



WINDERMERE TOWN COUNCIL

Representing the interests of the communities of Windermere, Bowness and Troutbeck Bridge

Report for SLDC: Proposed change of name

Background:

Windermere Town Council administers services in the communities in and around the Windermere town. There has been, for some time, concern that the Council's name does not properly reflect the communities that it serves. The current Mayor (Cllr John Saunders) initiated a programme when he took office in May 2019, which reviewed the Council's structure, working practices and name. The Council's Policy & Finance Advisory Group discussed the issue of name at their July 2019 meeting. They proposed to Full Council that the name be extended to include Bowness, as an equally large settlement to Windermere and that the name be changed to Windermere & Bowness Town Council. This would then include the vast majority of the parish population. It would also reflect the names of other local community groups such as Windermere and Bowness Chamber of Trade, Windermere and Bowness Civic Society and Windermere and Bowness Community Care Trust.

The Full Council meeting held on 14th August 2019 agreed the proposal to change the name to Windermere & Bowness Town Council.

Consultation:

The Council set up its own facebook site in February this year. It has grown very quickly and has now more than 1,000 members, a very high proportion of the towns' populations. In February 2020, the following question was posted to the facebook site:

"Should we change our name to Windermere & Bowness Town Council?"

By 28 February, when the poll closed, there were 121 responses for YES and 2 responses for NO, representing a 98% vote in favour of the name change locally.

Recommendation:

The Town Council seeks approval from SLDC to changing its name to Windermere & Bowness Town Council on the grounds that it will better describe the administrative area covered and ensure that residents of Bowness feel included.