



Lake District National Park Authority  
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Your ref: AF

Date: 18 April 2011

Adrian Faulkner Esq  
Windermere & Bowness Chamber of Trade  
2 Thwaites Howe  
116 Craig Walk  
Bowness on Windermere  
Cumbria LA23 3AX

Dear Adrian

### **Business Improvement District for Windermere and Bowness**

I understand that the Chamber of Trade, through it's BID's Working Group, is progressing work on a Business Improvement District for Windermere and Bowness. This is heartening news and may I offer the full support of the National Park Authority.

The establishment of a BID for Windermere and Bowness has been identified in a number of strategic documents for the National Park, including:

- The Partnership's Plan – A Management Plan for the Lake District National Park 2010-2015 was agreed by The Partnership in September 2010 and adopted as a statutory plan by the National Park Authority in September 2010. The strategic activity – Maximise business development in rural service centres includes action 1.03 "Develop Windermere and Bowness Business Improvement District"
- The Windermere Management Strategy 2011 includes action A4.1 "Using the experience from Keswick, work with local businesses to develop a BID or similar style alternative programme."

If I can assist you further in this project then please do not hesitate to contact me.

Yours sincerely

STEVE RATCLIFFE  
DIRECTOR OF PLANNING & PARTNERSHIPS



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Richard Leafe, Chief Executive

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Association of National Park Authorities  
A member of the Federation of Nature and  
National Parks of Europe