

BDP.

Framework Masterplan Report

April 2010

Prepared by BDP on behalf of the LDNPA and NWDA

Bowness Bay & The Glebe



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Related Reports - Supporting Documentation

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Executive Summary

A vision for Bowness Bay and The Glebe

A Bit of the Lake District for Everybody

Everyone it seems has their favourite bit of the Lake District. For some it is away from it all in a remote valley or on the fell tops, on foot or on bike. For others it is the pleasure of a lake cruise. For others still it is the experience of visiting, shopping and consuming local produce in the beautiful towns and villages. Families will relish the opportunity of a picnic by the lakeshores. The Lake District has something for everybody.

This is borne out by the facts that the great majority of residents of the Northwest have visited the Lake District and that it is one of the best known brands within the UK, with strong international appeal. The Lake District is then a hugely important element of the visitor economy of the Northwest region and a significant player in the United Kingdom's tourist offer.

The Launch Pad for the Lake District Experience

A very high proportion of all those coming to the Lake District, whatever their intent or final destination, will have occasion to pass through Bowness and Windermere. Not only is this the primary road gateway into the Lake District from the south, but the national rail network extends to a terminus at Windermere. Bowness is also a key hub on the Windermere ferry network and the first significant village with all its services that many visitors to the Lake District encounter. Bowness can be reached by car from the cities of Greater Manchester and Liverpool in less than 90 minutes. No wonder then that most visitors to the Lake District know Bowness.

High expectations, many different needs

Bowness has to provide an excellent first impression of the Lake District to satisfy the many different demands of visitors and residents, reconciling the needs of those who want Bowness to be the focus of their day or evening out to the needs of those who are just passing through, but want to take advantage of transport options and local services. Moreover it has to cope with great fluctuations in visitor numbers, from hot summer Saturdays to the quiet calm of a February Monday.

Is it right to develop and change Bowness Bay and The Glebe?

The Lake District that is loved by so many bears more than a passing imprint from the Victorians, who did so much to open up and then develop the tourist economy of the area; Lakeside and country house hotels, large residential villas, access by rail and then by boat across the lakes, the culture expressed through writing and painting and the exploration of the fells and the crags, owes much to their generation. Their legacy is seen not just in the infrastructure but in the physical developments of visitor attractions and imposing lake side buildings. To this extent the Lake District vernacular embraces some significant interventions in the natural landscape, where these support the visitor economy and help frame and present the classic lake and fell views.

On a more prosaic note, it is clear also that the economy of the Lake District and Bowness in particular, is highly dependent on the visitor trade. It is a fact that visitors demand ever better services and experiences and that unless this can be achieved, the Lake District and the wider Northwest economy will lose business to other leisure and visitor destinations. Moreover the highly seasonal nature of the visitor trade is reflected in a high proportion of seasonal employment and in the difficulty that some businesses have in deriving sufficient income to reinvest in their facilities and services. Most local businesses are therefore very supportive of the general principle of investing in a better visitor offer at Bowness Bay and The Glebe.

Finally, the poor quality of some of the facilities and environment at Bowness Bay and The Glebe demands a fresh approach. The limited choice of cafes and restaurants, the lack of wet weather attractions, the poor quality of architecture of many of the waterfront buildings and a public realm, dominated by tarmac and parked vehicles, is a long way from the recognised 'brand' of the Lake District.

The future – the best waterfront park, ever

The demands on Bowness Bay and The Glebe can be summarised as; presenting the face of the Lake District, accommodating more visitors with better facilities, for more of the day and more of the year, to the economic benefit of Bowness, South Lakeland and the

Northwest of England. In other words Bowness Bay and The Glebe need to present the type and quality of experience for visitors that exemplifies the Lake District offer, with sufficient capacity to accommodate large numbers of visitors and sufficient diversity to meet the aspirations of many different user groups. Fundamentally also Bowness Bay and The Glebe is an open space, on a lakeshore.

The vision for the future is therefore of the best waterfront park, ever.



Artist's Impression: Aerial view of the Waterfront Park with Cultural Centre (Visual Arts attraction) indicated on the Aquarius site with Courtyards development indicated to the north west





Waterfront Park - Future
Aspiration

The concept of the park meets the many objectives of stakeholders for Bowness Bay and The Glebe:

- The Park as a Lake District destination
- The Park as a structure for accommodating many activities – parks within a park, daytime and evening, temporary and permanent.
- The Park as a continuous public realm linking fell and lakeshore.
- The Park as a legible space, managing movement including arrival, interchange and departure.
- The Park as a setting for pavilions, accommodating visitor services and all-weather attractions, including landmark pavilions that add to the Lake District landscape.
- The park as a managed space, with an agreed standard of maintenance and coordination of events and activities.

Enjoying the Park

Bowness Bay and The Glebe will be a source of enjoyment for the many people that visit the Lake District, whether they are passing through Bowness, whiling away a few hours, staying overnight or longer, or simply looking for something to do on a day when scaling summits does not feel like the best option.

The waterfront will be transformed. There will be better public access along a greater length of the shore with the aspiration to provide a boardwalk to take people across the margins of the lake itself. More people will be able to enjoy boating, paddling and birdwatching. All will be able to drink in the views of the lake against the backdrop

of the fells from vantage points along the length of the shore.

The park will connect with the lakeshore, as Glebe Road will be closed to traffic, except buses and for access, on many days of the year. A completely changed approach to the public realm will give the pedestrian dominance, so that buses move through a public space and the pedestrians can freely between the park and the lake.

The park itself will contain multiple attractions, from children's play to an arboretum, containing performance areas, sports facilities, cycling and walking trails. The park will be a Lake District attraction.

The car parking capacity of Braithwaite Fold will be increased, to replace car parking lost along Glebe Road and to increase overall capacity, using greened deck structures set into the topography to limit visual intrusion. This will become a key arrival point for Bowness and a transport interchange for car users transferring to bus, bicycle or boat. A people mover will link Braithwaite Fold via the lakeshore with Bowness town centre and information will be available for visitors on everything from events to the weather.

A new visitor development known as the Courtyards, will provide leisure facilities, specialist retail and food and drink outlets over two levels, with the potential for office and business accommodation over. This will be a key stepping stone to the town centre proper, which will remain the focus for an improving shopping experience. The Courtyards will be designed to exploit views north over the lake whilst the form and

materials used, will make the development appear as part of the park when viewed from the fellside behind.

A number of other 'pavilions' will be developed, replacing poorly designed buildings along the lake edge. In time, if current aspirations can be fulfilled, the visitor will be able to visit a new, nationally renowned visual arts gallery in a striking building with a fantastic prospect of lake and fell views. This is a unique opportunity in a particularly special location, demanding an equally unique and special response.

Other developments include a new lakeside hotel, incorporating public access along the lakeshore, meeting aspirations for more hotel accommodation in the area.

Underpinning a local, regional and national tourism economy

The proposals for Bowness Bay and The Glebe will underpin a revitalised visitor offer, whilst helping to deliver the infrastructure, in terms of services and transport, that can support the development of the wider visitor economy. Bowness Bay will for example become the hub of the Windermere Waterfront Programme, linking together various lakeshore attractions. A better visitor attraction at Bowness will encourage more visits and longer stays, benefiting Bowness town and the wider South Lakeland area.

Initial estimates suggest the proposals could double visitor spend in Bowness Bay and The Glebe, worth an estimated £5m per annum to the local economy, creating 80 new jobs. The benefit to the wider South Lakeland economy is estimated as £10m-£20m increased spend per annum, creating an additional 165-300 jobs. This needs to be set against a likely cost to the public sector of £5m-£10m for the new public realm infrastructure alone at Bowness Bay and The Glebe. These figures also show clearly why the proposals at Bowness Bay and The Glebe need to be set against the wider economic benefit for the Lake District

and the Northwest and therefore, why public sector support is critical.



Artists impression of the Courtyards



Delivering the Waterfront Park

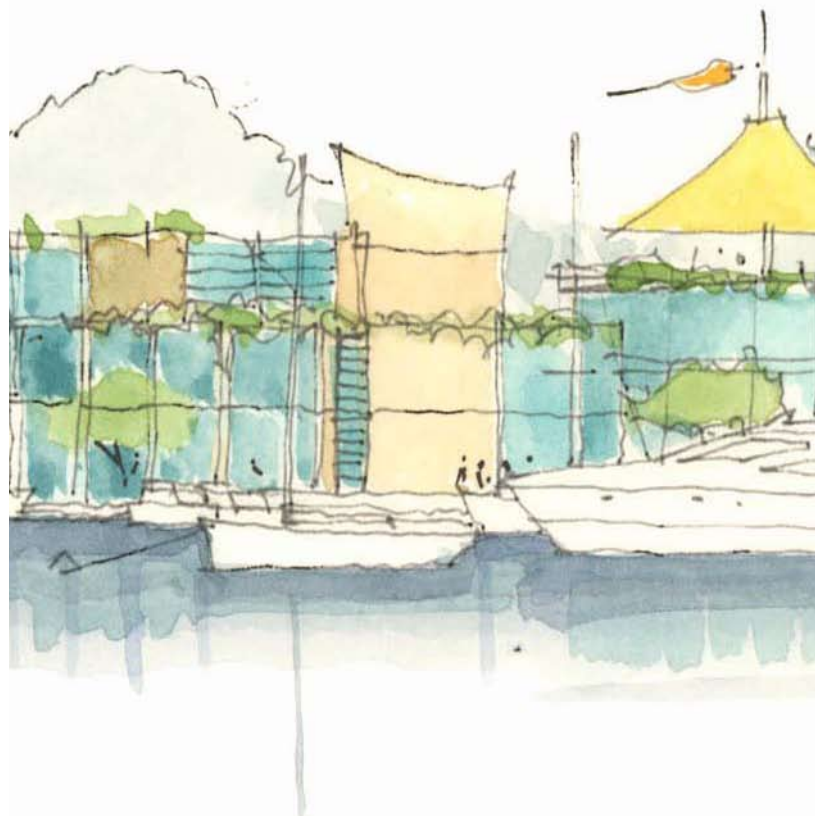
The vision for Bowness Bay and The Glebe is the product of a process of gathering views, evidence and evaluating options. To this extent, the vision is informed by a wide range of views and based on an understanding of how the projects might be delivered. However, delivering the vision will be dependant on widespread support from stakeholders, ranging from the local community to public sector agencies and funders, investors and businesses and of course, visitors. They will be engaged in the realisation of the project in a number of ways:

- Firstly, the Lake District National Park Authority will work with partners in the development of a policy context to underpin the vision. The primary instrument in this regard will be the Bowness Bay and The Glebe Supplementary Planning Document (SPD). This will form part of the Local Development Framework for the Lake District, building on the Draft Core Strategy which identifies Bowness Bay and The Glebe as the best location for a major visitor destination in the Lake District.
- Secondly, a commissioning body of all relevant Authorities will champion the various projects - public realm, transportation, commercial and cultural pavilions – with partners from the public and private sectors. They will bring together land assets, local businesses and other stakeholders including Windermere Town Council. The Eden and South Lakeland Delivery Board will act as a focus for public sector funding bids
- Thirdly, and vitally, a programme of events and activities needs to be developed to position Bowness Bay and The Glebe as a destination for visitors and a focus for cultural events. This will demonstrate the potential of the vision and develop the momentum for change. These initial activities will include temporary physical interventions e.g. closing Glebe Road for odd days and transforming the space into a park, building a floating stage for performances, transforming the landscape with temporary lighting installations and so on.

The potential of Bowness Bay and The Glebe is enormous, but so is the challenge of delivering the investment and the quality of design and visitor services and facilities that will underpin the successful development of the visitor economy, to the benefit of all. The vision for Bowness Bay and The Glebe provides the framework for achieving this ambition.



Artists impression of the Marina Hotel from the lake





Existing view of Shepherds/
Aquarius Complex and Bowness
Bay from Lake Windermere

Existing view of Shepherds/
Aquarius Complex and Bowness
Bay from Belsfield Hotel



01



Introduction

1.1 Introduction

This report sets out the Draft Development Framework for Bowness Bay and the Glebe. The Draft Development Framework should be read in conjunction with the Evidence Base report (including a Strategic Sites Appraisal) and the Consultation Report which summarises the consultation on the objectives and masterplan options for the area.

BDP was appointed in March 2009 by the Lake District National Park Authority (LDNPA) and the Northwest 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 widespread perception that significant improvements to the area could provide a much enhanced experience for visitors as well as better facilities for residents. The scope of these improvements ranges from improved access arrangements and a higher quality public realm to major new visitor attractions and significant remodelling of the landscape.

These reports will be used by the Lake District National Park Authority (LDNPA), South Lakeland District Council (SLDC) and the Northwest Development Agency (NWDA) to progress planning and development proposals for Bowness Bay and The Glebe.

1.2 The consultant team

The consultant team comprised:

- **BDP** - Town planning, masterplanning and public realm design
- **Gerald Eve** – Property market, commercial and economic development;
- **Locum Consulting** – Destination consulting;
- **Waterman Group** – Engineering, environmental and transportation advice;
- **Ear to the Ground** – Events management.



1.3 The Purpose of the Development Framework for Bowness Bay and The Glebe

The Development Framework establishes a vision for the future for Bowness Bay and The Glebe, to guide planning, development and investment in the area, in a way that strengthens the visitor economy to the benefit of the Lake District and the Northwest region, for which tourism is a key economic driver. The Development Framework addresses a number of objectives, identified through the study brief and the collation of the Evidence Base, in particular:

- Improved access for all to the lake shore;
- A higher quality public realm;
- The potential for a cultural facility of national significance, perhaps related to the understanding of landscape;
- Higher quality design which reflects the prominence and setting of the site, to facilitate new development of real value and significance;
- Strengthened linkages between the Bowness Waterfront site and Bowness village, to facilitate the economic development of the wider area;
- Evidence to inform the policy framework in the Core Strategy and emerging SPD;
- Establishing a mix of uses which cater for all sectors of the community;
- Setting the context within which private sector investment can deliver real and lasting regeneration in a sustainable way;

- Integration with other initiatives ongoing in the area, particularly as part of the wider Windermere Waterfront programme.

1.4 Structure of report

This report is structured as follows:

- **Chapter 2: The role of Bowness Bay and the Glebe as a major visitor destination:** This section sets out the role of the area as a visitor destination. There is also a summary of the Strategic Site Appraisal exercise which compared the suitability of Bowness Bay and The Glebe as a major visitor destination with other locations in the Lake District.
- **Chapter 3: Scope for a major cultural facility:** There is broad stakeholder support for a major cultural facility on the site of the Shepherd's/Aquarius complex (including Winander House) at Bowness Bay and the future possibility of such a development clearly has substantial implications for the masterplan. This chapter summarises the work that has been done in assessing the options for a major cultural facility at Bowness and The Glebe.
- **Chapter 4: Masterplan options development and appraisal:** This chapter summarises the options development process, through the stakeholder events and subsequent process of development and refinement.

- **Chapter 5: The development framework masterplan:** This chapter describes the preferred approach to the development of Bowness Bay and The Glebe.

- **Chapter 6: Design principles:** This section sets out a public realm strategy and the design principles for the key development projects.

- **Chapter 7: Access and movement:** The supporting access and movement strategy, required to create the conditions for better utilisation of the public realm.

- **Chapter 8: Delivery strategy:** An overview of the delivery issues and an appropriate delivery strategy.

Existing Character

Left: Car park opposite Windermere Aquatics site



Right: Car parking along Glebe Road creating visual clutter in a rural setting



Left: Cockshott Point National Trust Area



Right: Cockshott Point



Car parking along Glebe Road



02



Bowness Bay & The Glebe as a Visitor Destination

2.1 Introduction

The role of Bowness Bay and the Glebe as a major tourist destination in the heart of the English Lake District is established. However this chapter sets the context for the future development of this role. This can be considered at three levels:

- The need for a major visitor destination and hub within the Lake District National Park as part of the regional strategy to secure the ongoing success of the Lake District as a key element of the tourism strategy and offer for the region.

- The rationale for selecting Bowness Bay and the Glebe as the site for this major visitor destination and hub, demonstrated through a summary of the Strategic Appraisal exercise which examines the potential of this and alternative sites for such uses.
- The Windermere Waterfront Programme, led by the LDNPA in conjunction with key partners, which provides a strategy for the organisation of infrastructure, land use and facilities in a co-ordinated way around the lake

This review concludes with a summary of the role and objectives for the major tourist destination at Bowness and The Glebe.



Existing Lake Cruises terminal on Bowness Bay



2.2 The need for a major visitor destination and hub with in the Lake District National Park

An established visitor destination, but failing to meet expectations

As the evidence base for this report shows, the Lake District remains one of the most iconic destinations in the United Kingdom. Research for the NWDA by Locum Consulting showed that the Lakes came second only to Cornwall as the most highly rated rural tourism destination in Britain. Other research in the Northwest showed that it is far and away the most popular tourist destination for people living in the region. Not surprisingly, the Lake District is designated as a regional tourism 'attack brand', alongside Liverpool, Manchester, Chester and Blackpool.

It has been recognised, for example through the Cumbria Market Forecasts Study (an extensive research study commissioned by Cumbria Tourism in 2003) and the Regional Tourism Strategy of the same year, that the quality of the visitor facilities in the Lake District, has been falling behind expectations and that there is a need to refresh the offer. The Lake District Economic Futures Report (produced by the NWDA in 2005) notes that, while tourism is central to the future of the area's economy, it needs to 'up its game' in terms of product quality and new attractions, in order to retain and attract UK customers and give the area a stronger profile with international visitors. The study identifies the need for one or more new and nationally significant visitor attractions to strengthen the Lake District offer.

The Regional Tourism Strategy likewise highlights Renaissance of the Lake District as being one of a small number of 'signature projects' that are key to the region's performance in tourism terms. This thinking is formalised in the Regional Economic Strategy (RES). Transformational Action 114 is to *"Implement the Lake District Economic Futures Policy Statement to secure the renaissance of The Lake District's tourism offer and broaden its economic performance"*. Other relevant Actions in the RES include Transformational Action 119 to *"Invest in quality public realm, green space and environmental quality focused on... Tourism 'Attack Brand' and 'Signature Project' locations and key arrival points"* and Transformational Action 101 to improve the product associated with tourism attack brands (the Lake District is specifically identified).

The case for public sector investment

Bowness Bay is not located in an area of high socio-economic deprivation, but there is a strong case to be made for public sector investment here because of the impact that this can make on the economic performance of the region as a whole; investment at Bowness Bay and The Glebe can have an indirect impact in influencing the economic performance of parts of the region where there is socio-economic deprivation, and the quality of life of people who live in the region.

Because of its iconic status, Bowness Bay is one of the few places in the region where investment can be made that can be certain to attract additional visitors and, therefore,

additional spend into the region. That spend will not just take place in Bowness, it will take place in all of the locations that visitors stop at en route to Bowness and while they are enjoying their holiday.

Existing Character

Left: Windermere Aquatics complex blocking views to the lake



Right: Lake access blocked by boats and fencing



Left: Car parking along Glebe Road creating visual clutter in a rural setting



Right: Casino at Shepherds (Aquarius Site)



Shepherds - poor quality development right on the lake edge



2.3 Strategic Appraisal of alternative locations

In order to assess whether Bowness Bay and The Glebe is the appropriate site for a large tourist destination in the Lake District, a Strategic Appraisal has been undertaken, comparing the location with other sites in the Lakes where large scale tourism investment could take place. The Strategic Appraisal is incorporated within the Evidence Base Report. Thirteen sites were appraised against a number of criteria under the following themes of LDNPA's Core Strategy Preferred Options Report (May 2008):

- Spectacular landscapes
- Prosperous economy
- World-class visitor experiences
- Vibrant communities

In summary only four sites achieved a score of more than 50%. These were:

- Bowness Bay & The Glebe
- Waterhead
- Grizedale Forest Park
- The Backbarrow Motor Museum / Lakeside / Fell Foot / Haverthwaite Railway Terminal sites.

The appraisal indicated that all these sites could accommodate exemplar regeneration projects aimed at providing world class visitor facilities and attractions. However, the reasons why Bowness Bay and The Glebe was scored significantly higher than the other 3 sites were:

- Its natural attributes, geographic location, and capacity for development on or near the lake shore give it qualities that would enable it to fulfil the role of a world class visitor experience;
- It overlooks Lake Windermere and Belle Isle and therefore enables visitors to enjoy the natural landscape and qualities that are distinctive to the Lake District;
- It is a designated rural service centre;
- It is located close to Windermere Railway Station, and there is realistic potential to improve the public transport links from the station;
- It is a hub location for lake cruises and waterbus services, the easiest place on the Lake to access by water;
- There is the opportunity for development to significantly enhance the quality of the existing public realm.

2.4 The Windermere Waterfront Programme

The Lake District National Park Authority's LDF Core Strategy took this forward and focused, in particular, on the Windermere Waterfront Programme as the key strategic initiative for refreshment of the tourism offer in the national park. It states;

"Tourism does not always provide a world class visitor experience to match the spectacular landscape, neither does it serve local needs – particularly around Lake Windermere. We will explore the regeneration of key visitor attractions with an emphasis on sustainable design quality and connectivity of transport modes through the Lake Windermere Waterfront Programme".

The core idea of the Waterfront Programme is to invest in a range of destination facilities along the eastern shore of the lake and for these to be connected by walking, cycling and waterbus services. Access to the western side of the lake would also be improved, but would continue to provide for quiet enjoyment of the lake, for example through walking.

The plan opposite summarises the contents of the emerging LDF core strategy for the Windermere Waterfront as a whole and shows the context of the Bowness Bay and the Glebe Masterplan study area within it. As the plan illustrates, Bowness Bay is at a prominent point at the mid point of the lake and has, over many generations, developed a role as a major tourism destination and hub. It is the closest and most accessible lake frontage to the great number of visitors to the Lake District in the Liverpool-Manchester conurbation, and in addition the national rail network has a connection into Windermere. Very large numbers of visitors come to the Glebe to embark upon the Lake Cruises, which is the biggest attraction in the region. Bowness Bay is the first experience significant numbers of people have of the Lake District, be they from home or overseas. For some who do not have time or means to explore further, it is their only experience of the Lake District. There is clearly potential for the development of a number of enhanced facilities around the lakeshore. This highlights the need for collaboration in bringing forward various projects in a co-ordinated way.

“ Tourism does not always provide a world class visitor experience to match the spectacular landscape, neither does it serve local needs – particularly around Lake Windermere. We will explore the regeneration of key visitor attractions with an emphasis on sustainable design quality and connectivity of transport modes through the Lake Windermere Waterfront Programme ”



LOCAL DEVELOPMENT FRAMEWORK

The building blocks for the future of the Lake District National Park

Lake Windermere Waterfront Programme

Ambleside, including Waterhead public realm enhancement
The Ambleside Masterplan (2007) establishes a programme of physical regeneration, including Waterhead. This should create a quality public realm design, providing a 'new' gateway to Ambleside and the north shore of Windermere.

Low Wood Conference Centre
A new conference centre catering for up to 600 participants.

Brockhole
The development of an exemplary National Park visitor centre, establishing a gateway to the Lake District National Park and a signpost to other key attractions throughout the Park. It should challenge the visitor to explore and reinterpret their relationship with landscape and the environment.

Windermere Steamboat Museum
The development of a new centre to house the internationally important collection of boats, which are a key part of Windermere's heritage.

Bowness Bay, including The Glebe
The Windermere and Bowness Enhancement Masterplan (2004) identifies an array of projects. The Glebe is identified as a long term development opportunity. An exemplar regeneration project could provide for the comprehensive redevelopment of the Lake Windermere frontage, together with improved traffic management, improved public access to the lake shore and a strengthening of the role of the Glebe public space.

Lakeside and Fell Foot
The redevelopment of the Windermere Lake Cruises terminus, improvements to the surrounding public realm together with improvements to the Lakeside Hotel offers an opportunity to create a high quality visitor node at the southern tip of Lake Windermere, befitting the spectacular landscape about it. Fell Foot on the eastern shore should form part of this visitor attraction.

Backbarrow Motor Museum
The new home of the Lakeside Motor Museum will become an important visitor destination. Improved transport links via a new rail halt at Backbarrow will consolidate its role and link it in to a more sustainable transport network.

Haverthwaite Railway Terminal
Haverthwaite railway is a visitor destination in its own right and could be consolidated further. Potentially it could also be a southern entry to Lake Windermere, its attractions and the National Park, including as a park and ride connection to the Grizedale Forest Visitor Centre.

Legend:
 - National Park and other access land (Green)
 - National Trust protected shore (Yellow)
 - Private shore (Red)
 - Steamer piers (Vertical lines)
 - Public jetties (Black dots)
 - Wildlife refuges (Black birds)

Other labels on map:
 - Seasonal access restriction (Yellow starburst)
 - No wash zone (Yellow circle)
 - Car ferry (Red line)



2.5 The visitor and tourism role of Bowness Bay and The Glebe

The following is a summary of the roles that the Bowness Bay and The Glebe can fulfil in support of a major tourism and visitor destination.

1: A recreational resource for people living in the immediate vicinity

A place for residents of Bowness to walk, cycle and take other forms of exercise, for children to safely play and enjoy the company of their friends, and for them to socialise.

2: A recreational resource for people living nearby

A place where people living in the wider area can access the lakeside for recreation and enjoy entertainment and cultural activities.

3: A place to stay on a holiday or for a Short Break

A place which is attractive in its own right as a place to stay and offers a range of accommodation on site or nearby which enables and encourages this. In this respect, it has the characteristics of a resort.

4: A place to visit when in the Lake District

As one of the few places in the Lakes where people are able to access the waterfront over an extended area, it has a major role in being a known attraction that people want to visit. It is particularly important in providing leisure choices for the many visitors who are not visiting the Lakes primarily for fell walking or other physical activities.

5: A hub for access and dispersal

As a central point on the Lake and a focal point for water based and land based transport services, it has a key role in 'collecting and dispersing' people.

6: Spearheading Image transformation

Because of the circumstances of its location and its high profile, there is possibly greater potential here than in other locations to make interventions that will impact on the image of the Lake District.



The Glebe and existing underused bandstand



Poor quality public realm



2.6 Objectives for the Bowness Bay and the Glebe masterplan

The analysis of the potential visitor market for attractions provided at Bowness Bay and The Glebe is helpful in understanding the wide range of visitor needs and aspirations, from local recreation needs to international visitor expectations, with common aspirations of quality of environment and access to the lakeshore.

However, there are other objectives that the masterplan for Bowness Bay and The Glebe must satisfy and these relate back to the Lake District National Park Local Development Framework Core Strategy. For ease of reference, these objectives have been grouped according to the four themes of the Core Strategy (Preferred Options Report), which helpfully aligns these objectives with the criteria used to undertake the Strategic Appraisal of sites (referred to above).

2.7 Conclusion

Bowness Bay and The Glebe is an exceptionally important part of the Lake District visitor offer, performing a number of roles: a gateway, a hub, a major destination in its own right for both staying trips and day trips; and a key leisure resource for people who live in the vicinity.

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

03



Scope for a National Cultural Facility

3.1 Introduction

One of the ideas that has been considered to support the renewal of Bowness Bay and the Glebe as a major tourist destination is the development of some form of landmark nationally recognised cultural facility or art-based institution. This section of the report summarises the assessment of what form this might take (the detailed assessment is contained in the Evidence Base Report). The assessment considered whether the cultural facility could be focused on performing arts or visual arts, or both. It considered other plans that are being developed as part of the Windermere Waterfront Programme, in particular, the LDNPA's plans for the redevelopment of the Visitor Centre at Brockhole, which might include a cinema building, a flexible space which will be able to host exhibitions and functions and outdoor spaces for events, exhibitions and functions.



Eden Project, Cornwall



Tate, St Ives



New Shetland Museum & Archive



3.2 Why a major cultural attraction would be appropriate in this location

There are a number of reasons for considering a cultural attraction of some sort at Bowness Bay and the Glebe:

Firstly, it is a unique setting for an architectural landmark.

Communities regularly aspire to create 'icons'; to create their 'Angel of the North'. The effort required to deliver such projects is immense, however the payoff is considerable. The Eden Project in Cornwall, for example, has had a profound effect not just on its immediate area but on the whole County. Whereas tourism in the Lake District and other rural parts of Britain has had gentle growth in recent years, tourism has flourished in Cornwall. A landmark cultural building at Bowness Bay and The Glebe offers the best opportunity that there is to realise the same sort of effect in Cumbria, because of the opportunity to build a landmark modern building alongside the water - perhaps the only place in the Lake District where this might be permitted - in an iconic landscape and in a hub tourism area. The conjunction of being able to enjoy cultural experiences, with the Lake as a backdrop, is likely to be a sensory experience of such quality that few, if any, other locations in Britain could match it.

Secondly, a strong case can be made that Bowness Bay and The Glebe is the optimal location in the region to ensure the maximum number of people can engage with this form of cultural attraction.

This is because, as the evidence base has shown, a very large proportion of the population of the North West visits the Lake District, and Windermere in particular - a higher percentage than visits any other individual city or town in the Northwest. Furthermore, they are in 'attraction visiting mode' when they do so; people have the highest propensity to visit attractions when they are on holiday or having a day out. An attraction that is located where there is a large number of people on holiday is generally more likely to succeed than if it is located where there are not. This is a core reason why, for example, both the Eden Project and Tate St Ives succeeded whereas the equally expensive and ambitious Earth Centre, near Doncaster, failed.

Thirdly, a major cultural attraction could underpin the transformation of the image of Bowness Bay and The Glebe, from 'Blackpool by the Lakes' to a high quality visitor destination and gateway to the Lake District.

A first principle of place shaping is to create an anchor that attracts the type of customer that is needed in order to stimulate investment decisions by others. It is the basic principle that shopping centre developers use in signing up a department store. A major cultural facility would attract a more cosmopolitan audience to the

Bowness waterfront. The market research shows that these visitors are already in the Lakes in large numbers, but are not inclined to visit Bowness currently because the mix and quality of facilities does not attract them. Attracting them to Bowness Bay would persuade other businesses to invest in product and services which, in time, would change the nature of the Bowness experience. This could induce investment on a large scale, for example, persuading the new owners of the Belsfield to convert it into a truly luxurious Grand Spa Hotel. This transformation would not exclude or deter current visitors. Bowness Bay is big enough to offer a variety of experiences with wide and diverse appeal.

The conclusion is that developing a visual arts facility in a striking building in this stunning location is a genuinely special opportunity and should be incorporated in the masterplan. It has the potential to be the most visited gallery in the UK outside of London.

3.3 Sites for the cultural attraction

In order to take advantage of the opportunity presented by the stunning setting and the relationship with the water, the best site for the cultural attraction will be on the lakeshore. The review of potential sites along the lakeshore concludes that the best site, although compromised because of the difficulties of freeing up the site which is in current use, is the Shepherd's/Aquarius complex.

3.4 Cultural attraction content

It is not necessary or possible at this stage to determine the precise content of the building, though a relationship with the surrounding landscape context provides a significant steer. There are a number of possible variations, all of which would meet the objectives. However, to guide the masterplanning process some broad parameters on the scale of the attraction have been established. Research by Locum Consulting suggests that the visual arts facility should provide exhibition space of about 1,000 m², with a total gross area of 3,000 m² to accommodate a substantial restaurant and retail operation as well as office and management spaces.

3.5 Interim uses

The consultations and research carried out in assembling the Evidence Base, concluded that an amphitheatre space overlooking the lake could be a major summer attractor. This would optimally be by the lakeshore and would make a logical adjunct to the visual arts gallery. The site should be branded as the 'Windermere Art Place'. This could be used for temporary installations, in advance of the permanent gallery being built. The summer pavilion that the Serpentine Gallery builds every year in London's Hyde Park, commissioned from a world class architect could work in conjunction with the outdoor events space. This would have the advantage of providing an extra cultural attraction and gradually building the resource and enthusiasm for a more substantial visual arts building.

3.6 Arts content and facility management

The approach to content and management will of course depend on whether the venue becomes a home for a significant private or public collection of visual art or alternatively, a venue for touring exhibitions and events. The exercise of approaching the national museums and private collectors to ascertain interest in Bowness Bay and The Glebe as a home for a collection or an outstation of a national museum, can only be undertaken once a site has been identified and the key public sector organisations responsible are 'signed up' to the shared ambition of attracting such an institution. It is likely under this scenario that the private or public sector institution bringing its collection to Bowness Bay and The Glebe would take on the management of the facility. If the alternative approach, of establishing a venue at Bowness Bay and The Glebe for touring exhibitions and events is adopted, then the most likely approach to securing arts content would be to work in partnership with a group of National Museums, perhaps the National Gallery, the Hayward, the Tate and the Photographer's Gallery, to have an annual cycle of four main exhibitions a year of classic art, contemporary art, modern art and photography respectively. The overall management of the facility and the arts content would have to be taken on by a third party.

3.7 Conclusion

The conclusion is that the masterplan for Bowness Bay and the Glebe should identify the opportunity for substantial cultural investment in a striking visual arts building of the highest architectural quality with views of Lake Windermere as a stunning backdrop. The visual arts building is a long term aspiration because it is dependent on a decision from an existing visual arts institution to open a satellite facility here or on a benefactor to take the decision bring a collection and invest significant monies here. The rest of the project should not be held up in the interim. The preferred option for the masterplan, therefore, is to create the 'Windermere Arts Place' that will be seen as the forerunner of the landmark building. It will put on temporary arts activities that will start the transformation of Bowness Bay into a more culture orientated destination. This will establish Bowness Bay and the Glebe as the future location for a major visual arts facility.

In the long term, the optimal use for the very visible Shepherd's/Aquarius complex site would be a visual arts gallery of national status and world class architectural merit. There is no other place in the United Kingdom so well suited to it.

04



Objectives, Option Development & Appraisal

4.1 Introduction

In order to create a Framework Masterplan for Bowness Bay and The Glebe that both meets the aspirations and requirements and that reflects the concerns and objections of stakeholders, the process of developing the proposals has included several stages of consultation and engagement. This process is summarised in this section of the report, and reported in detail in the Consultation Report.

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. A full record of the consultation process and the options that have been developed and evaluated through this process, is contained in the separate Consultation Report.

The development and evaluation of masterplan options for Bowness Bay and The Glebe has been an iterative process. The starting point was to consult stakeholders including the general public on the issues and opportunities and the objectives for Bowness Bay and The Glebe. In response to this the study team identified Initial Options which tested out alternative ideas for meeting the agreed objectives. 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.

4.2 Issues and objectives

Meetings were held with landowners and other stakeholders throughout March, April and May 2009. An open exhibition was held to enable the general public to raise issues and express aspirations for the area. The conclusions of the initial consultation were recorded and from this, a set of objectives for the masterplan were established. These are set out at 2.6 above. The agreed objectives provided a starting point for the development of a series of masterplan options, which met the following requirements:

- They reflected the objectives set for Bowness Bay and the Glebe, which are in themselves related to the Core Strategy within the LDF.
- They illustrated 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 Framework Masterplan.

4.3 Initial options

There are certain basic principles, such as improving 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 were reflected in all of the options that were explored in arriving at a preferred approach. However, 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:

Option A	Improving the public realm and getting the basics right	Stakeholders attended a workshop event to discuss and evaluate these options on 21st May 2009 and in addition to this, the options were assessed against the agreed objectives for Bowness Bay and The Glebe and also the wider LDF objectives (See table 4.1 below).
Option B	Completely rethinking the public realm	
Option C	Linking the village centre to the lakeshore with commercial leisure and hotel developments	
Option D	Establishing a stand alone destination for arts and cultural activities or 'family easy leisure'	
Option E	Bringing an international arts institution to Bowness Bay and the Glebe	

Table 4.1: Initial Options and LDF objectives

	Option A	Option B	Option C	Option D	Option E -
	<i>Improving the public realm and getting the basics right</i>	<i>Completely rethinking the public realm</i>	<i>Linking the village centre to the lakeshore with commercial leisure and hotel developments</i>	<i>Establishing a stand alone destination for arts and cultural activities or 'family easy leisure'</i>	<i>Bringing an international arts institution to Bowness Bay and the Glebe</i>
<i>Spectacular landscapes</i>	N	Y	Y	Y	Y
<i>Prosperous economy</i>	N	N	Y	Y	Y
<i>World-class visitor experiences</i>	N	N	N	Y	Y
<i>Vibrant communities</i>	N	Y	Y	Y	Y

4.4 Revised masterplan options

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.

These options were the subject of a public exhibition from 9th – 17th November, were presented at a number of landowner and stakeholder meetings and were also discussed at a public meeting on 16th November. The options were also evaluated against the agreed Objectives for Bowness Bay and The Glebe and the wider LDF objectives (See table 4.2 below).

Table 4.2: Revised Options and LDF objectives

	Option 1	Option 2	Option 3	Option 4
	<i>Smartening up</i>	<i>Waterfront Park</i>	<i>Waterfront Park with pavillions</i>	<i>Waterfront Park with pavillions and cultural attraction</i>
<i>Spectacular landscapes</i>	N	Y	Y	Y
<i>Prosperous economy</i>	N	N	Y	Y
<i>World-class visitor experiences</i>	N	N	N	Y
<i>Vibrant communities</i>	N	Y	Y	Y

Option 2 Waterfront Park (Shepherds/Aquarius complex retained)



Option 3 Waterfront Park with Pavilions



Option 4 Waterfront Park with Pavilions and Cultural Attraction



4.5 Conclusion

Option 4 clearly offers the greatest benefits. The cultural facility is, however, likely to be difficult to deliver and will 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 that provides a development spaces that can be brought forward as and when a major visual arts facility can be secured.

05



The Framework Masterplan for Bowness Bay & The Glebe

5.1 Introduction

This section of the report sets out the Preferred Masterplan Option, in the form of a Framework Masterplan, which should inform the development of the Draft SPD.

As a result of the development of the initial and revised options and the evaluation and feedback on these options from stakeholders, the client and consultant teams, a broad consensus on the desirability for significant enhancement of the public realm of Bowness Bay and The Glebe has been achieved. The need to present a high quality and attractive 'gateway' to the Lakes is recognised and moreover, such improvements offer significant benefits to local residents as well. There is more diverse opinion on the merits of significant new development at Bowness Bay and The Glebe. In particular there is an apparent tension between the acknowledgement by most parties that improved visitor facilities are required, including 'easy leisure' and wet-weather options, and the desire to maintain existing areas of open space and access to the lakeshore.

The view of the client and study team is that there is an established need to provide a significant new visitor destination within the Lake District, to maintain the primacy of the Lakes in the regional and national tourism offer and visitor economy. A strategic sites appraisal (contained in the Evidence Base report) demonstrates the suitability of Bowness Bay and The Glebe for this purpose.

Therefore the preferred approach is to support some development at Bowness Bay and The Glebe, providing greatly enhanced visitor facilities and new leisure and cultural opportunities, in the context of a world class Waterfront Park public realm project. New development will as far as possible take place on existing developed sites and the highest design standards will be maintained. Access to and views towards Lake Windermere and the fells beyond will be maintained and enhanced and where existing open space is developed, the design solution will ensure the buildings meld into the landscape.

The preferred approach is presented as the Framework Masterplan for Bowness Bay and The Glebe. In recognition of the support for a significant cultural facility, but bearing in mind uncertainty over the timescale of delivery, the Framework Masterplan allows for the later development of such a facility within a masterplan that achieves significant benefits at the interim stage.

5.2 Vision and strategy – World Class Waterfront Park

The core idea underpinning the masterplan is that Bowness Bay and the Glebe is presented as a world-class waterfront park and this becomes the attraction, strongly branded and managed as such. It would comprise a range of individual attractions, some non-commercial, and some commercial. It will be recognised on an international scale as a highlight of the Lake District and the centrepiece of its visitor experience.

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.

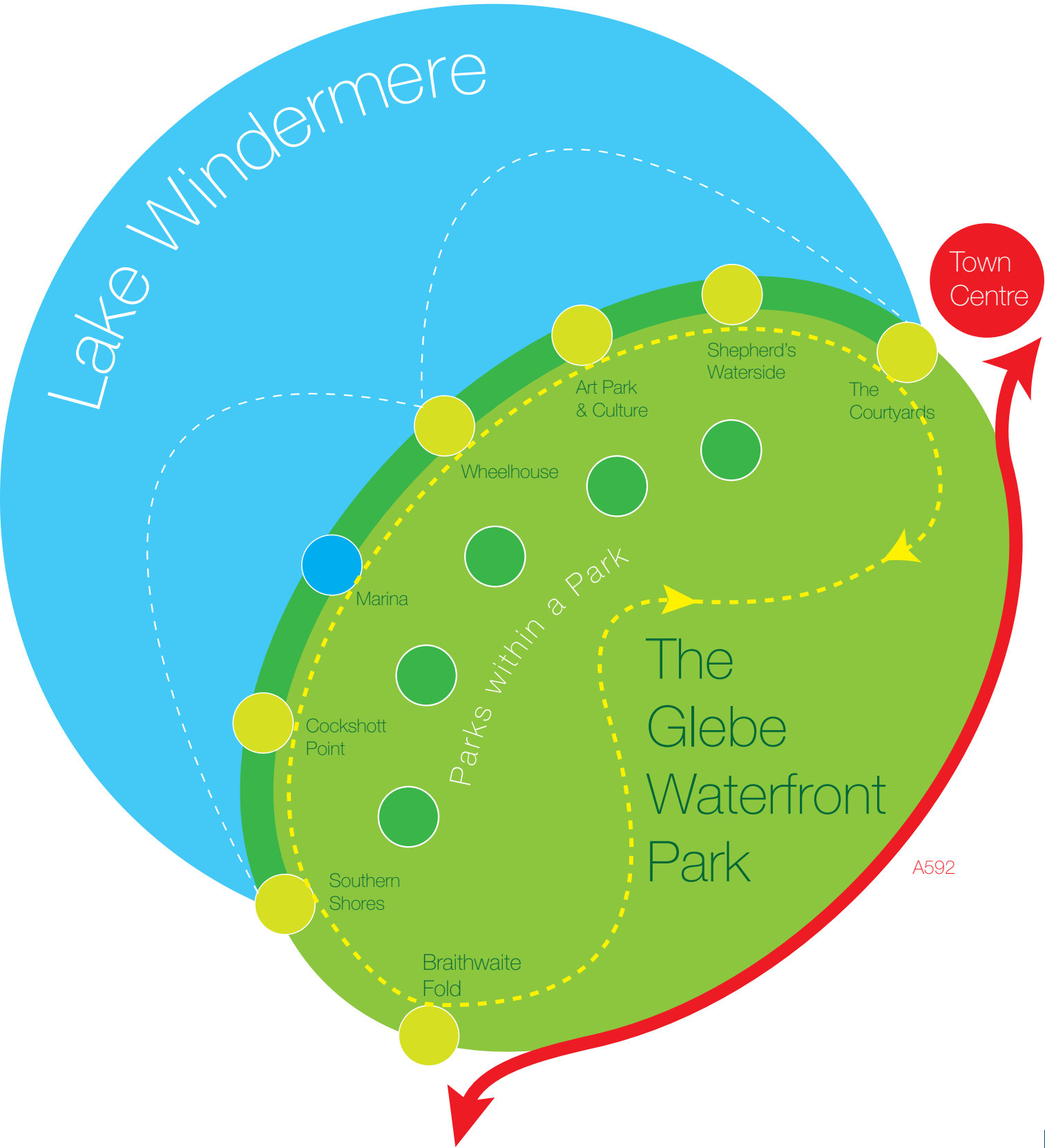
It will also be a primary arrival and dispersal point, a gateway to the Lake District and a transport hub within it, integrating land and water based public transport with private car, walking and cycling.

The masterplan strategy is illustrated through the diagram opposite. The building block concepts that it contains include:

- **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'. This concept is discussed in detail below.
- **The Promenade** – a new waterside promenade and boardwalk, facilitating public access to the full length of the lake frontage.
- **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.

Destination Strategy





Existing view





Waterfront Park - Future Aspiration

5.3 Development hubs

The development hubs include a small number of major developments and a number of incidental pavilions providing refreshments and visitor services. The major hubs of development are the Courtyards, Visual Arts attraction and the Marina Hotel.

The 'Courtyards' Development

This is a key development that is seen as being an important commercial hub, creating the opportunity for significantly broadening the visitor offer and acting as a stepping stone en route from Bowness Village to The Glebe and vice versa. The site is in public sector ownership reducing the challenges of site assembly and the requirements for the immediate payment of a premium for its acquisition.

The Visual Arts Attraction

The merits and potential for a new cultural facility of national importance have been established in Chapter 3. The optimal site for creating a building and cultural attraction of real significance as part of a major tourist destination in the Lake District, is on the site of Shepherds / Aquarius complex. This has been established through consultation with stakeholders and an appraisal of the whole Bowness Bay and The Glebe area. This is not the only location that could accommodate such a facility, but because of the potential to establish a visual arts attraction with a unique lakeshore setting and fell views, it is considered to be an extremely attractive prospect.

Marina Hotel

The redevelopment of the Windermere Aquatics site as a new hotel, along with ancillary commercial and leisure facilities, would help to develop the visitor accommodation offer at Bowness Bay. A redevelopment of the site would create the opportunity to bring more public access and activity to the lakeshore. The hotel would be designed in such a way that the 'public areas' of the building – including restaurants and café/bar – would spill out onto an elevated terrace overlooking the lake. A lower level terrace could be combined with the proposed boardwalk to ensure year round, improved public access to the lake. The development could also potentially extend onto the SLDC car park off Glebe Road to create a bigger site that would better be able to accommodate the required car parking and ancillary facilities.



Artists impression of the Marina Hotel



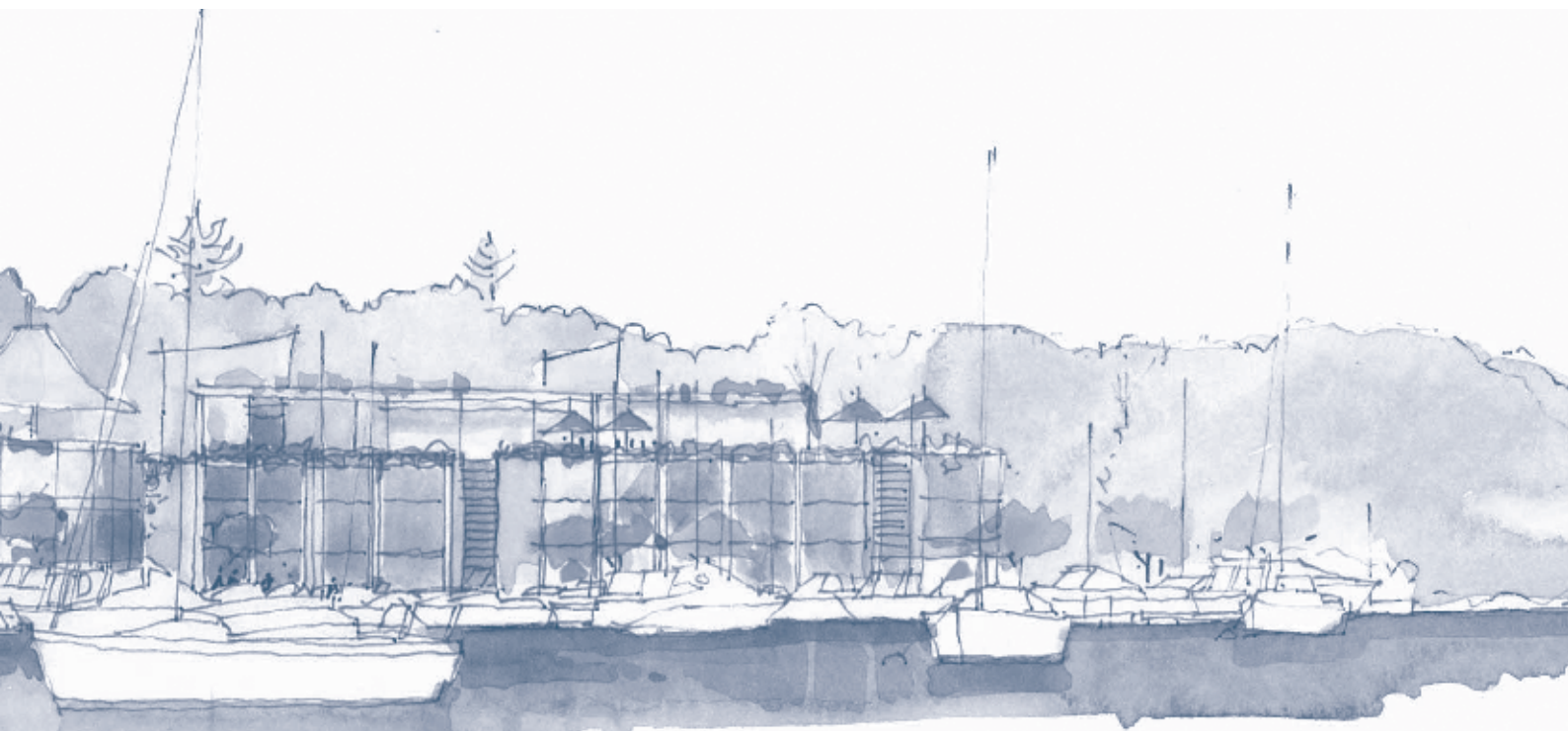
5.4 Other activities

The opportunity also exists to place occasional small commercial structures along the promenade that could be used for the selling of ice creams, local event tickets or even for the selling of flowers for example. These would be sensitively designed and could potentially be transparent. Large and prominent structures, beyond the key attractions outlined above, should be avoided as a core aspiration is to maintain and improve access and views to the lakeshore. Finally, the poor quality of the public conveniences in the area is a significant issue. The proposed strategy is to replace existing facilities with new ones in the Braithwaite Fold, Marina and Courtyard developments. They would be run by the developer/operators of those schemes.

Conclusions

The Development Framework provides a flexible approach to the realisation of a major tourist destination at Bowness Bay and The Glebe, based on fundamental infrastructure changes that the consultations suggest most people would support and that the Evidence Base concludes are needed:

- Creating a world-class waterfront park
- Creating parks within the park that provides a framework for investment
- Creating a quality parking and arrival point at Braithwaite Fold
- Creating the opportunity and setting for a major cultural attraction.
- Creating a waterfront promenade
- Removing traffic from Glebe Road



06



Design Principles

6.1 Introduction

This section of the report sets out design principles for the key projects within the Framework Masterplan. This covers the public realm strategy and the major development hubs at the Courtyards, the visual arts attraction, the Marina hotel and the Braithwaite Fold Car Park.

6.2 Public realm strategy: The foundation for Bowness Bay and The Glebe

The vision for Bowness Bay and the Glebe rests on the delivery of the world-class setting of the Glebe Waterfront Park, which will both act as a destination in its own right and as the framework for the setting and connection of a series of individual visitor attractions, from water-based activities to the proposed visual and performing arts attractions. The public realm strategy therefore reflects both the need for an holistic brand and the need to create settings for individual attractions as follows:

- ***The Glebe Waterfront Park*** – The overarching brand and public realm framework, capturing the essence of the lakeshore setting, the views of the Lakeland fells and the local distinctiveness of Bowness.
- ***Parks within a Park*** – The settings for individual attractions, from passive recreation to outdoor events.

The range of attractions within the park will be a key element in its appeal and an essential part of the attraction. As a landscape based approach, it could be relatively easy to implement than other, built elements. Temporary uses of some of the settings may be appropriate, prior to the realisation of the built developments.

The proposed 'Parks within the Park', as numbered on the plan overleaf, include:



- 1. *The Bay*** - this is the focal point of the area and has very high levels of use from pedestrians, cars and buses. It is the primary arrival point into the area on foot, car and boat. The public realm needs to accommodate these pressures and be robust enough to withstand such heavy and intensive use. The aim with the public realm improvement is to make the road a less dominant part of the landscape, to substantially reduce the “pinch point” effect at the Old England Hotel and create a clear “gateway” to the park, and to greatly improve the quality of the realm facing the bay.
- 2. *The Lawn*** - this is the area that currently houses the bandstand and which is known as the ‘Green Glebe’. The bandstand is widely acknowledged to be in the wrong location. Limited change is envisaged here however as it is the prime area for informal activities and events within the study area.
- 3. *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. It is envisaged that it will be particularly set up as a picnic area. It might also include a discrete “destination sculpture” of the nature of Peter Pan in Kensington Gardens, perhaps in this case to do with Beatrix Potter characters.
- 4. *The Water Link*** - this area, on Windermere Aquatics land, is again seen as the continuation of the boardwalk where access to the waterside allows and a promenade to Cockshott Point to the south. It represents a dramatic access improvement on the current situation by creating a complete waterfront circuit.
- 5. *Adventure Play*** - 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, perhaps coupled with an area for family picnicking.
- 6. *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.
- 7. *Play Park*** - this is envisaged to be a water based play facility of exceptional quality that could be on the site of the existing SLDC car park opposite the Marina. It might have an admission charge, with a value for money season ticket for locals – there is an excellent example of this at the Magna attraction in Rotherham.
- 8. *Arboretum*** - This could make use of existing specimens as well as reintroducing indigenous varieties, as is currently happening, for example, at Ennerdale Water in the northern Lake District. This would become an attraction in its own right, particularly in the autumn. As Muncaster Castle currently operates under its ‘Darkest Muncaster’ season, the twilight hours could also see the trees lit up through creative lighting, which would create an almost magical attraction, encouraging evening activity and acting as a backdrop and setting for special events, including plays such as a ‘Midsummer’s Nights Dream’.
- 9. *Rectory Farm*** - Rectory Farm is owned by the National Trust. Any project would be a refurbishment project, along with nominal and sensitive new development. This could follow a similar precedent to that of the Footprint building, the environmentally-friendly designed building at the National Trust offices at Troutbeck. This structure uses sustainable building materials and has been delivered with high levels of community participation. More community and visitor use of the site over the longer term is to be encouraged.

10. Glebe Avenue - This 'avenue' leads from the proposed Braithwaite Fold gateway into the heart of the study area, running across the current heart of the pitch and putt golf course. This follows the natural desire line upon arriving to the area and wanting to gain access to the lake at the heart of the area. However, as it is a central avenue, quick and easy access can also be gained to other areas such as Rectory Farm, Cockshott Point or the Arboretum.

11. Cockshott Point - The area of lakeshore to the south and Cockshott Point would remain an area focussed on quiet enjoyment of the national park, but benefiting from better connections to the rest of the Glebe Waterfront Park.

A key enabling development contained within the public realm strategy is the proposal for Braithwaite Fold. This is described in more detail later in this section.



1. *The Bay*
2. *The Lawn*
3. *Meadow*
4. *The Water Link*
5. *Adventure Play*
6. *Activity Zone*
7. *Play Park*
8. *Arboretum*
9. *Rectory Farm*
10. *Glebe Avenue*
11. *Cockshott Point*

 Parks within a Park Visualisation

6.3 General design guidance on palette of materials for the public realm

Paving and hard materials

The hard landscape materials should be varied enough to highlight the different character areas of the Parks within the Park proposal, but appropriate and robust enough for their intended use. They shall be in keeping with the local vernacular where possible and reflect the sensitive open parkland nature of the location. Use of colours that blend more seamlessly with the landscape such as buffs, light greys, warm tones and natural local stones are more appropriate. Blacktop tarmacadam and coloured concrete products with colour ranges that are too urban should be avoided where possible.

For example:

- **High Profile areas such as The Glebe main promenade**
The surfacing will be a combination of natural coloured stone and slate paving in varying module sizes to create texture and interest, and encourage promenading.
- **Pedestrian routes generally**
These will be surfaced in buff or grey resin bonded (sealed) around the main circulation areas of The Waterfront Park around The Glebe or bound gravel type surfaces within informal circulation areas such as The Parks within a Park zones.

Soft Landscape materials

The soft landscape treatment will reflect the open parkland nature of the scheme with use of a variety species that includes those native to the local area. Trees will be semi mature where possible to provide an instant scale and positioned to maximise key views of the lake and surrounding area. The planting schemes will reflect the various character zones of The Waterfront Park and The Parks within a Park to provide variety and seasonal interest all year round.

Street furniture and public art

This will be to a bespoke design using traditional materials such as slate, stone and timber in a contemporary design approach. Elements of lighting glass will be used. It is recommended that a shortlist of local and national craftspeople and artists will be invited to submit ideas in a limited competition.

Lighting

The lighting scheme must be designed to minimise light pollution but to comply with the required standards for safety, and due cognisance of Secured by Design principles. Good quality robust fittings will be used that are appropriate to the setting of Bowness Bay and The Glebe.

Community Involvement

We recommend that there is ongoing significant community engagement in all aspects of the scheme including the design detailing such as street art, furniture and lighting. This must also involve the construction of a sample panel displaying the proposed types of furniture, paving, signing and lighting to be used in the scheme for public viewing prior to commencement of works on site.

Precedent examples Waterside Access

Left: Public access onto the lake should be encouraged



Right: Decked boardwalk to the lake edge could be introduced



Left: Informal leisure and activity should be encouraged



Right: Lucerne Waterfront



An informal, more natural waterfront



6.4 Massing study

Views from Lake Windermere and western edges

The existing buildings along the lake frontage of The Glebe are located in two main groups:

- Shepherd's is a large, predominantly rendered 3 storey building. Winander House sits close to Shepherd's and is also a rendered building. Together these buildings block views of the lake from The Glebe and vice versa.
- Windermere Aquatics and adjacent buildings (including the Ship Inn) forms a large block maximum 3 storeys, consisting mainly of timber/steel cladding to boat and retail areas with few windows at ground floor level. Together these buildings block views of the lake from the Glebe and vice versa.

Near Views

The Shepherd's building complex is highly visible on the approaches to the Glebe and detracts from the character of the Glebe parkland landscape against the setting of the lake. It also blocks important southerly views looking down the lake.

The Windermere Aquatics building complex is visible only on the approaches within the Glebe.

Distant high level views

Both complexes are visible in part from various distant views.

Early studies indicating massing, both existing and proposed



Massing Study Images

The following example massing study images illustrate how the existing buildings relate to the scale of the surrounding landscape of the Glebe within the setting of Bowness Bay.

They also indicate how the new buildings can be phased in (highlighted as yellow).



Guidance for Future Proposals - Massing of new Buildings to The Glebe Waterfront

Overall Objective

The objective is to create a series of 'Pavilions in the Park' that are elegant, have permeability and are outward looking rather than the existing traditional block type buildings that are inward looking, hinder access to and views of the lake.

Grouping of Buildings, Heights of Buildings and Building Form

New building guidelines:

- Proposed Courtyards development should be maximum height no more than two storeys.
- Marina Hotel on the proposed Windermere Aquatics site to be a maximum of three storeys in height.
- When viewed from the lake they should appear to be no higher than the majority of existing waterfront trees on Cockshott Point.
- From the higher ground above Bowness new buildings should be set well into the landscape and not blocking views over the lake.

- No building to break the skyline of the fell landscape beyond when viewed from Belle Island facing the Glebe.
- Grouping of buildings to allow for stepping to avoid long solid roof lines.
- Consideration should be given to green roofs.
- Grouping of buildings to be broken up with elevational changes to create visual interest and maximise light and transparency of buildings with views through the buildings to the lake where possible in public areas.
- Buildings should be elegant, well proportioned pavilions that sit comfortably in The New Glebe parkland setting with visual connectivity with the lake.
- Buildings should be integrated with the landscape where possible using the landform and changes in level.

6.5 The 'Courtyards' Development

The Courtyards will be an exciting building in its own right, with use of green roofs, wood, locally distinctive and the opening up of a watercourse to provide a natural centrepiece. It is seen as being a natural and distinctive environment for people to shop and dine. It is envisaged that the courtyards will have marquee covers in the winter so that they can offer extensive alfresco dining and opportunities for market stalls at all times of year. Subject to cost and covenant issues, the development could even be partially underground, an effect achieved by 'burrowing' into the Glebe itself.

The tennis courts and putting green could be relocated on top of the green roof of the Courtyards development at the point where the remodelling of the landscape is over the sunken element of the building; and thus accessible from the public edge of the park.

The Courtyards could feature the following uses:

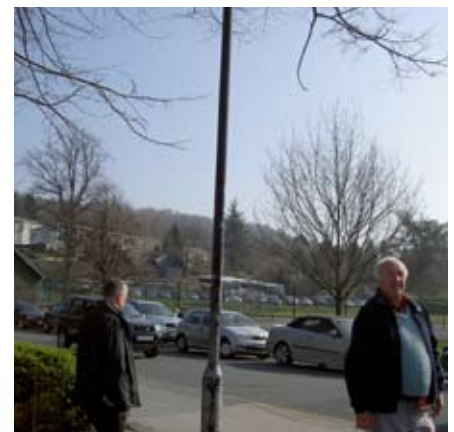
- Leisure use and associated retail and catering;
- Tourist Information centre;
- Toilets; and,
- Offices.

The elevations facing The Glebe will be a combination of glass and timber affording maximum permeability, and views into and out of the interior spaces appropriate to their functionality.

The elevations facing Bowness will be a combination of stone and glass with elements 'buried' into the remodelled landscape in the form of a green roof to give the impression that the Park flows over the development and thus reduces its visual impact.

The following sketches and visualisations give guidance on the look and feel of the massing, scale and form of the Courtyards development.

Existing view of courtyards



Artists impression of the proposed Courtyards from the Glebe



Precedent examples Courtyards development

Left: The 'Courtyards' idea offers a prime location for commercial development and activity



Right: The Los Angeles Museum of Holocaust could provide a precedent for visitors and leisure development, partially under parkland



Left: The development would need to reflect local distinctiveness and best practice in sustainability



Right: Outdoor cafes and restaurants are ideal in this location to soak up views of the lakes and hills



New development could also exploit the lakeshore setting, for example by cantilevering over the water

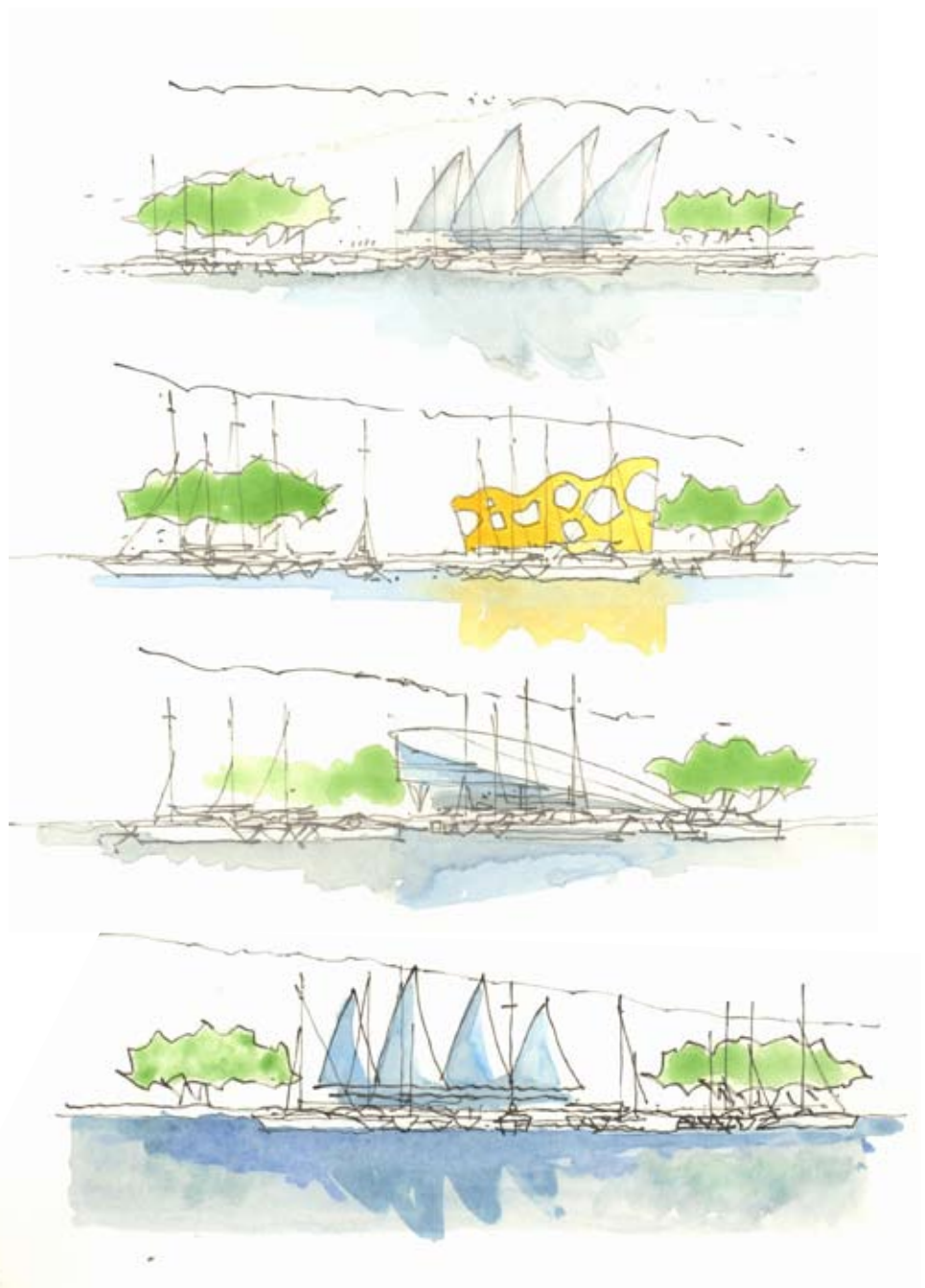


6.6 The Visual Arts Attraction

This building will be elegant lightweight pavilion structure designed using a combination of glass, timber and local stone materials. There are three options suggested for its setting and the arrangement of materials should be designed to reinforce the link between the land and the water so that the building appears to float thus enhancing the elegance of the structure.

1. The first option would be to construct the facility so that it sits in part over the water on stilts. Again this would allow close interaction with the water yet it would avoid major interventions in the lake bed.
2. The second option could see a permanent building built up to the lake frontage, where a floating element could connect. This could be an exceptionally exciting solution and could possibly allow the facility to be shared with other locations around the lake.
3. The final option in this area would see the attraction built entirely on land.

The following best practice examples show how stunning architecture and landscape design can create a landmark.



Form and Massing ideas for the Visual Arts Attraction



View of existing Shepherds/Aquarius Complex

Precedent examples Visual Arts Centre

Left: The Glebe has enormous potential for varied outdoor events



Right: Shetland Museum of Archives



Left: A floating stage could be shared between all WWP locations



Right: The Kroller Museum, Holland, illustrates the interaction of art and the landscape



The Louisiana Museum, Humlebaek, Copenhagen, also shows the successful integration of gallery, outdoor sculpture and a waterside setting



6.7 Marina Hotel

The optimal type of hotel would be a smart townhouse style with a very good bistro bar operation, rather like the Waterhead Hotel at Ambleside or the new Vincent Hotel in Southport. This would create synergy between the hotel and the marina. The restaurant offer is normally a focal point of this type of hotel, which is what is needed here.

It is possible, however, that a “budget” hotel would fit, especially if the restaurant offer was separate and the hotel occupied the upper floors and was largely rooms focused. The so called “budget” hotels are, in fact, in the mid market, competing at 3/3.5 star level. They often, these days, occupy buildings of quality. There is a marked lack of them in the Lakes and it would offer an extension of choice and, arguably, some positive competition. Our view is that a 5 star hotel would probably be impossible to achieve here – ideally, the Belsfield would be upgraded to that status.

It is envisaged primary access to the site would be made via Glebe Road off the A592, running past Braithwaite Fold. This could culminate in an imaginative public space scheme at the forefront of the development.

This development will be a combination of local stone and render, with elements of timber and glass. It will be designed to maximise permeability at the ground floor area with views through to the lake from the Glebe approaches with a higher percentage of glazing. Sustainable green walls may also be used to the elevations facing Cockshott Point and the National Trust land areas for example, so that the building is more bedded into the landscape to help reduce its visual impact from these sensitive areas.

The following sketches and visualisations give guidance on the look and feel of the massing, scale and form of the hotel.



Artists impression of new Hotel from Lake Windermere



← Marina Hotel in Plan

↓ Existing view of Marina Hotel site from the lake



6.8 Braithwaite Fold

The evidence base clearly illustrated the need for high quality parking facilities for the study area along with the need to re-provide any spaces lost as part of the reconfiguration of Glebe Road. This site would be suitable for a decked or partially underground structure, innovatively designed and potentially with a grassed roof.

This is discussed in greater detail below in terms of the car park and transport interchange elements of the project, but in short this area is seen as a prominent gateway to the area for the car based visitor. Many stakeholders highlighted that the aspiration to create a world class visitor area needs to be matched by a world class car park and arrival experience, as is often witnessed at some of the most prominent attractions and Britain and Europe.

Therefore, a number of development opportunities exist in this location, albeit at a smaller scale than say the courtyards that could include:

- Sandwich and picnic kiosks
- Play equipment sales and hire
- Bike hire
- Terminus for a new people mover that would connect with the town centre, via the Promenade.
- Transport interchange and events tickets
- General tourist information.

These uses could manifest themselves in a singular building or a series of smaller structures. Such structures, in conjunction with the public realm treatment leading into the area ('The Avenue'), would create a high quality sense of arrival and departure for the area and therefore excellent first and last impressions.

This structure would be part built into the landscape and part decked with green roof and elevations designed to give support to climbing plants to reduce its visual impact on the landscape.

The following sketches and visualisations give guidance on the massing, look and feel of the scale and form of the development.



View of existing site





 Typical section through proposed Car Park



Car Park integrated with Landscape 

07



Transport & Movement Strategy

7.1 Introduction

This section of the report sets out the transport and movement strategy to support the development framework. This section is structured as follows:

- Glebe Road
- Braithwaite Fold transport hub
- Bus services
- Links to Bowness village centre
- Car parking

7.2 Glebe Road

Changing the future use of Glebe Road is seen as key to ensuring an appropriate environment is created which will complement the range of interventions outlined in the developing Masterplan. Potential changes to the future use of Glebe Road include:

- Complete removal of daytime on-street parking from Easter through to early September;
- Closure to most vehicles at times.
- Managed service vehicle and public transport access;
- Creation of a high quality shared public realm for pedestrians and low traffic flows to safely interact;
- Retain evening on-street parking to encourage activity when pedestrian flows are lower;
- Redirection of Braithwaite Fold car park traffic, removing this traffic from Glebe Road;
- Creating a safe and well signed route for cyclists.

7.3 Braithwaite Fold Transport Hub

Clearly, the measures to alter the future use of Glebe Road described above may create an imbalance of car parking provision in the area and therefore it is proposed to create additional capacity within the current Braithwaite Fold car park. This could consist of a decked / semi underground facility and would be part of the overall aspiration to create a strong focus of transport activity, as well as a gateway and arrival point into the area, at Braithwaite Fold. In addition to the re-provision of car parking at Braithwaite Fold, a number of sustainable transport measures would be introduced / strengthened in order to exploit this transport hub to its full potential, creating a world class arrival experience. Such measures would include:

- Bicycle hire, and other non-motorised vehicles such as 4 wheeled family pedal bikes (this facility would be linked to various other bicycle return outlets positioned throughout The Glebe, within Bowness town centre and at Windermere train station);
- New Shuttle service and interchange facility (route could connect The Glebe with Bowness, Windermere and its train station); and
- Comprehensive visitor information facility, providing details such as local maps, public transport route and frequency information, ferry routes and departure points etc.

7.4 Bus Services

Standard bus services passing through Bowness Bay should be diverted to utilise this interchange facility at Braithwaite Fold, particularly to facilitate a transfer of visitors from their car directly onto public transport, offering a convenient and sustainable link to the wider national park destinations. Further, as a result of the increasing visitor numbers achieved by the developing Masterplan, bus operators should be able to sustain increases in frequency, particularly during peak seasonal months where opportunities exist to provide the necessary additional buses by 'sharing' stock from dedicated school term time services.

7.5 Linkages to Bowness centre

The shuttle service and potential increases to existing bus frequencies are measures which will enhance the connectivity of Bowness Bay and The Glebe to the centre of Bowness and indeed further afield. In addition to these measures, pedestrian connectivity can be improved by introducing high quality areas of public realm as outlined in this report, along with addressing some of the narrowing of the existing footpaths (where this is physically possible). A specific constraint which can be dealt with exists along the western footway of Lake Road (A592), as highlighted in the Evidence Base, where a chain of wooden huts reduces the available footway to little over a metre in width. The removal of the end hut closest to the public highway would offer a significant improvement to pedestrians' experience and would remove the current safety issues associated with pedestrians stepping off the pavement into the road in order to avoid oncoming people flow.

7.6 Car Parking Review

A review of car parking policy and provision across the area, as identified within the Stage 1 report (and indeed within the current LTP) should be carried out in order to ensure that the measures defined above form part of a cohesive parking strategy for the area. This should include a review of SLDC car parking tariffs to encourage the public to select an appropriate car park for the nature and duration of their intended stay in the area.

The ability of visitors to make this choice could be encouraged by the use of modern technology such as variable message signage to inform on parking location and availability. The potential use of emerging technologies could also be considered to bring about improvements to the way in which the public pays for car parking, such as the "pay-by-phone" method which allows drivers to use their mobile phone text messaging service to pay for their car parking. The significant benefit of this system is that drivers can 'top-up' their parking time via their mobile phone without the need to return to the car park to do so. This could deliver a level of flexibility for visitors to the area which is currently lacking and is restricting the visitor experience at present.

This same technology is also able to introduce a Carbon Metered parking tariff, which, depending upon the CO2 emissions of the registered vehicle, could offer up to 50% discount from the standard tariff for environmentally friendly vehicles, whilst potentially 'penalising' those driving the most polluting vehicles by charging up to 20% more than the standard tariff.

7.7 Summary

A fundamental element of the developing Masterplan is the transport and movement strategy. This transport and movement strategy has been devised to underpin the aims of the Masterplan. Listed below is a summary of these measures and interventions:

- 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 public realm environment where pedestrians and low traffic flows will interact safely;
- Implement a high quality signage and street lighting scheme across the Bowness Bay and The Glebe, to compliment the high quality public realm strategy, including dedicated cycling infrastructure around The Glebe;
- Retain evening on-street parking along Glebe Road to encourage leisure activity;
- 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 (and potential future 'Marina' hotel car park);
- 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;
- Develop Braithwaite Fold into a world class arrival point for visitors to the Lake District. This will become a sustainable transport hub with a wealth of facilities including: Shuttle Bus interchange; bicycle hire (with return outlets located across the area); and a comprehensive visitor information facility;
- Diversion of existing bus services into the Braithwaite Fold hub;
- Increase in the frequency of existing bus services responding to commercial viability;
- Increased connectivity to Bowness village centre both in terms of sustainable transport improvements and physical improvements to pedestrian routes;
- 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;
- 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
- 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.

08



Delivery Strategy

8.1 Introduction

This chapter presents the delivery strategy dealing with the following:

- Delivery rationale
- Project specific issues and proposals
- Risk and risk mitigation
- The potential for a Destination Management Partnership
- Phasing
- Economic benefit

8.2 Delivery rationale

The project in its entirety is complex, involving many parties and requiring numerous elements to be delivered. The project is not unusual in this regard, and the complexities should not be used as any justification for not pursuing all aspects of it. Moreover, as the full potential/benefit of each component of the project will only be realised in the context of the complete project, the achievement of the complete project must remain as the primary objective. However, the potential for individual elements of the project to be delayed, or worse, is very real. At its heart the delivery strategy is therefore predicated on the need to ensure that individual project elements are:

- Capable of independent delivery and are not directly reliant on the achievement of numerous other aspects of the masterplan
- Contribute directly to achieving the 'bigger picture' in an entirely complementary manner

Approaching delivery in this manner offers further immediate benefits for the public sector partners as they consider the implications of the masterplan for their resources:

- Project management, resource and funding requirements for each element can be independently assessed, sourced and delivered.
- The independence of the project elements allows a flexible approach to programming in response to market conditions and resource availability.

8.3 Project specific issues and proposals

There are a number of project specific issues that would underpin the detailed delivery proposals for the preferred options. These are summarised below.

Strong pro-active public sector co-ordination and 'drive' behind the project

With the possible exception of the proposed hotel redevelopment of the Windermere Aquatics site, it is likely that the complex and various private sector property and business interests within the study area will complicate delivery. There will, therefore, be a need for a body (preferably made up from within the public sector agencies) or senior person to champion the project and broker negotiated agreements between parties where necessary.

Public sector provision of landscape and infrastructure armature, and future development platforms

The proposed 'Parks within a Park' public realm strategy provides the framework that supports the various development projects proposed in the Preferred Masterplan options. Without the framework, the individual projects would have reduced impact (or may not even be progressed). Effective connection between the individual projects would be minimal, compromising the desire (and probable financial necessity) to ensure that the 'whole is greater than the sum of the parts'. As the public realm improvements are required largely in advance of the realisation of commercial returns achieved from the development projects it is designed to support and facilitate, provision and initial financing of the public realm framework will fall to the public sector.

Use of public sector land to reduce cost of alternative premises provision

In common with all public sector supported projects there will be a requirement to ensure value for money and exemplary design and sustainability standards. Using publicly owned land for the purposes of the development offers the potential of simplifying initial land assembly requirements and uncertainties.

8.4 Risks and risk mitigation

The risks associated with the delivery strategy outlined are:

- A lack of direct economic outputs in the early phases.
- The need for 'up front' public sector capital investment.
- A lack of will from the private sector to improve the commercial offer.
- Deferred potential public sector financial return.
- The development of the cultural centre is likely to require further public sector investment.

These identified risks may be mitigated by an appropriately phased development strategy.

8.5 Destination Management Partnership (DMP)

The management of the various activities and facilities at Bowness Bay and the Glebe should be co-ordinated for maximum effectiveness. This means that it will have co-ordinated operational management, marketing and events management regimes. It will be similar, in effect, to an attraction like Portsmouth Historic Dockyard, which has a range of independent attractions that have formed a partnership together to manage and market the destination as a whole.

There is no reason why a partnership regime, that can form the foundations for this partnership, should not be started immediately. We would expect South Lakeland District Council and the Lake District National Park Authority to be key partners. The South Lakeland Development Trust could potentially take a lead.

At the outset, the resources available to such a partnership would be limited. As the development progresses, however, it is envisaged that this management organisation would develop strength. It could generate revenue funding from a variety of sources, for example through the ring fencing of revenues from car parking and special events and could manage facilities such as visitor information and toilets. It is anticipated that the DMP would take the lead on delivery of the public realm related elements of the project.

8.6 The role of trusts

It is likely that the Visual Arts Attraction would both be non commercial and would require a trust to establish and operate it.

8.7 Phasing

The framework masterplan sets out a long term ambition for Bowness Bay and The Glebe. The delivery strategy recognises that delivery will take several years and that for some elements, such as the visual arts attraction, it will be difficult to put a timescale on realisation, because of the unpredictability of such opportunities. The phasing of delivery of the Bowness Bay and The Glebe Framework Masterplan is borne directly from the delivery rationale outlined above. In particular the provision of a new landscape and infrastructure armature is a critical prerequisite of the proposed development of the Courtyards scheme and redevelopment of the Shepherds/Aquarius site for a possible cultural facility.

Initial phases of the enhancements to the public realm and infrastructure would include the provision of additional car parking capacity at a decked Braithwaite's Fold, allowing the periodic pedestrianisation of Glebe Road. With particular reference to the decking of Braithwaite Fold we would recommend that the opportunity to raise the required capital investment through SLDC prudential borrowing be investigated. Further enhancement of the 'Parks within a Park' will include the re-provision of the existing leisure facilities (tennis courts etc.) necessary to release the site for the proposed Courtyards development. The development of the Courtyards will be undertaken by the private sector, with support from the public sector partners. The extent of required public sector support for the Courtyards development will be influenced by:

- The relocation terms associated with the existing business interests within the Shepherds/Aquarius complex
- The site purchase price required by the current owner (SLDC)
- The nature and extent of permitted development (with particular reference to the inclusion, or otherwise, of private residential accommodation)
- The degree of control exerted by the Local Planning Authority in respect of potential ground floor commercial/leisure uses.



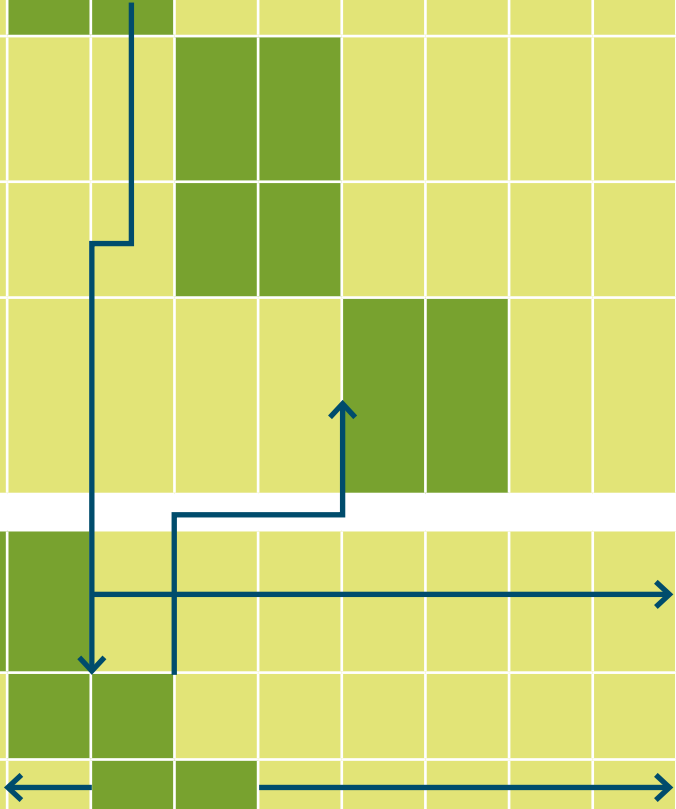
Key Projects	
(A1)	Restructuring of Glebe Road and Car Park
(A2)	Public Realm Enhancements on Lakeshore
(A3)	Decking of Braithwaite Fold
(A4)	Enhanced Linkages
(A5)	The Lawn
(A6)	Arboretum
(A7)	Park within a Park remaining elements
(A8)	Public Realm enhancements on Glebe
(A9)	Public Realm enhancements to Bowness village linkages
(A10)	Cultural facility enhancements on Aquarius site
(D1)	New hotel, marina and enhanced access to lake Windermere Aquatics site
(D2)	Development of Courtyards site
(D3)	Rectory Farm

To be read in conjunction with Phasing Strategy

Phasing Diagram

Bowness Bay & the Glebe - Delivery Programme

Project Elements		1	2	3	4	5	6	7	8	9	10
Landscape & Infrastructure Armature (A1- A10)	A1 = Restructuring of Glebe Road and Car Park	█	█								
	A2 = Enhancements to public realm and retained buildings, and where possible access to the lakeshore, between Aquatics and Shepherds/ Aquarius complex		█	█							
	A3 = Decking of Braithwaite Fold Car Park			█	█						
	A4 = Enhanced pedestrian and public transport linkages from Braithwaite Fold				█	█					
	A5 = The 'Lawn'			█	█						
	A6 = Arboretum			█	█						
	A7 = The remaining elements of 'parks within a Park'			█	█						
	A8 = Enhancements to public realm linking Shepherds/ Aquarius to the 'Courtyards', the 'Bay' and the 'Lawn'					█	█				
	A9 = Enhancements to public realm linking the 'Bay' to Bowness village					█	█				
	A10 = Enhancements to public realm and culture facility on Shepherds/ Aquarius complex and where possible access to the lakeshore							█	█		
D1 = New hotel, marina and enhanced public realm and access to lakeshore within Windermere Aquatics site			█	█							
	D2 = Development of 'courtyards' site			█	█						
	D3 = Rectory farm				█	█					



Delivery Partners	Potential Funding Sources	Comment
SLDC / LDNP / NWDA	NWDA	
SLDC / LDNP / NWDA	NWDA	
SLDC / LDNP / NWDA	SLDC	Potential for prudential borrowing funding
SLDC / LDNP / NWDA	NWDA / Section 106 / 274	Sec. 106 / 278 from Hotel Development
SLDC / LDNP / NWDA	NWDA / Section 106 / 275	Sec. 106 / 278 from Hotel Development
SLDC / LDNP / NWDA	NWDA / Section 106 / 276	Sec. 106 / 278 from Hotel Development
SLDC / LDNP / NWDA	NWDA / Section 106 / 277	Completion required to release site for Courtyards development
SLDC / LDNP / NWDA	Section 106 / 278	Sec. 106 / 278 from Courtyards Development
SLDC / LDNP / NWDA	Section 106 / 279	Sec. 106 / 278 from Courtyards Development
SLDC / LDNP / NWDA	NWDA / Lottery	
Windermere Aquatics / Private sector	Private	Flexible within program - not on critical path
Public sector partners in collaboration with private sector developer	Public / Private	Completion required to release site for cultural facility development
NT / NWDA	NT / NWDA / Lottery	Flexible within program - not on critical path

However there are many low cost actions that can be taken now, that will have the twin benefit of on the one hand, showing that the process of discussing the future development of Bowness Bay and The Glebe has had a real impact and also, demonstrating the potential of a number of the key proposals within the Framework Masterplan, through immediate albeit temporary interventions. Such actions should include the following:

- Setting up a full programme of arts and cultural events, demonstrating the capacity of Bowness Bay and The Glebe to accommodate all kinds of events in different spaces in and around the area.
- Build or borrow a floating stage for a water based festival or performance.
- Close Glebe Road, initially for odd days, transforming it with a temporary grass or painted covering and staging picnics or other events.
- Breaking down existing barriers in places, to facilitate pedestrian movement connecting the lakeshore and The Glebe.

8.8 Economic benefit

The realisation of the vision for Bowness Bay and The Glebe is likely to have economic benefits that are of substantial scale that would be felt over a wide area. An initial assessment of the potential economic benefits has been carried out by Locum Consulting and their report is included within the Evidence Base report.

Local impacts

A large part of the economic impact will be as a result of the impact that it will have in its own right. Creating an attractive waterfront park environment with a much greater range and quality of things to do will attract a much larger number of people to the site and will induce a large number of people to make a trip to the Lake District. Our indicative estimate is that it could attract an extra 100,000 visits annually to the Lake District, generating about £10 million additional spend annually in the Cumbria economy.

It is likely that the number of visits to Bowness Bay would increase by a third, about 500,000 visits a year, increasing the estimated total to 2 million. Because of the greatly enhanced range of opportunities to spend money, it is likely that the average spend across the whole audience could double to £4.00 per visitor. This would imply total annual turnover of c. £8 million as opposed to c. £3 million currently. And because the vision for the development is of food and drink outlets and shops that are largely independently owned and have particular focus on Cumbrian produce, it would be expected that a higher proportion

than normal of this spend would be retained in the Cumbrian economy. The STEAM model estimates that 1 full time equivalent job in South Lakeland is supported by every £60,000 of expenditure. On this basis, the additional spend would create about 80 extra full time equivalent jobs at Bowness Bay.

The benefit to South Lakeland

It is perhaps not unreasonable to assume that the project would increase the number of visitors to South Lakeland by 2-4%, about 100,000-200,000 annually, spending an average of £100 each, a total of £10-£20 million annually that is incremental spend in the Cumbria economy. That could support about 165-330 jobs in the Cumbrian economy, dispersed through many locations. This is likely to represent good value for money by comparison to other possible investments in the Cumbrian economy.

Wider benefits

The project will have greater impact in this, however, in terms of knock on effects. Firstly, it will multiply the benefits that will result from rest of the Windermere Waterfront Programme. The vision of a string of quality attractions is a powerful one that will make a step change difference to the performance of the Lake District as a destination. It is not unreasonable to expect that, in totality, it could result in a 10% increase in visits and spend, amounting to about £50 million a year. Much of this would result from additional staying visits. Bowness Bay is such a prominent hub location on Lake Windermere that, if it was

to be left in its current degraded state, it would undermine the whole project. On the reverse side of the equation, it probably has the potential to generate the most positive publicity for the whole project. The demolition of the Shepherd's/Aquarius complex would, in particular, receive international publicity and be seen as a marker in the renaissance of the Lake District. It would also probably create one of the most treasured public spaces in the whole of Britain.

Just as the whole Windermere Waterfront Programme would be undermined by failure to complete the Bowness Bay project, the impact of the Bowness Bay project would be undermined by failure to remove the Aquarius/Shepherd's complex.

Secondly, in terms of knock on benefits, it will stimulate additional investment in the immediate vicinity. This will partly because it will attract a different type of customer to Bowness, which will cause businesses to invest to respond to exploit the opportunity. It will also have the psychological effect that businesses will feel the need to improve the appearance of their businesses to match the improved environment in which they operate. This is a common effect when public realm is enhanced.

8.9 Summary

The delivery strategy set out in this section of the report will continue to be refined as key partners progress details of the framework and the projects. However, there are some key recommendations:

- The need for a strong, public sector led organisational framework
- The need for infrastructure investment (including public realm) up front, funded by the public sector.
- Developing a short term programme of events and demonstration projects to both demonstrate the potential of Bowness Bay and the Glebe and to build momentum and support for investment in a new public realm infrastructure.



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