

## Windermere Water Drops

(Whilst the name is not important at this stage, something like: *A Trickle of Fun*, or just plainly *Drops of WOW* might be more appropriate in conveying a convergence on The Glebe or a gradual build-up to something potentially huge i.e. the finale on the Saturday).

I provide some more thoughts below in an attempt to flesh out the 'water drop' text messaging promotion that seeks to engage potential younger residents and visitors.

1. Essentially this idea would centre around the provision of a number of 'water drop' signs that would be in keeping with WOW brand guidelines, but these signs at a few selected locations would feature a dedicated text number(s) to promote water conservation (and mobile phone recycling) and establish visitor flow, particularly in respect of moving the masses in the direction of the finale on The Glebe.
2. Whilst admittedly still nebulous, it is nevertheless an attempt to marry a number of disparate possible strands to WOW 2007 and, inter alia, include:
3. Represent a form of advanced promotion and one that would potentially give the event a distinctive green tinge and might offer scope to engage the Tourism & Conservation Partnership;
4. Encourage some measure of physical exercise for those attending WOW 2007 (and not just mobile phone owners);
5. Reach out to local and visiting youngsters using technology that forms an integral part of their daily lives;
6. Provide additionality by demonstrating educational value with a distinctive local flavour (with a view to bidding for LDNPA SDF) that broadly relates to the relevant science elements of the National Curriculum (including KS1/KS2 Forces and Motions and KS3 Energy Resources and Energy Transfer) and possibly expandable to include Design & Technology (KS2 Controls, Use of Materials, Structures and Motion) in relation to say, Windermere Lake Cruises.
7. The siting of the water drop signs would be a deliberate attempt to orientate visitors and encourage them to move in the direction of key locations and in line with how water drops fall on the surrounding area and ultimately trickle in the direction of the Lake (read: The Glebe). Naturally we will be expecting the trickle from surrounding locations to form a torrent on reaching Glebe Road.
8. I note WOW 2007 is intended to be held in September and the finale will probably commence when it starts to get dark. In this instance there is an opportunity to promote road safety among slighter younger WOW-goers

i.e. those who do not yet own a mobile phone. Clearly others on the Steering Group may have better insight in to what form this may or should take if deemed appropriate, but for illustration purposes of this particular idea, a simple elasticated retroreflective strip with the WOW logo might be a starting point and it might be interesting to find out whether any level of funding for such an initiative might be levered through Cumbria Safety Cameras as the operating arm of Cumbria Road Casualty Reduction Partnership, and whether there would be any advocacy from members of Safer Roads for Cumbria (representing a broad consortium of public and private sector interests that gather to promote greater safety and awareness of hazards on the County's road). I design equipment that sometimes features retroreflective strips, so I have local contacts who can provide indicative costs for such a 'safe' promotional product. If desirable, then this could be introduced along the lines of: *WOW...Be Seen in Windermere!* with the inference that The Glebe is the happening-sort-of-place to be on that particular Saturday night in September.

9. What I have perhaps missed out thus far is how WOW 2007 might stimulate a child's creativity and with it the potential for some measure of alternative funding. There is always the possibility of putting on some form of competition to draw out the creative talents of younger WOW-goers, possibly sub-divided into a) 10 years and under; b) 14 years and under; and c) 15 - 17 years old. It could be as simple as providing a printable template of an appropriately sized water drop on the website with a polite instruction to put any trimmings in the green box. Effectively the young artist would be introduced to a blank canvas and invited to provide a pictorial description of a Windermere water drop and the need to save water. Perhaps on the Saturday night the youngsters could have the space to set out their individual water drops to form a 'sea of support' to provide a bold statement on addressing the scarcity of water. The coalescence of colours would provide impact and relevance in its own right, but then there could be selection of the one water drop that forms the most defining statement on water conservation. However, this does raise the issue of matching the winning entry to the artist responsible. One approach might entail as a condition of entry to send an e-mail through the WOW Website and obtain a unique identification number (by return) to put on the back of the entry which might be a reasonable safeguard in terms of child protection. On completion and after capturing this spectacle on camera, the 'sea' is broken up and recycled. Whether there is scope to use the winning entry in some form of local water conservation initiative may form an interesting moot point.
10. To possibly enhance the visual impact of the rain drops 'pooling' on The Glebe (or other designated location) when becomes dark and to improve the conspicuity of the very young WOW-goers as set out in point 8 above, then blue 4" light sticks could be affixed to the water drop on reaching The Glebe. (The lightsticks could be purchased at cost and then resold prior to the finale with any mark-up going to the Tourism & Conservation

- Partnership or serving as evidence of new income to placate funding bodies and their desire to encourage sustainability). Assuming reasonable uptake of the blue light sticks and no cloud cover, the scene would presumably make for a fairly impressive Landsat satellite photo (calibrated as TIFF image) and 'sold' as a 'Beacon of Blueness' to others around the planet and in furtherance of water conservation.
11. Provide a subtle message, but one that needs to be crafted in a careful and sensitive way to impress upon the visiting public that coming to the Lake District might entail getting a bit wet (plugging local watersports providers and facilities) but that does not necessarily put a dampener on the WOW experience.
  12. In the run-up to WOW 2006, the Steering Group had explored the possible linkage between Windermere and Bowness and rightly considered that it may dilute the event, particularly in its first year. The downhill stretch from Windermere to Bowness could be 'waymarked' at, for example, 500-metre intervals with a Windermere Water Drop to allow certain groups to gauge the distance travelled and gain some sense of personal achievement. Something like *travelling4water* could become a bit of an advert for local sustainable transport that caters for all residents and visitors. Thinking about the 'uphill march' after the finale and possibly with tired young children, then there are always operators such as Mountain Goat to provide a return shuttle service (indicative cost: £30 per hour per vehicle).
  13. The above points just scratch the surface in terms of the potential of WOW 2007 to engage and enthuse younger audiences and perhaps these could form the basis of a top-level section of the website under the banner of something like *WOW Kids*, but others in the Steering Group can surely put forward better suggestions.
  14. Developing and implementing a text message promotion (I put forward tentatively the project title: '**WOW, Txt 'n Learn**'), indicative costs might be in the order of £300 per week as Penny at CT did a text campaign around the then CTB Holiday Guide.
  15. The Science Museum provides a fairly neat platform on its *Antenna* website for providing science-related news to young web surfers. Key themes on this website are presented under the heading *in depth investigation* (see 1st URL below). This does have a seductive sound to it in the sense that any association with it might allow us to plumb the depths of Windermere by providing bite-size chunks of GCSE-related narrative on water or the water cycle with (Lake) Windermere providing a very tangible and local context in a relaxed, fun setting (and hopefully conveying the subtle message that learning can be fun). More ambitious, would be trying to form a 'phone' connection between the proposed water conservation theme with the *Dead Ringers* (2nd URL below) that raises the issue of mobile phone recycling. Any involvement with the Science

Museum would hopefully allow for reciprocal links to the WOW 2007 Website; serve as a possible ambassador for WOW 2007 in Central London and provide some measure of endorsement for this activity.

<http://www.sciencemuseum.org.uk/antenna/>

<http://www.sciencemuseum.org.uk/antenna/deadringers/>