

# Waterhead Public Realm Enhancement Study

South Lakeland District Council

## Brief

BE Group was commissioned, along with TEP and Aecom, by South Lakeland District Council, to prepare a public realm enhancement strategy for Waterhead.

Waterhead, on the edge of Ambleside, attracts many tourists because of its lakeside setting and pierhead facility on Lake Windermere.



## Activities

BE Group's role was to undertake the consultations programme. This involved extensive contact with landowners, businesses and residents of Waterhead, public agencies, community groups and the wider area population, to identify preferred viable design options.

A series of thematic public workshops were held at the study outset to identify issues and opportunities. A two week public consultation exhibition of design options indicating varying degrees of change and intervention, was held. Attendees completed over 260 questionnaires.

All landowners, businesses and resident and community groups were interviewed, at both the outset and design options stage to ensure they were fully engaged in the project.

Overall design concepts and their individual development options were scored by the public, businesses and public sector agencies. Scorings were weighted to ensure a fair balance against factors of deliverability, economic benefit, design and environmental quality, business and public opinion.

A business impact assessment was produced to support a bid to the NWDA for European and UK funding.

## Outcome

A preferred masterplan was agreed, which proposes enhanced use of the area by boats; and substantial public realm improvements to reduce the impact of traffic and make Waterhead more attractive for visitors.

The scheme would see up to £3million physical investment from private and public funds, which would pump prime much more substantial private sector capital commitments to upgrade existing business operations.

It is proposed that BE Group will continue to assist in negotiating the property transactions/agreements necessary to deliver the physical improvements.



### Comment from South Lakeland District Council:

*'Excellent work by the BE Group, highly professional as always and a first class report'*