

**C-SCOPE Coastal Explorer Interactive Task and Finish Group**  
**13 October 2010 – 10 am – 1 pm**  
**Borough Gardens Community Rooms, Dorchester**

<p><b>Present:</b></p> <ul style="list-style-type: none"> <li>• Tony Flux, Coastal Zone Project Manager, National Trust</li> <li>• Bridget Betts, Coordinator, Dorset Coast Forum (Chair)</li> <li>• Ness Smith – CSCOPE Project officer, Dorset Coast Forum</li> <li>• James Feaver – Marine &amp; Coastal GIS Officer, Dorset Coast Forum</li> <li>• Julia Pullman, Jurassic Coast Marketing and Communications Officer</li> <li>• Matilda Bark, Policy Assistant, Dorset Coast Forum</li> <li>• Helen Knight, Assistant, Dorset Coast Forum</li> </ul>	<p><b>Apologies:</b></p> <ul style="list-style-type: none"> <li>• Sally King, Jurassic Coast Visitor Manager</li> <li>• Lisa Worthington, Consultant, Tandem Marketing</li> <li>• Sue Mitchell, Transport, Access &amp; Recreation Officer, Dorset AONB</li> <li>• Ben Wallbridge, Countryside Ranger, Durlston Country Park, Dorset County Council</li> <li>• Lorraine Morris, Tourism Officer, Purbeck District Council and Dorset/New Forest Overseas Marketing Manager, Dorset County Council</li> <li>• Jim Masters, Coordinator, Devon Maritime Forum</li> </ul>
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<p><b>1. Welcome &amp; Apologies</b></p> <p>BB welcomed all to the meeting and explained that Rachel Sadler had stepped down from the group as Chair due to changes in her role at WPNSA. Rachel will not be attending meetings from now on but remained on the mailing list for minutes. It was proposed that BB should chair the meeting; this was agreed by the group.</p>														
<p><b>2. Update on the tender process and introduction to One Bright Space</b></p> <ul style="list-style-type: none"> <li>• BB explained that the Tender Brief discussed at the last meeting had been completed.</li> <li>• The tender was advertised through Dorsetforyou.com and Supply2gov.com.</li> <li>• 120 companies expressed an interest in this tender.</li> <li>• 17 tender submissions were received in total.</li> <li>• These were scored against the following evaluation criteria:</li> </ul> <table border="1" style="margin-left: 40px;"> <tr> <td>Price</td> <td></td> <td>30%</td> </tr> <tr> <td rowspan="4">Quality</td> <td>Branding (5%)</td> <td rowspan="4">40%</td> </tr> <tr> <td>Interactive Mapping Element (15%)</td> </tr> <tr> <td>Website Development and Content Management System (15%)</td> </tr> <tr> <td>Hosting and Ongoing Support (5%)</td> </tr> <tr> <td rowspan="3">Creativity and Innovation</td> <td>Branding (10%)</td> <td rowspan="3">30%</td> </tr> <tr> <td>Interactive Mapping Element (10%)</td> </tr> <tr> <td>Website Development and Content Management System (10%)</td> </tr> </table> <ul style="list-style-type: none"> <li>• Tender Submissions were evaluated by four people individually</li> <li>• Four companies were invited back to interview, where they were evaluated using the above evaluation criteria again.</li> <li>• The interviews took place on 27<sup>th</sup> September 2010. LW, BB, MB, JF, NS and Olli Parsley (DCC GIS Officer) were on the interview panel.</li> <li>• BB explained that Exegesis and One Bright Space (1BS) both interview very well. Unanimous decision that 1BS should be awarded the contract.</li> <li>• BB handed out Tender Submission from 1BS for members of group to view.</li> <li>• The Inception Meeting will be taking place on 21 October 2010. Outputs from this meeting will be fed into the Inception Meeting.</li> <li>• JF demonstrated the Brecon Beacons Park Explorer Website which 1BS are just completing at the moment. JF commented that references for 1BS were sought from the Brecon Beacons Park Authority and they were very complimentary of 1BS but noted that they do have lots of ideas and sometimes need reining in.</li> </ul> <p>Comments from group on Brecon Beacons Park Explorer Website:</p> <ul style="list-style-type: none"> <li>• TF really liked to profile feature, excellent to show how steep paths can be e.g. path at Walborrow Bay. As ratings like easy and strenuous are very subjective.</li> <li>• BB really liked the use of photos within the website.</li> </ul> <p>This developed into a brief discussion on functionality for the CE Interactive website. Key points of the discussion included:</p> <ul style="list-style-type: none"> <li>• JF confirmed that website will fill the screen rather than be a fixed size.</li> <li>• JP questioned whether we would hold tide data or link out. JF explained that this depends on the data.</li> <li>• BB mentioned that plan to include a distance measuring function and a fly through under the water (seabed mapping and from Bob Huggins)</li> <li>• JP asked whether a gigapan can be done under the water. NS thought this wouldn't be possible.</li> </ul>	Price		30%	Quality	Branding (5%)	40%	Interactive Mapping Element (15%)	Website Development and Content Management System (15%)	Hosting and Ongoing Support (5%)	Creativity and Innovation	Branding (10%)	30%	Interactive Mapping Element (10%)	Website Development and Content Management System (10%)
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	<p>TF commented that if this will be a “doers” website then event listings are needed. BB explained that would like to do this but would need to be maintained and there is no room in the budget. Agreed that should be included as a possible future function.</p>
<p><b>3.</b></p>	<p><b>Review of aims and objectives for the website</b></p> <p>Group agreed that the aims and objectives needed to be finalised. The group discussed aspects of the draft aims and objective in turn. As an outcome of this discussion the following aims and objectives were drawn up by BB:</p> <p><i>‘Coastal Explorer Interactive’ is the working name for the project. It is envisaged that through the branding experience a name for the website will emerge and provide a real identity to the website.</i></p> <p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• To present a clear, comprehensive and map-based website for all those who want to carry out recreational activities on the Dorset coast and its waters</li> <li>• To provide a user friendly website</li> <li>• To promote and encourage sustainable use of the coast and inshore waters</li> <li>• To strive to be inclusive of all users who wish to carry out activities on the Dorset coast</li> <li>• To acknowledge the existence of other relevant Dorset websites</li> </ul> <p><b>Audience</b></p> <p>The audience for ‘Coastal Explorer Interactive’ is anyone who wishes to pursue a recreational activity on the Dorset Coast or within its waters. They may be:</p> <ul style="list-style-type: none"> <li>• Residents</li> <li>• Visitors (holidaymakers and day trippers)</li> <li>• Specialist users</li> </ul>
<p><b>4.</b></p>	<p><b>Website discussion</b></p> <p><b><u>4.1 DCF member questionnaire results:</u></b></p> <ul style="list-style-type: none"> <li>•BB explained that MB had devised a questionnaire for DCF members to find out what sort of website they would find useful.</li> <li>•MB ran through the questionnaire results. Key points included: <ul style="list-style-type: none"> <li>○ 86% of respondents would prefer and interactive map based website rather than static map or text directory.</li> <li>○ MCA Coastguard offered help with safety messages within the website.</li> <li>○ 58% of respondents use the web exclusively to find out information needed to plan the recreational activities they carry out.</li> </ul> </li> <li>•TF commented that Tomb stoning was not on the activity list, group discussed whether need to acknowledge that this activity takes place and advise against it or ignore it.</li> <li>•TF commented that The National Trust is having a big push on “playing in the sand” at the moment.</li> <li>•Group discussed whether someone from RNLI or MCA should sit on the Task and Finish Group.</li> </ul> <p><b><u>4.2 Data list:</u></b></p> <p>JF ran through the data list and how it was formed. The following datasets were discussed in more detail:</p> <ul style="list-style-type: none"> <li>•<b>Charts</b></li> </ul> <p>Group felt that important that charts printed off from website not relied upon for navigational purposes. Agreed that simplified version of charts could be used.</p> <ul style="list-style-type: none"> <li>•<b>Seabed mapping / photos</b></li> </ul> <p>Some concern that these maps could be used to target areas for angling too accurately. Group felt that data is out in the public domain anyway and not all will use the data in this way.</p> <ul style="list-style-type: none"> <li>•<b>Local fish outlets</b></li> </ul> <p>Group considered this to be outside their remit.</p> <ul style="list-style-type: none"> <li>•<b>Live view of ships</b></li> </ul> <p>Agreed that would be very interesting for some users.</p> <p><b><u>4.3 Content:</u></b></p> <ul style="list-style-type: none"> <li>•JP felt that should not have too much visitor information under the visitor information sections as people will not look in this section.</li> </ul> <p><b><u>4.4 Functionality:</u></b></p> <ul style="list-style-type: none"> <li>•MB and JF both like the activity wizard suggested by 1BS.</li> <li>•Group discussed having news feed embedded but thought this could automatically send out the wrong sort of articles that do not relate to the website purpose.</li> </ul> <p>BB checked the Inception meeting agenda that had been sent by 1BS. BB asked the group what they felt about the name suggestion of “Into the Blue”. JP surprised that this had been suggested because it would be very hard to get a high search engine ranking with this name. Group felt the “Dorset” was needed in the title somewhere.</p>
<p><b>5.</b></p>	<p><b>Mobile device discussion</b></p> <p>JF presented the options for a mobile phone device. The group felt that augmented reality would not be an option</p>

	and that an application could be developed in the future but not essential now. Preferred option from the group was for a simplified version of the website.
<b>6.</b>	<p><b>Website delivery process and role of groups</b></p> <p>BB proposed that a sub group of the T&amp;F group should be set up to manage the detail website delivery. The T&amp;F group will still be brought in to comment on important decisions for the website such as branding decisions. This will mainly be done via email communications. Group happy with this proposal.</p> <p>BB suggested that a user group should also be put together to test the website – group agreed that this would be a good idea.</p>
<b>7.</b>	<p><b>Next steps</b></p> <ul style="list-style-type: none"> <li>• Inception meeting</li> <li>• Next T&amp;F Meeting (as and when needed rather than every 3 months)</li> <li>• Sub group need to look into written content for the website and who should write this. JP suggested using a template (like a top trump card) and getting experts to fill in the detail.</li> </ul>
<b>8.</b>	<p><b>Any other business</b></p> <ul style="list-style-type: none"> <li>• JP mentioned that a linking policy should be added to the website. JP suggested looking at the Jurassic Coast linking policy for guidance on this.</li> <li>• TF felt that the sustainability of the website needs to be considered. BB explained that this is being considered with space for banner ads being included in the website design.</li> <li>• TF felt that once the milestones of the project had been agreed with 1BS then they should be circulated to the T&amp;F group. <b>ACTION:BB to circulate milestones once agreed.</b></li> </ul>