

C-SCOPE Coastal Explorer Interactive Task and Finish Group
Monday 25th January 2010 – 1.30 pm – 4.30 pm
Prince Regent Hotel, Weymouth

<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 • Bridget Betts, Coordinator, Dorset Coast Forum • Lorraine Morris, Tourism Officer, Purbeck District Council and Dorset/New Forest Overseas Marketing Manager, Dorset County Council • Ness Smith – CSCOPE Project officer • James Feaver – Marine & Coastal GIS Officer (DCF) 	<p>Apologies:</p> <ul style="list-style-type: none"> • Julia Pullman, Jurassic Coast Marketing and Communications Officer • Matilda Bark, DCF Policy Assistant • Sally King, Jurassic Coast Visitor Manager • Lisa Workington, Consultant, Tandem Marketing
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1.	<p>Welcome & Apologies</p> <p>RS welcomed everyone to the Prince Regent Hotel and thanked them for coming. NS told everyone that MB had been collating apologies but, as she was off-sick, we could not access them (added in these minutes).</p>
2.	<p>Review of minutes from 10th August 2009 (A summary document, rather than minutes, were produced from the seminar day at Zeta on 10th November 2009). There were no comments.</p>
3.	<p>Review of Zeta Seminar</p> <p>As everyone was happy with the outputs from the seminar, BB summarised by saying that the main lesson was to ensure that we know exactly what we want before we brief website developers; this will lower costs and mean we get a better ‘user journey’. BB said the main point of today was to help to develop a good brief with lots of the information up front.</p>
4.	<p>Development of Consultant Brief</p> <p>Target audience; a long discussion ensued, which sometimes strayed onto content of the website and its function. The Group also discussed whether the website should act to entice new people to Dorset. It was felt that this probably wouldn’t be a function, but that if it did, that would be a bonus. Key points from the discussion were:</p> <ul style="list-style-type: none"> • It was agreed by all that the target audience would be a more specialised audience of marine and coastal users, in particular those involved in watersports. • Segmentation/classification was discussed. It was felt that users were likely to be ‘explorers’ – those who want basic information on what they can and cannot do on the coast and in Dorset waters. JM commented it would be good to tie in with existing visitor classifications. • There was discussion about targeting educational institutions; providing information to plan activities for field trips. It was generally felt that this was a good idea, but should perhaps be added to the website at a later stage, once it has been successfully implemented. • The group agreed that the website would be for <i>‘anyone who wishes to pursue a recreational activity on the Dorset Coast or within its inshore waters’</i>. • LM stressed it was important that the website should complement the existing visit-dorset.com website, and not try to do the same thing. The group agreed, and SM said that hopefully all the Dorset sites should feed off each other, not compete. <p>Actions: LM to provide Arkenford segmentation. TF to provide National Trust segmentation. NS to draw up a profile of the average user of the site.</p> <p>Objectives: BB presented a draft set of objectives. They were generally well accepted, but the group felt it was important to emphasise that the website would be for specialist use, and would provide a ‘one-stop-</p>

shop' for users. It was also agreed that the website should also be accessible on mobile devices, so that both pre-planning and spontaneous decisions could be made.

The Group discussed the need for 'market research' and initially it was felt that a workshop would be a good way to find out how both potential users and businesses would like to see the website function. However, it was decided that it would be more effective to send out a questionnaire via the DCF database, with an associated press release.

Actions: BB to revise objectives and distribute to Group. NS to devise and distribute questionnaire.

User Journey: It was felt that it would be a good idea for everyone in the Group to share their vision for the website:

LM: A specialist website, mainly water-based activities, the boundary being from the Coastal Path out to sea.

JM: A tool that provides information for people who know what they want to do on the coast, but would like it in one place. Covering issues such as access/parking/eating/alternative activities. It would encourage people to try new things; an Amazon type function would be good 'people who did this, also enjoyed...' Should be creative and visual.

JF: Map based, should be able to choose what you want to see/do, and drill down to more information. Functions such as 'I am here, what can I do' would be useful, as well as pre-planning functions such as Hidden Dorset's 'treasure chest'. Specific businesses should be included.

BW: Have specific links to businesses, but generic symbols for things such as pubs, campsites etc – so there are no endorsement issues.

RS: A specialist, water-based activity based website; a 'one-stop-shop' for all the coastal information you might need, like having a 'local best friend'.

TF: Agreed with RS, and added that he saw the website as being a 'benign visitor manager tool'.

SM: Also agreed with TF and RS, saying that including codes of conduct for activities had been included in the Coastal Corridor Plan.

A discussion followed about the need for caution if we are seen to be endorsing or accrediting businesses. However, it was felt to be important that businesses listings are included, and that a disclaimer should be used.

The Group then listed the activities that should be considered for the website:

Sailing, Diving & Snorkelling, Angling (onshore and off), Kayaking, Rock Climbing, Jet Skiing, Wakeboarding, Kite Surfing, Surfing, Wildlife Watching (onshore and off), Coasteering, Geocaching, Cycling, Rock-pooling, Fossil Hunting, Walking, Camping, Paragliding, Photography/Painting, Riding, Dog Walking, Heritage/Archaeology, Gig Racing, Rowing, Education.

Languages were discussed. LM advised that only 8% of visitors to Dorset are from abroad, and the number one language is German. Visit Dorset uses the Google Translator tool. It was decided to see what the budget implications for translation would be.

The cost implications for displaying certain data (such as charts) were briefly discussed. RS thought the RYA may have data they could share with us.

Marketing was also briefly discussed. It was generally felt that the name Coastal Explorer Planning would need to be changed. One suggestion was to create a competition for naming the website, which could be hosted on the DCF website. BB said it would be good to discuss this with LW who is a branding expert.

Actions: NS/BB to seek advice on 'recommending/endorsing' companies on the website. JF to look at cost implications for using chart data etc. BB to discuss branding with LW.

5.	AOB: There was no other business, and the meeting was closed.
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