



Windermere & Bowness Chamber of Trade

The minutes of a General Members Meeting held on the 7th October 2008 at the Burnside Hotel, Kendal Road, Bowness-on-Windermere, commencing at 6:30pm.

Present:

Eve Blatchley	Honorary Member	Paul Frain	Helen's Chocolates
Barry Butler (Chair).	Butler Thompson Assoc.	Bill Johnson	Honorary Member
Liz & Tony Blaney	The Fairfield Guest House	Steve Marston	The Cook House
Simon Everett	Simon Everett Opticians	Mike Nicholson	Seafarers
Adrian Faulkner (Sec)	AGF Business Services	Pam & Ian Plumb	Slo-vine
Robert Fowler	Robert Fowler Associates		

Guest Speaker:

Mike Clarke

Apologies:

Anthony Dean	Threshers	Jo Harris	Windermere Wine Stores Ltd
Naomi Darbishire	W McClures Ltd	Christine Johnson	
Tim Farron MP		Penny Seeds	Manuka

Opening Remarks:

Barry Butler (Chair) welcomed the assembled members and introduced Mike Clarke, Director, Lake District World Heritage Project.

Presentation by Mike Clarke:

Mike firstly introduced himself and then the theme of his presentation. He pointed out that he had been in post for > 1 year and that the project covered Cumbria with some 38 partners and 17 funders signing up.

Mike went on to say that the Lake District had been put forward for World Heritage Status as far back as 1986 and the reason for its "resurrection" was that UNESCO did not, at the time, have a status category. They had a re-think of the criteria and came up with "Cultural Landscaping." The bid is going forward on the 'esthetic value' of the landscape and the romantic poets coupled with the National Trust having its birth place within the area.

There are 3 advisory groups set up to help with the bid:

1. Technical group,
2. Business People, and
3. Community Engagement group.

Mike then went onto outline the opportunities to be gained:

- Tourism – can be used as an endorsement to make visitors stay longer,
- Farming – reorganise their cultural role,
- Education – working with Cumbria University.
- Economic – employ consultants to ascertain whether the 3 towns of Bowness, Windermere and Keswick should be included. Taking them out would damage the bid as they would provide the caveat as economic drivers. There would be need to find out what economic gain has been gained from other such projects. There would be no further Planning Regulations as the ones in place by the Lake District National Park Authority are stronger than any within the World Heritage remit.

There is a need to build a strong case for inscription.

There then followed a Q&A session:

- Q. What would be the extent of the site?
- A. May involve the whole of the National Park
Take out the 3 towns
A smaller site.

- Q. What would happen if there was a change in Government?
- A. If the current Government sign up for the World Heritage Status it should go forward. However the Status bid may come off UNESCO's list and there may have to be a new bid.

- Q. What would be the cost of the bid?
- A. There is a budget of £500k over 3 years. Not all of this money is from the public sector, some of it would come from the private sector.

- Q. Where does UNESCO get the money from to fund such sites?
- A. From a subscription by every member country or state.

- Q. At the end of the day, will there be a local committee to oversee the bid?
- A. Cumbria Strategic Partnership and or the Lake District Partnership .

At the end of the Q&A, Barry thanked Mike for his presentation and answering the questions.

Minutes:

The Minutes of the meeting on the 9th September 2008 were accepted as being correct.

Matters Arising not covered by the Agenda:

There was nothing to report.

Correspondence:

The Secretary reported that any correspondence received was on the website and had been notified to members via the e-News.

He read out an email he had received regarding better signing in 'old' Bowness. He pointed out that he would make contact with the person concerned.

He also read out an email he had received from a pupil at a school in Weiz regarding help in publicising Fair Trade in their town. He stated that he had put the pupil in touch with the local Fair Trade organisation and had sent some information via email.

Finally, the Secretary commented on the 'good' publicity the Chamber of Trade had received in the latest edition of The Hub.

Reports:

Eve Blatchley reported on the visit to Diessen am Ammersee as part of their 10th Anniversary celebrations. Eve pointed out that 4 steam boats had made the journey across land to take part. She also passed round press cuttings from the local Diessen papers. The football team from Windermere and Bowness had taken part in a 'triangular' tournament and had finished second, on goal difference.

Any Other Business:

The Secretary was asked to write to CCC, the Windermere Town Council, Civic Society and Cllr Joan Stocker regarding the roadside lighting on Rayrigg Road.

The Secretary mentioned that nominations for the various Officer and Representative positions were need before the AGM in December.

It was noted that the Windermere Taverners Cricket Team were celebrating their 25th Anniversary this year.

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Dates of Future Meetings:

2008

December 9th – **AGM & Christmas "Get Together"**

2009

January 6th

February 3rd

March 3rd

April 7th

Adrian G Faulkner - Secretary, Windermere & Bowness Chamber of Trade.
DMS. FCMI., CLP.