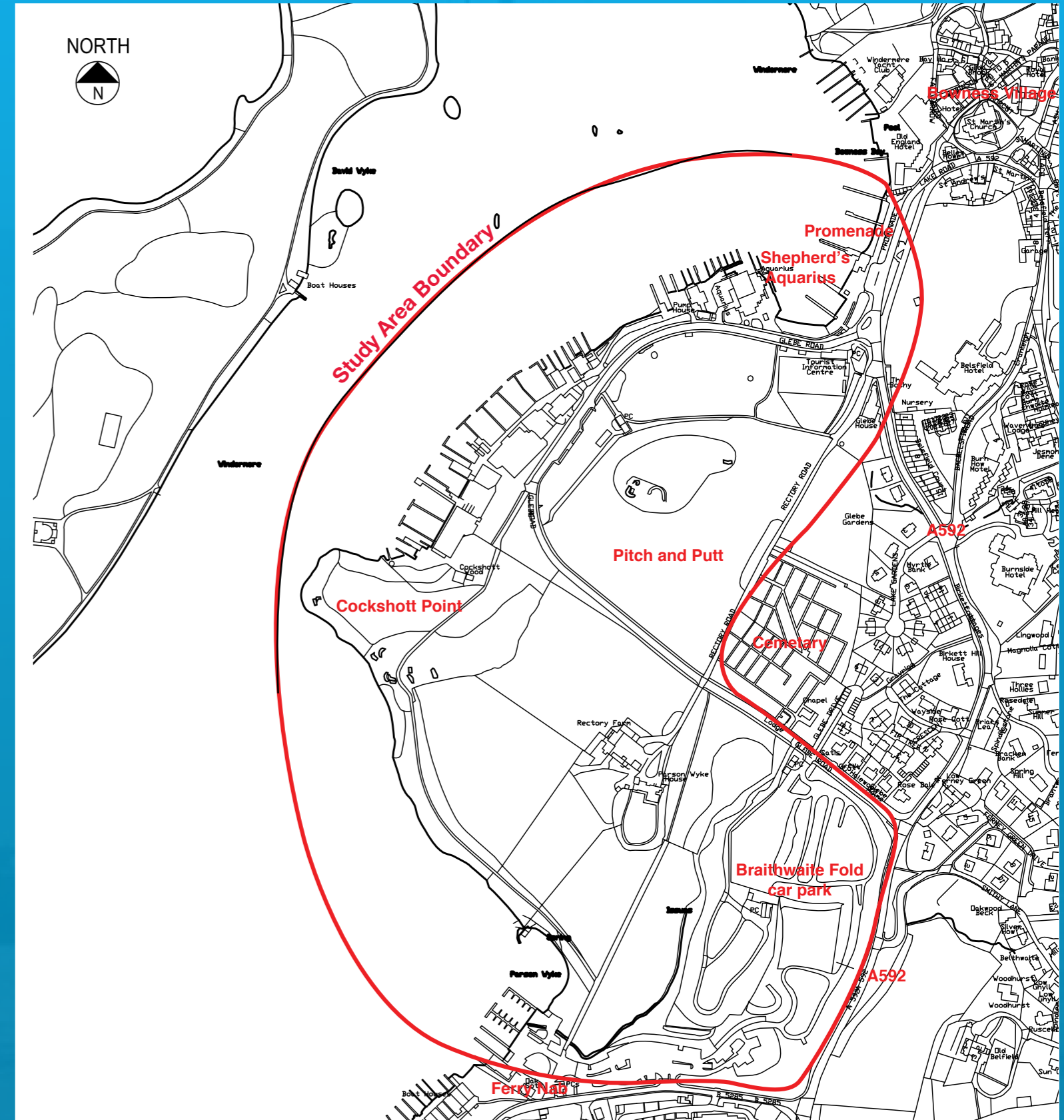


Bowness Bay and the Glebe Masterplan

Introduction



The Study Area from above. Note the extent of the Pitch and Putt Golf Course. Image © Webb Aviation



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 (NWD) 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:

quality toilets, parking arrangements, ticketing policies and so on.

- 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.

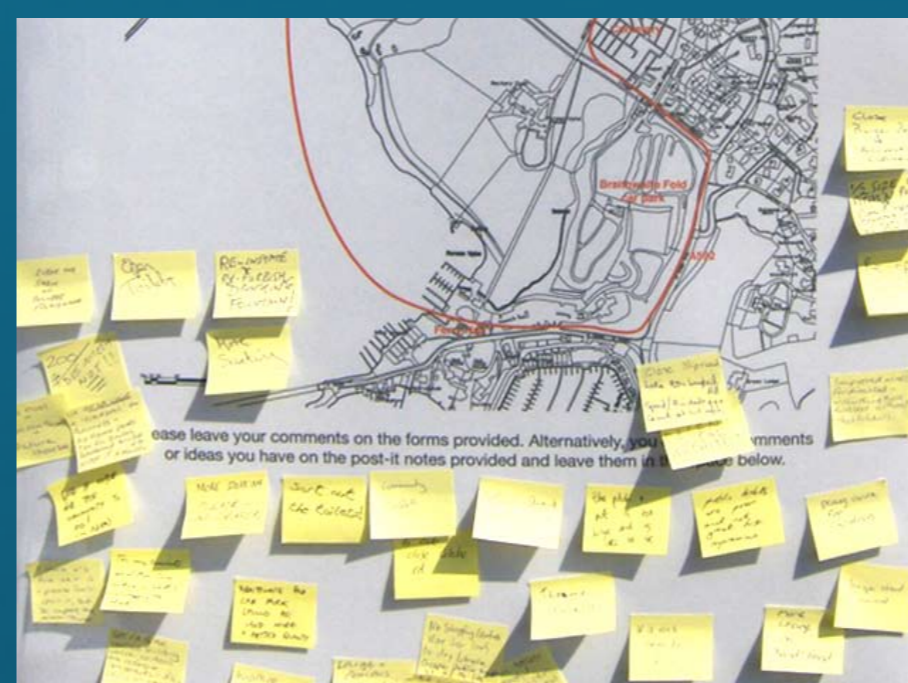
The conclusions point to a widespread desire to substantially improve the quality of the experience, for locals and visitors alike, at Bowness Bay and the Glebe and support for general principles such as creating better access to the water, reducing the traffic impact on Glebe Road, removing eyesore 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.



Lakes Alive was a fantastic event for the Glebe



Before any ideas were developed we wanted to understand your views...



... and lots of issues and ideas were suggested



Many consider Shepherds to be an eyesore

Bowness Bay and the Glebe Masterplan



Vision and Objectives



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'.

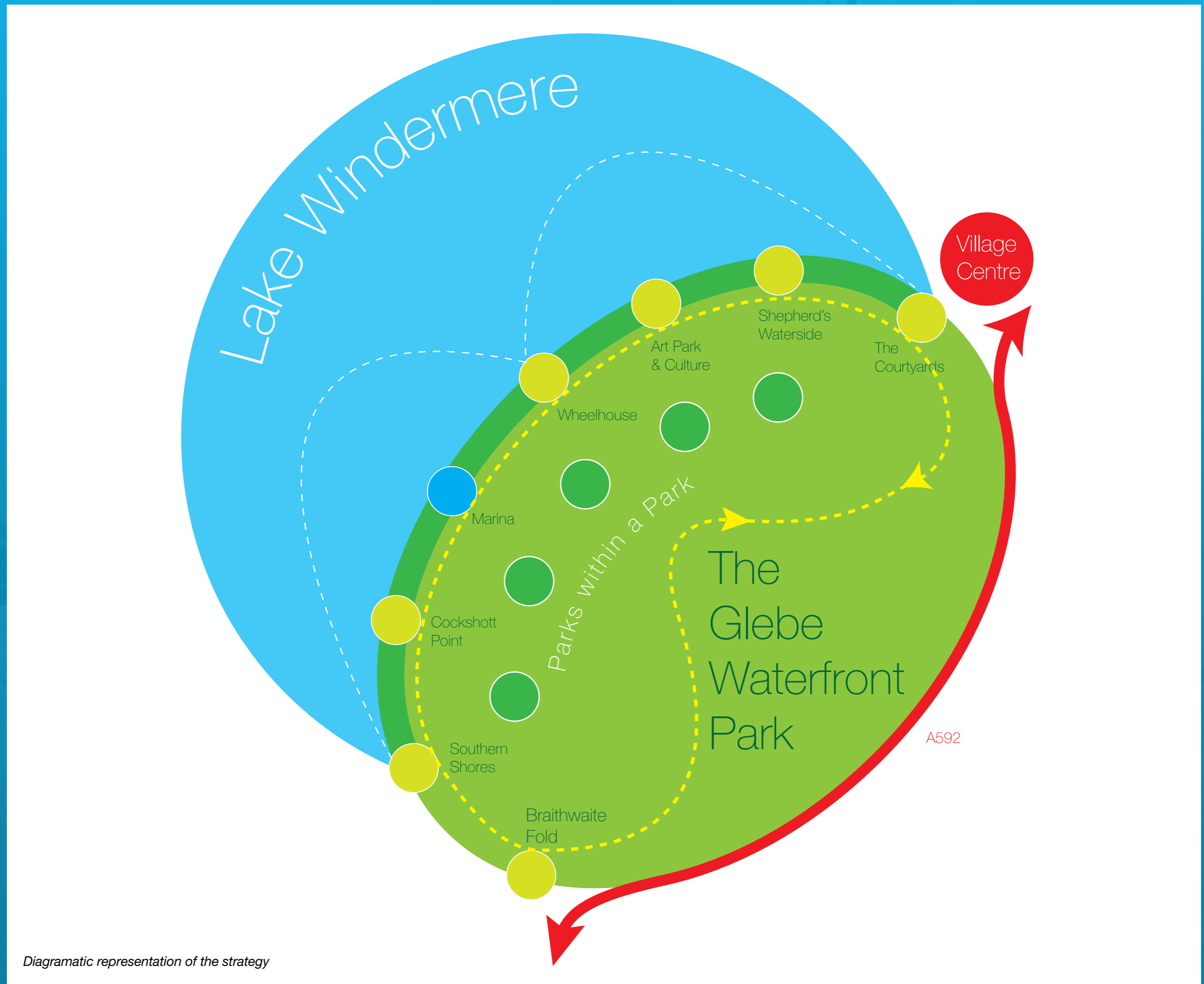
It will be a particularly attractive focus for those visitors who are not intent on fell walking or other active outdoor pursuits but who are seeking 'easy leisure' experiences – indoor, outdoor and all year round.

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.

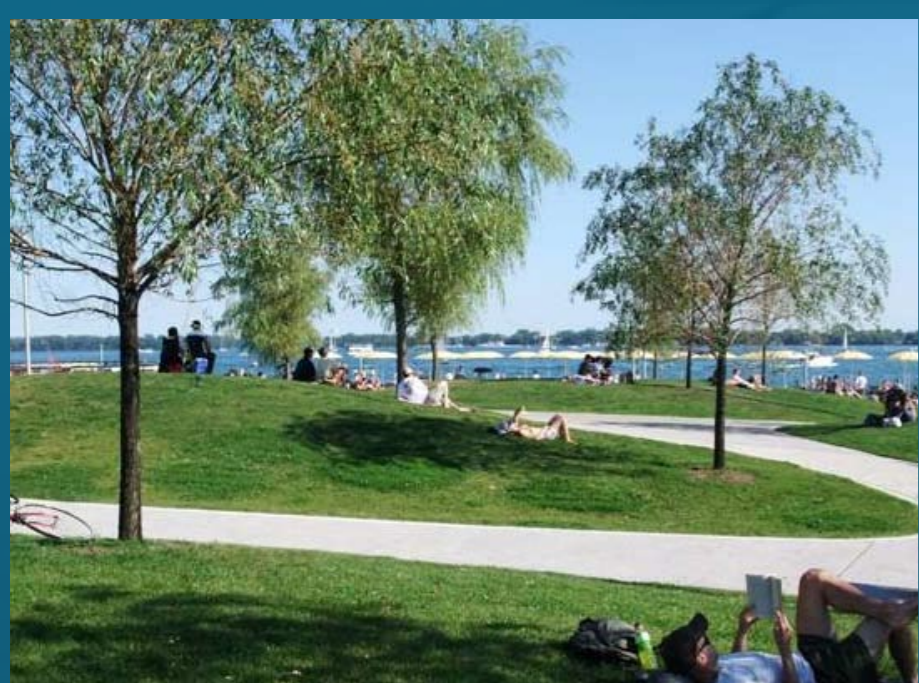
- The Waterfront Park – this is shown in green, placing emphasis on open space and family friendly leisure.
- Pocket Parks within the Park – a series of different themed areas of public realm, offering different experiences throughout the entire 'Waterfront Park'.
- The Promenade – a new waterside promenade, 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 focussed 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:

Core strategy theme	Objective for Bowness Bay and the Glebe
Spectacular landscapes	<ul style="list-style-type: none"> • Highest quality of design and landscape • Promoting local character and sense of place • Sustainable environments
Prosperous economy	<ul style="list-style-type: none"> • Strengthened linkages to Bowness town centre • Sustainable economy
World-class visitor experience	<ul style="list-style-type: none"> • 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
Vibrant communities	<ul style="list-style-type: none"> • 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



An emphasis on the open space and family leisure



Public access could be facilitated to the lake shore

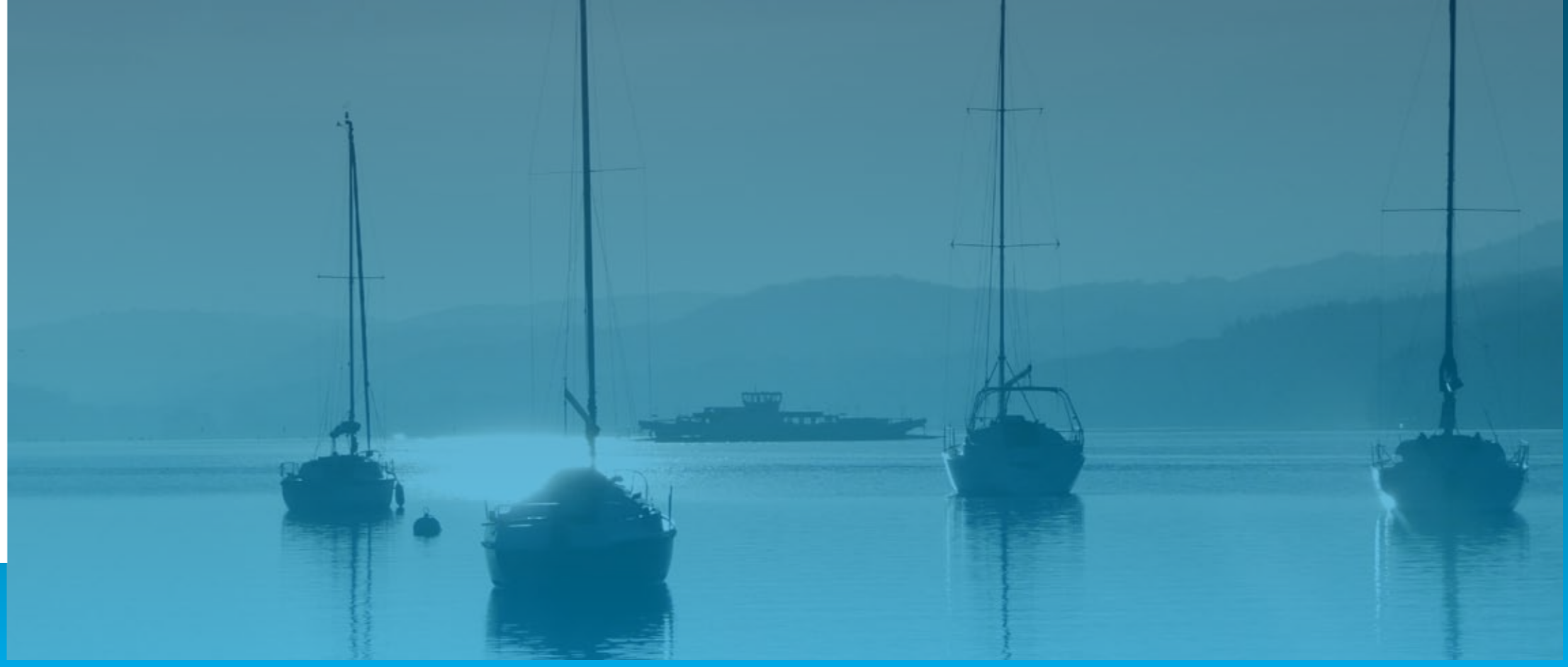


Sustainable transport is to be encouraged within the area



Boardwalk access along the lake shore would be a great experience for everybody

Bowness Bay and the Glebe Masterplan



Options: low and medium intervention



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:

Option	
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 will see radical environmental improvements throughout the area as detailed below and sees 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.



Options 1 and 2 either see no intervention or only moderate improvements respectively. Is it enough?
Image © Webb Aviation

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 2 - Do Minimum

Additional public jetties under option 2 would allow greater public use of lake (image Copyright Walcon Marine Ltd)



Option 1 - Do Nothing

Option 1 would literally see no changes undertaken



Option 1 - Do Nothing

Option 1: surfaces and the environment would remain as existing



Option 2 - Do Minimum

Under option 2 hotel proposals on Windermere Aquatics land would be realised



Option 2 - Do Minimum

The community told us that the provision of high quality public toilets is a priority for the area. Their management and maintenance could be facilitated through a pay for arrangement or access linked to parking tickets – what do you think?