up’ their parking time, adding flexibility to their length of stay in the area; and

12) Potentially introduce a “Carbon Metered” method of car park charging which can be added on to the “pay-by-phone” system, where drivers of environmentally friendly cars are automatically charged at a discounted rate compared to the standard tariff and drivers of the most polluting cars could potentially be charged at a higher rate.

Braithwaite Fold is an underused resource that could be developed as a major parking and arrival hub

Ensure movement is safe and encouraged between the village centre and Bowness Bay

An avenue such as this could lead across what is currently the pitch and put from Braithwaite Fold

Interesting cycle stands are essential infrastructure to encourage people to cycle

Novel ways to get around the Glebe Waterfront Park could be fun!

Drivers could be encouraged to use bicycles as a major parking and arrival hub

The design of the area could make it safer and safer for buses to pass and manoeuvre

The design of the area could make it safer and safer for buses to pass and manoeuvre

Drivers of electric vehicles could be charged at a discounted rate

Drivers of electric vehicles could be charged at a discounted rate

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The design of the area could reduce the need of car parking charging in a drive

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Conclusion and Next Steps

We hope that you have found today’s exhibition interesting. Either way, it is essential that we understand what local people, businesses and visitors think about the ideas presented.

Therefore, please fill in a short feedback form and let us know your thoughts.

This can be left with a member of staff or in the box provided, or can be returned to:

Ben Long
Lake District National Park Authority
Murley Moss
Oxenholme Road
Kendal
Cumbria
LA9 7RL

You can also take a form away with you to complete at your leisure, which can be returned using the Freepost envelope provided.

Alternatively, further details, the exhibition boards and a means to feedback your thoughts are all available to download and to view at this website:

www.lake-district.gov.uk/masterplan

Alternatively, if you would like to talk through any element of the project, please contact Ben Long on 01539 792647 or by emailing:

Ben.Long@lakedistrict.gov.uk

Next Steps

Please ensure your comments are submitted by Friday 29th November. Following this date, the Masterplan will be amended as required in light of the comments received and a preferred Masterplan suggested. This will be contained in a report that will be available to view at LDNPA’s Offices (address above), or to download in pdf format on the web page above.

Once the Masterplan for Bowness Bay and the Glebe has been completed (and it is hoped this is done by the end of December 2009), the Lake District National Park Authority will develop the Masterplan into a Supplementary Planning Document (SPD). This process will also contain a programme of consultation, which will provide you with the opportunity to comment further as the proposals are refined.

Supplementary Planning Documents (SPDs) provide further details, guidance and principles for which development is expected to follow. This means that they have to be considered when making a planning decision.

The LDNPA is intending to consult on the SPD in spring 2010 with the intention that it should be finalised and adopted in Autumn at the same time as the core strategy.
Appendix E – Covenant Map supplied by the National Trust (1927)
Appendix F – Covenant Map supplied by the National Trust (1911)
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