

**C-SCOPE Coastal Explorer Interactive Task and Finish Group
Monday 10th August 2009 – 2.30 pm – 5.30 pm
Committee Room 4, County Hall, Dorchester**

<p>Present:</p> <ul style="list-style-type: none"> • Rachel Sadler, Assistant Chief Executive, Weymouth and Portland National Sailing Academy • Jim Masters, Coordinator, Devon Maritime Forum • Tony Flux, Coastal Zone Project Manager, National Trust • Sue Mitchell, Transport, Access & Recreation Officer, Dorset AONB • Ben Wallbridge, Countryside Ranger, Durlston Country Park, Dorset County Council • Sally King, Jurassic Coast Visitor Manager • Seb Layer, Work Experience Student • Bridget Betts, Coordinator, Dorset Coast Forum • Lorraine Morris, Tourism Officer, Purbeck District Council and Dorset/new Forest Overseas Marketing Manager, Dorset County Council 	<p>Apologies:</p> <ul style="list-style-type: none"> • Julia Pullman, Jurassic Coast Marketing and Communications Officer • Julia long, Marine Development Officer, Weymouth and Portland Borough Council
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		Action
1.	<p>Introductions NS introduced RS who will be the chair of the Coastal Explorer Interactive Task and Finish Group. Everyone in the group then introduced themselves and stated why they were interested in this group.</p>	
2.	<p>Overview of C-SCOPE – Ness Smith There have been several versions of C-SCOPE. C-SCOPE today is an Interreg project with partners in Belgium who are carrying out a similar project but on smaller scale.</p> <p>Three key outputs of C-SCOPE;</p> <ol style="list-style-type: none"> 1. Marine Spatial Plan 2. Coastal Explorer Planning 3. Coastal Explorer Interactive (CEI) <p>The purpose of CEI will be to achieve commitment to Integrated Coastal Zone Management (ICZM) through stakeholder engagement.</p> <p>The CEI will be a map based interactive tool that covers the whole of the Dorset Coast. It will enable the user to plan a day on the Dorset Coast. It will not be a tool for booking accommodation or restaurants; it will be a tool that focuses on interfacing with the coast in a sustainable way. For example, it is hoped that there will be codes of conduct for things like diving will be included.</p> <p>The group will need to determine what sort of information is needed by tourists.</p> <p>The bid also included money for 10 Access points along the coast.</p> <p>JF has collected over 260 datasets so far for both the CEI and Coastal Explorer Planning tool. There will be roughly another 140 to collect.</p> <p>Questions Q. LM asked how we would ensure there would be no duplication on other tourism websites. A. Duplication would be picked up through this group and through the DCF members. Since the conception of this project we have more tourism officers who are DCF members. The Jurassic Coast Team were initially concerned that there were other similar concepts to the CEI in the South West but they have now agreed that CEI is more specialist. NS pointed out that we have this fund now to carry out this project, so lets make use of it.</p>	
3.	<p>Dorset Explorer Demonstration – James Feaver</p>	

JF explained that are two key things that this group needs to decide on

1. What system do we use?
2. What information do we want on the system?

Dorset Explorer

DCC have already built one called Dorset Explorer which will be used for the Coastal Explorer Planning tool and could be adapted for the CEI tool.

JF gave a flavour of coastal explorer its main functions are:

- Address search
- Can add data layers
- Can use different backgrounds e.g. aerial view and maritime charts
- Find my nearest function
- Can create web links out (this will prevent some replication)

Positives:

- Dorset Explorer is tried and tested
- JF can put the information on the system himself

Negatives:

- Dorset Explorer is not visually very aesthetically pleasing
- Dorset Explorer is quite technical to use

Google Maps

An alternative tool we could use is google maps. Finding Sanctuary are using google maps in there work to present information collected back to fishermen – see

<http://www.fs.no-ip.com/MainPage.aspx>

Positives:

- This would be more appropriate for the public
- Could have maritime charts in the background

Negatives:

- Would mean we have to work with external coordinators but there is a budget for web design.

Questions and suggestions

Q. What is the budget for the website?

A. £28,000 has been allocated for web design and another £48,000 for the Access points, the group may want to distribute this money differently though. The following link is to the company that finding sanctuary use to adapt google maps for their purpose, they provide costs on this page - www.esdm.co.uk/webmaps.asp

Q. LM commented that people who are already sailing must already be getting information on weather, wind, good places to go etc. already.

A. Whilst this might be true, CEI would take this sort of information and display it in a more visual way. We would not be managing or duplicating the data as there would be links out to websites such as UK wind map, which sailors already use.

Q. Is a serious sailor is the target for the CEI?

A. The group considered the audience and decided that the audience would be more than just people visiting Dorset. The CEI could hold information for kayakers on slipways. BB, a regular kayaker, would find this information useful.

4. Discussion: Opportunities and constraints of CEI?

Destination Dorset

LM gave an update on Destination Dorset. This is a visitor information website that has general tourist information. Most of this information was held on District websites but

will now be on Destination Dorset (<http://www.visit-dorset.com/>) LM remarked that it might be a little daft to create a website specifically for the coast when all the information could be on one website. LM suggested that the interactive map could be a function of Destination Dorset.

LM admitted that the site had not been completely populated yet. NS questioned whether the Interreg funding would allow the CEI tool to be placed within another website, and that it probably should be standalone.

Important to make sure that we compliment rather than compete with these sorts of websites.

Action: All to look at <http://www.visit-dorset.com/> and other local visitor website by next meeting to make comments and think about audience.

All

Marketing and Brand

The group discussed marketing. There is no budget allocation for this but JM suggested it would be a good idea to get articles about the CEI in magazine and in links from Bed and Breakfast websites etc. In order to get the CEI to come up first in google, we would need to carefully word the website front page. The C-SCOPE Communications Task and Finish group will be focusing more on this.

The group felt that the brand of the CEI will be important as it is with the Jurassic Coast, therefore embedding the CEI into other website was not preferred. The Interreg logo will need to be incorporated but the group needs to consider what the brand will be –Dorset or C-SCOPE?

It was suggested that the group think about the name of the tool as “Coastal Explorer Interactive” is not very catchy, will need time to consider this and will need to consider who the audience is to determine the name and the brand. Will review next meeting.

Information and Audience

The group discussed the level of information they wanted on the website, for example, would the code of conduct for kayaking come up automatically when you clicked on something to do with kayaking? It was decided that this could be a bit bombarding unless the language in the codes of conduct was positive and they were renamed “Ways to keep yourself safe when kayaking”.

There are two audiences for CEI, the day trippers and the specialist users, therefore it was suggested that there could be two ways into the website, one for each type of user. The importance of having clear objectives and audience vision was discussed.

Action: BB to write and send a draft of objectives and audience vision, all to comment and feed back.

BB

Suggestions for the tool

Having a Day planner in the CEI was suggested that would plan a day depending on weather and tide times. This is used at Durlston Country Park. We would need to be careful about being seen to suggest visiting certain places or activities over others. There could be a function to say where you are and how far you want to travel, which would bring up activities in that radius.

The group envisages CEI to be like a “local friend” with lots of useful information that you can’t necessarily get elsewhere. The idea behind this was that you usually have a better holiday if you have a local friend who shows you the hidden spots.

It was suggested video clips and fly through could be used and an education seabed map layer could be incorporated. JM suggested a “people who did this also chose” function, similar to that used on Amazon.

TF suggested using something similar to the flashing tourist information boards used

	<p>years ago. BW commented that visitors rarely stray 5 miles from the car park at Durlston Country Park. They have found that most visitors what to know where to get a cup of tea, where the closest toilets are and where a good view is, they call this "Brews, Loos and Views".</p> <p>TF asked the group to consider that many people do not bring their laptops on holiday with them; therefore most people will look at the website to gain information before they go. JM pointed out that new i-phones etc. can make this sort of information accessible anywhere. JF commented that graphics can be very poor on some phones therefore an interactive map may not work on them.</p> <p>RS suggested that the CEI could look at places to go crabbing and dog walking and codes of conduct. We need to find a niche of useful information to provide.</p> <p>JF stressed how important it is for data to be updatable such as information on where footpath closures are. A system is only as good at the data within it, links to websites change.</p> <p>The Access Points were thought a good idea for coach trippers. However, it was suggested that access points in TIC's may not be necessary, could use computers with internet to show the website.</p> <p>JM suggested that a satellite navigation platform could be developed as you drive along the Dorset coast. There is already a Sat. Nav. Download for bathing beaches. Action: JM to look into this.</p> <p>TF suggested we look at segmentation. This has been used by the National Trust to make sure that information gets to the correct group. SK questioned how relevant this information was, a lot of time could be spent trying to segment but how representative would it be? Action: TF to look into segmenting carried out by the National Trust and feedback to the group.</p> <p>How far inland the CEI covers has not yet been decided, this will be something for the group to consider.</p> <p>At this point the group reflected on what they were trying to achieve, the promotion of sustainable use of the coast, therefore some of the functions suggested may not be relevant.</p> <p>The group considered when we need to get a web designer on board. This would be useful because the web designers could inform whether our suggestions are feasible and could make useful suggestions themselves. BB will bring the original bid document to the next meeting so that we can review any limitations around funding. Action: BB to bring bid to next meeting and invite a web design company of consultant to the next meeting (poss. Jurassic Coast web designers).</p>	<p>JM</p> <p>TF</p> <p>BB</p>
<p>5.</p>	<p>AOB Doodle dates will be sent out for the next meeting.</p> <p>Any websites that cannot be accessed due to Dorset County Council Internet Quota system, please email Bridget to get them unblocked on B.Betts@dorsetcc.gov.uk</p>	