

**Adrian Faulkner**

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**From:** Richard Greenwood [RGreenwood@cumbriatourism.org]  
**Sent:** 16 March 2011 17:08  
**To:** Adrian G Faulkner  
**Subject:** Business Improvement District for Windermere and Bowness  
**Follow Up Flag:** Follow up  
**Flag Status:** Red

Adrian

Thank you for your letter of 14th March about the proposal for a Business Improvement District (BID) in the LA23 post code area. From Cumbria Tourism's perspective we are broadly supportive of these initiatives which can provide additional resources for local promotion, events and festivals, environmental improvements, maintenance of local facilities (like toilets!) and much more. We have seen benefits emerging from the BID in Keswick and it is disappointing that the business community there has not voted in sufficient numbers to renew the BID initiative for a further 5 year period. This gives you some idea of the challenge that you face in bringing the Windermere and Bowness business community on board!

Best of luck in your endeavours. If we can help with making the case let me know

Regards,  
Richard  
Development Director  
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