

## PORTLAND TOWN COUNCIL

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30<sup>th</sup> August 2017

To: All Members of the Partnership

### **MARINE, ENVIRONMENT & TOURISM PARTNERSHIP**

Dear Member

You are hereby summoned to attend a **MEETING** of the **MARINE, ENVIRONMENT & TOURISM PARTNERSHIP**, to be held in **EASTON METHODIST CHURCH HALL, EASTON** on **WEDNESDAY, 6<sup>TH</sup> SEPTEMBER 2017**, commencing at 7.00 pm when the business set out below will be transacted.

Please note that a short Extraordinary Meeting of the Town Council will take place at 6.45 pm, so the start of the Partnership may be delayed as a result.

It is the Council's intention that all meetings of the Council and its Committees be recorded aurally.

Yours sincerely

Ian Looker  
Town Clerk

## AGENDA

1. **Chairman's Welcome**
2. **Apologies for Absence**
3. **Declarations of Interest** – to receive any declarations from Councillors or Officers of pecuniary or non-pecuniary interests regarding matters to be considered at this meeting, together with a statement on the nature of those interests
4. **Minutes of the Meeting Held on 7<sup>th</sup> June 2017** – to approve and sign (see attached)
5. **Minute Update and Matters Arising** (see attached)
6. **Public Participation** – to allow questions or comments from the public on any item on the agenda
7. **Neighbourhood Plan** – to receive a report from Mr Matthews
8. **Western Dorset Growth Corridor** – to receive the Borough Council's final report (attached)
9. **Public Footpaths** – to receive an update from Cllr. Garcia
10. **Public Rights of Way** – to receive correspondence from Tara Hansford, Dorset County Council (attached)
11. **Marine Dredging Policy** – to receive a report from Cllr. Wild
12. **Tourist Maps** – to consider a request from Mr Deadman, Portland Visitor Information Centre, for a grant towards the printing of more tourist maps at the end of the year
13. **Brown-Tailed Tussock Moths** – to consider their eradication on the Island
14. **MEMO Project** – to receive an update report from Mr Matthews

- 15. Standard Agenda Items (by exception)**
- (a) Disused Quarries (Portland Town Plan 2B)
  - (b) Litter and Fly-Tipped Material (PTP 2C)
  - (c) Run-Down Areas (PTP 2I)
  - (d) Open Spaces, Hedgerows, Footpaths and Dry-Stone Walls (PTP 2E, 2F)
  - (e) Cycle Paths

**16. Date of Next Meeting**

The next meeting of the Marine, Environment & Tourism Partnership will be held on Wednesday, 6<sup>th</sup> December 2017, starting at 7.00 pm, the venue yet to be decided.

**MEMBERSHIP:-**

Cllr. Sue Lees (Chair)	Portland Town Council
Cllr. Lucy Grieve (Deputy Chair)	Portland Town Council
All Town Councillors	Portland Town Council
Simon King	Economic Regeneration, Weymouth & Portland Borough Council
Derek Luckhurst	Agincare
Jen Reeves-Grey (?)	CRAB / Agincare
Cllr. Sue Lees	Chesil Equestrian Centre
Jane White	Crown Estate
Tara Hansford	Dorset Local Access Forum
Leo Henley Lock	Dorset Wildlife Trust
Alison Smith	Jurassica
Victoria Webbon	Land Trust
Geoff Peters	National Coastwatch Institution
Ruth Carpenter	Natural England
Andy Matthews	Portland Community Partnership
Sandie Wilson / Frank Cox	Portland Port Ltd
Hannah Sofaer / Paul Crabtree	Portland Sculpture and Quarry Trust
Cllr. Rod Wild	Portland Seafarers Support and Association for Portland Archaeology
Rowena Riley	The Churches Conservation Trust
Paul Glover	The History Society
Peter Allam	Weymouth & Portland National Sailing Academy
Mike Deadman	Weymouth and Portland Tourism Board
Peter Staddon	Working for a Better Portland

Requests for agenda items are welcome from all members of the Partnership. They should be sent to the Clerk no less than two weeks before the date of the meeting.

## **PORTLAND TOWN COUNCIL**

### **MARINE, ENVIRONMENT & TOURISM PARTNERSHIP MEETING HELD AT PETER TRIM HALL, ST. GEORGE'S CENTRE, REFORNE ON WEDNESDAY, 7<sup>TH</sup> JUNE 2017**

**PRESENT:** Councillors Jo Atwell (from 7.35 pm), Jim Draper, Charlie Flack, Lucy Grieve, Sue Lees, David Thurston and Rod Wild, together with Philip George (Crown Estate), Jane White (Court Leet), Andy Matthews (Portland Community Partnership), Hannah Sofaer (Portland Sculpture & Quarry Trust) (from 7.05 pm) and Mike Deadman (Weymouth & Portland Tourist Board)

**IN ATTENDANCE:** Ian Looker (Town Clerk) and Katharine Garcia (Dorset County Council)

Cllr. Lees in the chair.

#### **1176 – CHAIRMAN**

**RESOLVED** – that Cllr. Lees be appointed Chairman of the Partnership for 2017/18.

#### **1177 – CHAIRMAN'S WELCOME**

Cllr. Lees welcomed all to the Partnership meeting and gave fire safety directions.

#### **1178 – APOLOGIES FOR ABSENCE**

Apologies were received from Cllrs. Susan Cocking and Chris Gover, together with Cllr. Kate Wheller (Dorset County Council and Weymouth & Portland Borough Council), Geoff Peters (National Coastwatch Institution), Ruth Carpenter (Natural England), Sandi Wilson (Portland Port) and Peter Allam (Weymouth & Portland National Sailing Academy)

#### **1179 – DECLARATIONS OF INTEREST**

Cllr. Lees declared a pecuniary interest in the Chesil Equestrian Centre and Mr Matthews non-pecuniary interests in Weymouth College and the MEMO project.

#### **1180 – DEPUTY CHAIRMAN**

**RESOLVED** – that Cllr. Grieve be appointed Deputy Chairman of the Partnership for 2017/18.

#### **1181 – MINUTES OF THE MEETING HELD ON 30<sup>TH</sup> NOVEMBER 2016**

The minutes were formally agreed and signed as a correct record.

#### **1182 – NOTES OF THE MEETING HELD ON 1<sup>ST</sup> MARCH 2017**

**RESOLVED** – that the notes be received.

#### **1183 – MINUTE UPDATE AND MATTERS ARISING**

Minute 1165 – Neighbourhood Plan

Mr Matthews said the Community Partnership had not been successful in obtaining a grant, so would break the application into smaller parts and reapply.

#### **1184 – NEIGHBOURHOOD PLAN**

Mr Matthews reported that the Heritage and Character Study had now been issued in a corrected version. It also now includes a joint statement with Portland Port about the Port's land holding. Consultation on the Study would start on 9<sup>th</sup> June with publicity in the July Free Portland News. Mr Matthews emphasised the need to provide evidence-based documentation in making a case regarding planning applications.

In addition Aecom had been commissioned to carry out a site assessment of local development land. The Working Group would be collating an analysis of green spaces on the Island.

#### **1185 – OVERGROWN VEGETATION**

Members compared notes on the current situation. Cllr. Garcia said she was due to have a meeting soon with the County rights of way officer and welcomed notification of any footpath that was overgrown.

#### **1186 – PEBBLE SIGNAGE**

Mr Matthews advised that some of the storm damage funding would be used for additional signage and presentation material as an educational resource, including information boards at Chesil Cove.

#### **1187 – BROADBAND PROVISION**

Osprey Quay now has broadband accessible.

#### **1188 – FINGERPOSTS**

Philip George said that the new fingerpost in the vicinity of Perryfield House had not been installed yet.

(Cllr. Atwell joined the meeting.)

#### **1189 – JAPANESE KNOTWEED**

Following discussion it was **RECOMMENDED** – (1) the Council record where knotweed is sited, including photographs, and write to the landowners, (2) publicise its occurrence on the Council's website and in its display window, (3) write to the Borough Council, Cllr. Grieve to draft a letter.

#### **1190 – PUBLIC FOOTPATHS**

Members considered copies of a member of public's letter to the County. Cllr. Garcia undertook to raise this too with County officers. The Clerk will write once the meeting has taken place.

#### **1191 – STANDARD AGENDA ITEMS (by exception)**

##### **b) Litter and Fly-Tipped Material**

The Clerk was asked to write to Dorset Waste Partnership to find out whether litter-pick material could be brought to the tip. Mr Matthews will attempt to contact a climbing association about rubbish tipped over Cheyne Weares.

**c) Run-Down Areas**

Cllr. Flack raised the issue of 11 High Street, where the guttering is collapsing. The Clerk will write to the Borough. He was also asked to write to English Heritage about St. Peter’s Church.

**d) Hedgerows**

Cllr. Wild requested an agenda item for the next meeting about brown-tailed tussock moths and their eradication.

**e) Cycle Paths**

Cllr. Draper reported that he and Mr Matthews had identified a cycle route from Chesil to the Bill as part of a Sustrans route from Porlock to Portland. Further work was required to progress the project and additional helpers would be welcomed.

**1192 – ADDITIONAL ITEM**

Mr Deadman brought members up to date with various tourism developments on the Island.

**1193 – DATE OF NEXT MEETING**

The next meeting will take place at Easton Methodist Church Hall, Easton on Wednesday, 6<sup>th</sup> September 2017, starting at 7.00 pm.

The meeting ended at 8.45 pm.

Signed ..... (Chair) Date .....

## MINUTE UPDATE

### **a) Minute 1189 – Japanese Knotweed**

The Town Council has put forward a motion for the AGM of the Dorset Association of Parish and Town Councils (DAPTC) that the Government provide help nationally to eradicate knotweed. If approved the resolution will go forward to the National Association of Local Councils (NALC), who are able to lobby central Government.

### **b) Minute 1190 – Public Footpaths**

The Clerk has liaised with Cllr. Garcia since the meeting regarding progress.

### **c) Minute 1191(b) – Litter and Fly-Tipped Materials**

Dorset Waste Partnership have informed us that litter-picked refuse can be taken to a recycling centre or be collected by them by prior arrangement.

### **d) Minute 1191(c) – Run Down Areas**

Regarding 11 High Street Borough building surveyors have tried to resolve the problem with the guttering via a cherry-picker. Unfortunately they had access issues. The intention is to pay a second visit on 31<sup>st</sup> August using a tower scaffold to gain access.

The Borough also tell us the long-term future of the building remains under review.

BLUE SAIL ▶

VISITORS PLACES DESTINATIONS



# WESTERN DORSET GROWTH CORRIDOR DEVELOPMENT OF TOURISM PRODUCT & OFFER FINAL REPORT

WEYMOUTH & PORTLAND BOROUGH COUNCIL  
JUNE, 2016



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# 1 AT A GLANCE

This report forms part of the work commissioned for the Western Dorset Growth Corridor by Weymouth and Portland Borough Council and funded by the Dorset Local Enterprise Partnership (LEP) through the Growth Deal. The objective is to identify targeted investment needs as well as exploiting the legacy of hosting part of the London 2012 Games. Our report is one of four strands of work being undertaken on Culture & Tourism. It is a small part of the overall work commissioned for the area but an important one, because tourism is a major sector in Western Dorset.

Your challenge to us was to:

- ▶ Identify opportunities through the regeneration of Weymouth Town Centre to attract new visitor markets with a higher spend
- ▶ Assess where the Western Dorset Growth Corridor currently sits within the market place and the future potential change that will be required to access other growth and sustainable visitor markets, including conference markets suitable for current and proposed facilities
- ▶ Recommend what accommodation is required to deliver the needs of these markets.

We've taken a step back and looked at who is coming now and the visitor experience; then thought about the type of people who might be encouraged to visit, what experience they would expect and the capital projects required to deliver that. We have also considered other investments required to ensure that the value of capital investment is fully realised, recognising that visitors are drawn to a destination by the total experience. Our focus is on the first five years of the Growth Corridor vision.

Weymouth, Portland and Dorchester are all very different to each other, appealing to different markets. Each destination is at a different stage in the tourism destination lifecycle. That means taking a destination-led approach with a focus on Weymouth and Portland because that is where the greatest investment is needed.

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We know from our work elsewhere that driving up demand for quality facilities and products can support more and better jobs with better career prospects. Equally you cannot drift too far from the core of what a place is all about and its main markets. We believe that a quality and markets led approach should underpin tourism investment in Western Dorset and drive decision-making and priorities.

We are recommending the following priority visitor markets. Tourism investment should focus on delivering their needs.

- ▶ Aspiring Fun Families – with a propensity to spend when on holidays – to make Weymouth the best fun seaside resort it can be, delivering a great experience for all family members; targeting families with young children through to early teens
- ▶ Get away breakers – 60+ year round visitors but drawing on higher socio-economic groups than visit Weymouth now
- ▶ Activity seekers – making Portland an activity hub with a focus on diving, mountain-biking and climbing responding to what makes the Isle special and distinctive within the Jurassic Coast and creating Portland as a destination
- ▶ Cultural couples – making Dorchester a stronger short break destination

Weymouth is primarily a port and a seaside resort. Tourism has shaped the urban fabric and identity of the town for centuries and is a major employer. It is essential that the Weymouth Town Centre Masterplan delivers a town that works for visitors as well as residents and which supports the wise growth of tourism.

Tourism is often associated with low value jobs and research undertaken by VisitEngland shows seaside resorts attract lower spend visitors. Notwithstanding, employment in the hospitality and leisure sectors has grown in many seaside resorts in England in the five years to 2014; it has declined in Weymouth. Weymouth is underperforming relative to its peers, despite its natural assets, location on the Jurassic Coast and the profile created by the Weymouth & Portland Sailing Academy.

Tourism growth in Weymouth is constrained by the need for more accommodation stock; the area is running to full capacity in the peak season and the quality of some of the existing stock needs improving. In Dorchester the lack of hotels and guest houses is constraining growth in short breaks. There needs to be investment in serviced and non-serviced accommodation across Western Dorset to enable growth. It is important that economic

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development and planning departments in local authorities support accommodation investment through planning policy and its application, and by supporting other development and business support mechanisms.

However, more accommodation alone is not enough to deliver sustainable growth in tourism. Weymouth requires substantial investment in the quality of the environment, in the shopping and eating out experience, and investment in more visitor attractions – especially all-weather attractions – to encourage target markets to visit, spend more, stay longer and come back again. We are recommending the priority investment sites for Weymouth are:

- ▶ Brewers Quay - to create a mixed use development with a café quarter feel offering a day and early evening activity
- ▶ Lodmoor – developing one or more all weather attractions and using sculpture and trails to link the site into the town centre
- ▶ The Peninsula site – creating attractions, events spaces, a new theatre and hotels within a mixed use development, including additional places to eat and shop; the spectacular views have the potential to add value to commercial tourism developments.

Our Accommodation Investment Action Plan identifies seven sites for accommodation in Weymouth and its hinterland.

Portland has the potential to become a much stronger activity hub and to achieve that requires investment in activity tourism infrastructure including activity centres, camping pods, glamping sites and cafés. A single focus for tourism on the Isle will give it a much stronger identity and encourage inward investment. Extensive feasibility and business planning is underway to explore the potential to create a major new visitor attraction in Portland. The realisation of such a project would be a game changer. Both proposed concepts are highly compatible and complementary to the Portland activity hub identified here.

The opportunities for Dorchester are more straightforward. Here the product is in place with further cultural investment planned. There are some software enhancements needed, such as more festivals, events and trails that can add interest and encourage longer stays, but the major need is for more bedrooms to enable the town to attract higher spending year round short-breaks.

The next steps are for the Council to identify roles and responsibilities for moving forward the recommendations set out here and ensuring that the Weymouth Town Centre Masterplan embraces the opportunities for tourism and provides for the needs of the sector.

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## 2 THE CHALLENGES

We have consulted with over 60 businesses and stakeholders, reviewed tourism market intelligence, key policies and strategies including the Weymouth Town Centre Masterplan, undertaken an audit of each destination and looked at the accommodation offer in depth including consulting with hotel companies about investment potential (see separate Destination Audit and Accommodation Development Opportunities Papers).

This process has informed our thinking and shaped the recommendations set out in this report. To realise the tourism potential of Western Dorset, stakeholders must address the following challenges and issues.

### HEADLINE CHALLENGES

- ▶ Western Dorset is not a destination but Weymouth and Dorchester are – each has a clear identity but very distinct offers that appeal to different markets, despite being located only eight miles apart. It is important to be clear about target markets to ensure investment projects deliver what those markets want. This is particularly important for Weymouth which needs to evolve its markets into higher spending segments
- ▶ However you cannot drift too far from the core of what a place is all about - that means making Weymouth the best resort it can be, responding to what today's seaside visitors want and making Dorchester an outstanding historic County town
- ▶ Weymouth and Dorchester are not large places, creating critical mass and competitive positioning is challenging – that means punching above your weight and playing to your strengths
- ▶ Both destinations are currently heavily reliant on day trips from holidaymakers staying elsewhere – it is essential that investment creates additionality rather than displacement of activity from other parts of Western Dorset. That means attracting new overnight visitors to stay in the towns and the hinterland
- ▶ Seaside resorts are seasonal destinations, the key is to stretch the season, but year round tourism is difficult to achieve, so there is a need to be realistic about the scale of opportunity in the low season for Weymouth

- ▶ Weymouth is one of many seaside resorts in the south west but lacks a major driver or single distinctive reason to choose it over other seaside towns
- ▶ Many of the facilities that add value and encourage additional visitor spend are either missing, are of average quality or there is insufficient of them to create a critical mass. This relates to shopping, places to eat and drink, and also to trails and animation
- ▶ Accommodation is a barrier to tourism growth in both towns and to tourism across Western Dorset more widely – in Weymouth the issue is about the quality of some of the existing stock and lack of capacity in the peak season, and in Dorchester the lack of hotels and guest houses is constraining growth in short breaks. Portland has limited accommodation. In Weymouth’s rural and coastal hinterland the non-serviced accommodation sector is trading at full capacity in the peak season and needs to strengthen its off-peak offer
- ▶ However, accommodation demand is seasonal and winter trade limited – there is a need to be careful not to increase peak season capacity at the expense of diluting shoulder season and winter trade
- ▶ Planning restrictions are a significant barrier to accommodation development and improvement, particularly in Weymouth’s rural and coastal hinterland, but also on Portland and in Weymouth.

## DESTINATION CHALLENGES

### Weymouth

- ▶ Weymouth is a town of several identities and of inconsistent quality - this challenge exhibits itself in various ways, e.g. the Weymouth & Portland Sailing Academy attracts international events but the accommodation falls considerably short of what these visitors want and has on occasions resulted in Weymouth losing a prestigious sailing event to another location
- ▶ The Weymouth Town Centre Masterplan does not explore how the town works for a visitor perspective or explain how the recommendations can help develop and support tourism. There is no prioritisation of sites or a rationale for choosing the proposed locations for hotels and new attractions; the town centre experience and environment is not addressed. Yet there are regeneration sites that could transform the Weymouth visitor experience, offering more choice and better quality for visitors, that can also deliver more and better jobs and enhanced facilities for local people

*“Depending on your point of view it (Weymouth) is either a glorious example of British kitsch or a soulless summation of everything that’s wrong with the domestic seaside experience”*

Lonely Planet

- ▶ The focus for the ferry terminal to date has been about reintroducing a ferry service. The ferry terminal and Peninsula site is a once in a generation opportunity to create an exciting new mixed use development which can attract, entertain and accommodate new visitor markets while adding to the existing town offer in complementary ways. The Council needs to carefully weigh the different potential benefits of a ferry service (which would deliver considerable revenue benefit) against the wider regeneration opportunities and one-off capital receipt that developing the site would deliver.
- ▶ There is no sense of arrival or welcome at the station or by road, cars dominate too many streets, road and pedestrian signing is poor and confusing – it is essential these elements are looked at from both a resident and visitor perspective
- ▶ The waterfront of the inner harbour and Commercial Road is dominated by car parks, the rear of buildings and roads - this is a missed opportunity to create a much more attractive space
- ▶ The shopping experience is unexciting, comprising 'see everywhere' high street brands, empty units and seaside 'tourist-tat' shops - no one has taken up the challenge of significantly improving the shopping offer and experience – this is potentially a major opportunity to improve visitor spend as well as improving facilities for local people
- ▶ There is a lack of buzz in the shopping area and on the beach – animation, local activities, festivals and watersports would go some way to changing that, encouraging visitors to spend more time and money there
- ▶ The overall presentation of hotels and guest houses is dated, though there are examples of good practice in the mix – this adds to a sense that Weymouth is tired and old-fashioned. Many of the Council-owned leased hotels and guest houses are stuck in the low rated coach holiday market or low value leisure break market; operators are struggling to make the investments needed to attract higher spending visitors.

### Portland

- ▶ The Isle of Portland is distinctly different to either Weymouth or other parts of Jurassic Coast – more could be made of its Isle identity
- ▶ There is some low key, low value tourism activity in Portland but the area lacks either a critical mass of things to do or a major attraction

*Proud, and at times bleak and rough around the edges, Portland is decidedly different from the rest of Dorset, and is all the more compelling because of it. Its industrial heritage, water-sport facilities, rich bird life and starkly beautiful cliffs make it worth at least a day trip.*

Lonely Planet

- ▶ The location of Portland means it is physically linked with Weymouth but is also perceived as part of the Jurassic Coast – it could play a stronger role in helping to support tourism in the resort and for the Jurassic Coast by exploiting its potential as an activity hub
- ▶ Portland has a dramatic coastline and cliffs, interesting wildlife and beautiful, sometimes dramatic views contrasted by working quarries and industrial buildings. Tourism offers the potential for Portland to diversify its employment base – it will be important for tourism growth to respect the quality of the landscape but also deliver experiences that bring economic benefit, jobs and business opportunity
- ▶ Road access is seen as a constraining factor for the development of a major visitor attraction but careful planning and management could overcome that and it should not be used to discourage tourism investment.

### Dorchester

- ▶ Dorchester is an attractive town, there are investments taking place to its cultural, shopping and eating out offer – it has the potential to become a stronger year round short break heritage destination
- ▶ The lack of serviced accommodation is curtailing potential growth and the ability to realise the full potential of the investments being made to the cultural assets of the town
- ▶ It is a compact town but links to Brewery Square (and station) need to be improved to grow the town's footprint.

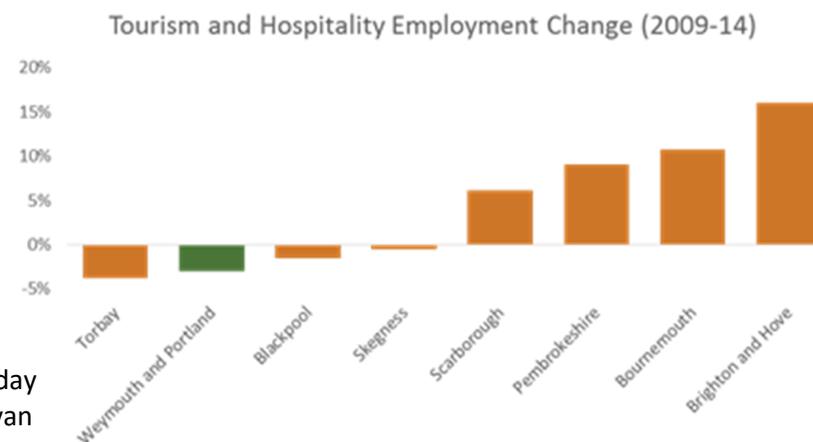
*With Dorchester, you get two towns in one: a real-life, bustling county town and Thomas Hardy's fictional Casterbridge. The Victorian writer was born nearby and his literary locations can still be found among Dorchester's white- and red-brick Georgian terraces. Here you can also visit Hardy's former homes and see his original manuscripts. Add cracking archaeological sites and attractive places to eat and sleep and you have an appealing base for a night or two.*

### 3 VISITOR MARKETS

A starting point for determining what needs to happen is to be clear about which visitor markets have the potential to deliver the higher spend and year round visits you want to attract. Successful destinations are those which are clear about their target markets and focus investment and marketing to meet the needs of those markets. This does not mean that other people won't come. It is a question of targeting finite resources where they will have most impact. Individual organisations and businesses will continue to invest in their own specific niche markets. The strategic stakeholders should focus on the destination as a whole and where best to put joint effort to deliver investment.

There is little detailed destination specific tourism market intelligence for Western Dorset to inform our thinking about markets, beyond headline volume and value. The majority of data is collected at a Dorset level. Given the diversity of the County's tourism offer, this provides limited insight. We can establish that tourism to Weymouth, Portland and Dorchester is worth an estimated £207m<sup>1</sup>. The majority of that value (85%) and visits are concentrated in Weymouth. Weymouth is 11<sup>th</sup> most visited seaside destination in England, according to VisitEngland Research but Weymouth has not performed well compared with other resorts in the five years to 2014 in terms of employment in the sector.

Weymouth is both a traditional seaside resort and a sailing port attracting 1.87m day visitors, many staying elsewhere in Dorset including in the holiday parks and caravan



Regeneris Research 2016

<sup>1</sup> Economic Impact/Value of Tourism – SW Research Company 2014

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parks in Western Dorset. Around 60% of all day trips to Western Dorset are to Weymouth. We have gathered views from accommodation businesses on their markets but this is relatively anecdotal and does not include day visitors. These discussions suggest that currently Weymouth attracts a very wide range of markets and that visitors use the town as a base to explore the wider area as well as a destination.

## TRENDS

Research<sup>2</sup> undertaken by Visit England provides a helpful snapshot of the typical seaside resort visitors. Domestic holidays to the seaside last longer than the average trip length but spend is slightly lower than the average. In a world where impulse short breaks and last minute bookings are becoming the norm, seaside holidays continue to be booked in advance, with around a third booking two months before a visit. Seaside holidays unsurprisingly tend to be popular with families and also with people in the less affluent social grades. Significantly, this research shows that aside from the beach, seaside trips are more likely than average to involve visitor attractions and outdoor activities but less likely to involve activities related to history and heritage or arts, culture and entertainment. That knowledge must influence the type of visitor attractions investment made in Weymouth.

Given the importance of family visits to resorts, it is worth noting the trends in family visits, which Weymouth will need to satisfy to thrive:

- ▶ Growth in trips taken by multi-generational families
  - ▶ Activity and entertainment for children key part of holidays
  - ▶ Activity holidays of all types to suit all levels of experience and expertise - dabblers, learning, adrenalin, extreme
  - ▶ Opportunities for spending time together – creating memorable experiences
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<sup>2</sup> Domestic Seaside Tourism 2014

- ▶ Freedom but tempered with need for safety
- ▶ Nostalgia for ‘how holidays used to be’

Dorchester is a cultural offer, appealing to the highly sought after ‘cultural tourist’. These cultural tourists are affluent couples, highly discerning, well-travelled in the UK and internationally, looking for high-quality, unique and meaningful experiences and not prepared to compromise on any aspect of their experience. The environment, food & drink and accommodation offer must all meet their expectations.

### PRIORITY MARKETS

We have identified four priority market segments (three are for Weymouth and Portland) and one niche segment for Weymouth and Portland.

**WEYMOUTH PRIORITY SEGMENT: ASPIRING FUN FAMILIES**  
 Families, parents 25-50, with children up to age 13; socio-demographic C1– aspirational - for themselves and kids; Living within 4 hours travel – mainly north and east of Dorset; Busy lives, both parents working; Holiday abroad and in UK

<p><b>Why:</b></p> <ul style="list-style-type: none"> <li>• Good potential product fit</li> <li>• Levels of spend – when on holiday prepared to treat themselves</li> <li>• Activities in Portland will appeal to some</li> <li>• Will come for weekends/half term as well as school holidays</li> </ul>	<p><b>Looking for:</b></p> <ul style="list-style-type: none"> <li>• ‘When kids are happy, we are happy’</li> <li>• Child-friendly accommodation, restaurants, pubs, safe bathing</li> <li>• Entertainment and lots to do</li> <li>• Opportunity to try new things e.g. learner activities</li> <li>• Bad weather alternatives – good visitor attractions</li> <li>• Reasonably priced places to stay – self catering in quality holiday parks, caravan parks for week long hols, hotel deals for weekends</li> </ul>	<p><b>Don’t want:</b></p> <ul style="list-style-type: none"> <li>• Quiet places with nothing to do</li> <li>• No facilities for children</li> <li>• Down market or shabby places</li> </ul>	<p><b>What’s stopping them:</b></p> <ul style="list-style-type: none"> <li>• Perceptions about Weymouth</li> <li>• Better alternatives – other resorts, Center Parcs</li> <li>• Lack of infrastructure for activities, wet weather attractions</li> <li>• Lack of early evening family food offers</li> </ul>
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**WEYMOUTH PRIORITY SEGMENT: GET-AWAY BREAKERS**

Aged 60 plus; Couples and groups of friends; Socio-demographic C1; Living within 3 hours travel – mainly north and east of Dorset; Retired; Regular break takers – mostly in UK; Comfortably off, healthy, active

**Why:**

- Out of school holidays and mid-week visits – fill the gaps
- Repeat visits

**Looking for:**

- Reasonably priced, quality hotels, guest houses and B&Bs
- Socialising with each other and meeting people
- Things to do – pottering around, shopping, cafes
- Short scenic walks
- Accessible culture and heritage – museums, gardens, historic houses

**Don't want:**

- Cheap & cheerful or worse - tacky
- High energy activities – other than gentle walks, easy cycling
- Noise and congestion

**What's stopping them:**

- Lack of awareness
- Perceptions about Weymouth
- Lots of alternatives
- Lack of right quality accommodation at right price

**PORTLAND PRIORITY SEGMENT: ACTIVITY SEEKERS**

All ages, socio-demographic groups ABC1C2 – families, friends, couples; All levels of expertise - enthusiasts, dabblers, learners and tasters; Range from those passionate about their sport/activity to those who want to try things out or have some fun while on holiday; Living within 5 hours – prepared to travel if the place offers what they want; Variable spend depending on activity - spend on activity, instruction, equipment & socialising; Some types higher spend than others.

**Why:**

- Year round visits
- Repeat visits
- Helps build awareness as a 'cool' happening place
- Attract day visits from those

**Looking for:**

- Great environment and infrastructure for their activity
- Reasonably priced, good accommodation and facilities – geared towards outdoor activities (drying, storage etc) - many

**Don't want:**

- Hassle
- Poor quality

**What's stopping them:**

- Lack of awareness
- Lack of tourism infrastructure, e.g. drying rooms, safe lock up for bikes

staying in rural Dorset		prepared to pay more for quality <ul style="list-style-type: none"> <li>• Great cafes, pubs and other social spaces</li> <li>• Socialising with like-minded people</li> <li>• For some – high quality/advanced/licensed instruction</li> <li>• Good equipment shops</li> </ul>	
<b>WEYMOUTH &amp; SURROUNDS NICHE SEGMENT: SAILING FRATERNITY</b> Couples, groups, families, friends into sailing and coming specifically for events (Participants and Spectators): Socio-demographic groups AB: Affluent professionals			
<b>Why:</b> <ul style="list-style-type: none"> <li>• Current market – opportunity for growth</li> <li>• Ensure Weymouth remains competitive for events</li> <li>• Good seasonal spread</li> <li>• Repeat visits</li> <li>• High spending</li> </ul>	<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Quality places to stay geared up to manage activity visitors and quality places to eat nearby</li> <li>• No hassle</li> </ul>	<b>Don't want:</b> <ul style="list-style-type: none"> <li>• Poor quality</li> </ul>	<b>What's stopping them:</b> <ul style="list-style-type: none"> <li>• Lack of right quality accommodation with facilities they need</li> <li>• Lack of good restaurants</li> </ul>
<b>DORCHESTER PRIORITY SEGMENT: CULTURAL EXPLORERS</b> Aged 40+, socio-demographic AB; Living within 2 hours travel time north and east of Dorset; Relatively affluent, interested in culture, food, well-being and spending time together; Frequent holidays and breaks in UK and abroad; Travel in a couple or in groups of (women) friends and rarely in a family group.			
<b>Why</b> <ul style="list-style-type: none"> <li>• Already a market for rural Dorset - opportunity to attract more day and staying</li> </ul>	<b>Looking for:</b> <ul style="list-style-type: none"> <li>• Rounded experiences</li> <li>• Character, quality, distinctive accommodation (hotels, guest houses, self-</li> </ul>	<b>Don't want:</b> <ul style="list-style-type: none"> <li>• Touristy places</li> <li>• Package trips, 'laid on' activities</li> </ul>	<b>What's stopping them</b> <ul style="list-style-type: none"> <li>• Lack of awareness</li> <li>• Lack of sufficient appropriate quality accommodation for</li> </ul>

<p>visits – and spend - to Dorchester</p> <ul style="list-style-type: none"> <li>• Develop dedicated short breaks</li> <li>• Up- market, affluent segment</li> <li>• Come year round</li> </ul>	<p>catering), independent restaurants and cafes serving high quality food, independent quirky shops</p> <ul style="list-style-type: none"> <li>• Historic environment with good public realm and public spaces</li> <li>• Distinctive cultural attractions, history, heritage, crafts, local festivals and events</li> <li>• Relaxation and time together</li> </ul>	<ul style="list-style-type: none"> <li>• Lots of families</li> <li>• Over promise and under delivery</li> </ul>	<p>overnight stays in Dorchester</p>
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It is worth noting that there is an inter-relationship between fun-seeking families and get-away breakers. Get away breakers may recommend Weymouth to their children who then visit with their family or they may first experience Weymouth as part of a multi-generational holiday. The C1 families of today become the getaway breakers of the future. There are opportunities to build brand loyalty and generational commitment to Weymouth which contributes to the economic longevity of tourism.

The activity seekers create opportunities to attract new markets into Weymouth and Portland and will generate demand for more facilities that will appeal to families staying in Weymouth.

## 4 WHAT NEEDS TO HAPPEN

We set out here five matrices, one each for Weymouth, Portland and Dorchester, for accommodation in the rural areas of Western Dorset to support urban investment and a matrix for conference tourism. Each matrix is supported by further commentary and analysis.

### WEYMOUTH

Proposition	
Deliver Weymouth as a much more contemporary and higher quality fun resort with a wide choice of things to see and do and places to stay.	
Rationale	Target Markets
Need to prioritise development that attracts visitors and enables a year round experience Create a competitive resort	Aspiring fun families C1 year round short breaks
What Needs to Happen	
Priority development sites	
<ul style="list-style-type: none"> <li>▶ Brewers Quay - mixed use development with a café quarter feel</li> <li>▶ Development of all weather attractions at Lodmoor and then link the site much more strongly into the town centre including through the use of sculpture and trails that create an attraction in their own right</li> <li>▶ Develop a masterplan for the Peninsula site once a decision has been made about the future of the ferry terminal</li> </ul>	

**Accommodation**

- ▶ Upgrade hotels and guest houses, including the repositioning of some as boutique hotels and B&Bs
- ▶ New branded budget and limited service hotels, and possibly a 3/4 star hotel on the Peninsula site
- ▶ Potential acquisition of seafront hotels by coach holiday companies
- ▶ The development of luxury holiday apartments, including through the conversion of some hotels and guest houses

**Townscape and seafront**

- ▶ Invest in welcome, orientation and signing especially at the rail station and other gateways
- ▶ Use public art and sculpture to bridge the route from the town centre to Lodmoor along the esplanade.
- ▶ Develop major events to drive out-of-season demand
- ▶ Develop a beachfront watersports taster offer
- ▶ Diversify and innovate shopping experience through pop-ups, street markets, improved shopfronts and window displays.

Weymouth needs to encourage movement of visitors across the town centre, port and seafront and to provide more reasons to move from area to another. Development sites offer the opportunity to inject more tourism product and to create new quarters; all linked through trails and improved wayfinding.

The regeneration focus for tourism over the next five years should be on the harbour, quayside and Brewery Quay. The qualities of the buildings lend themselves to creating an attractive additional area for tourists that will begin to support year round tourism activity. The opportunity is to create new quarters that offer quality attractions, shopping, hotels and a good food offer (either independent or mid-quality small chain). Preference should be given to quality seafood restaurants wherever possible to reinforce the port and seaside setting. The environment of the quay should include introducing pedestrian priority and public realm improvements.

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An all weather attraction at Lodmoor might be high quality commercial destination-indoor play. The new [Mattel](#) indoor play in Liverpool, the first to be developed by Mattel in UK, is an example of the best-in-kind. Soft market testing will be important to identifying the opportunities for Weymouth.

The Peninsula site has the potential to become a major development that will transform Weymouth and its offer but is unlikely to be delivered in the first five years of the Masterplan. Developments such as [Gun Wharf Quay](#) Portsmouth (driven by designer shopping) is an interesting comparator here. There may be value in stakeholders visiting a number of different places to generate a collective vision for the site and what might be achieved. The seafront location and views offer significant commercial potential. The challenge will be to ensure a mix of uses that leads with tourism – potentially a 3/4 star hotel and restaurants with a view, a new theatre with a water frontage and potentially other mixed use – would be desirable, but likely to need public sector funding support. There will be pressure to lead with high value residential. That can be made to work alongside tourism developments, and may be important in delivering commercial return for the developer and investors, but it will require careful masterplanning and management.

Hotel schemes need to be integrated into site development plans. We provide an assessment of potential hotel development sites in Weymouth in the Visitor Accommodation Investment Action Plan.

Beachfront activities should focus on delivering for families with young teenagers, e.g. sup kayak and sail windsurf taster. This helps to link Weymouth to the proposition for Portland as an activity tourism hub (see below).

It is important to improve the main shopping area. This is a complex challenge and not only about tourism. We are suggesting some relatively low key enhancements and activity initially but there is a bigger issue about the choice, range and quality of the shopping offer.

Events development needs to distinguish between major events that are attractors in their own right, generating visits, potentially including overnight stays, and smaller events that provide animation and additional things to see and do and can help to extend a day visit into the early evening. Weymouth needs to use both. Major events in the shoulder season and/or which themed around either seaside or activity e.g. running, cycling.

**Funding opportunities** : The current round of Coastal Communities Fund CCF needs plans at RIBA Stage 3 or 4 or equivalent. This suggests that the Brewers Quay development may be a potential candidate. In subsequent rounds up to 2021, specific elements of the Pavilion and ferry terminal schemes

should be identified and put forward. These developments can demonstrate the job creation outputs that the Fund is seeking. The sculpture trail from Lodmoor to the town centre may also be eligible, using job creation from a new attraction to support the application. There is a strong case for seeking CCF and LEP funding to establish a financial assistance scheme to accelerate improvements to Weymouth hotels and guest houses. Weymouth & Portland Borough Council could consider direct investment in budget/limited service hotel schemes that could deliver a new revenue scheme to the Council

**PORTLAND**

Proposition	
Develop Portland as an outdoor activity hub for learners and enthusiasts in watersports, rock climbing, mountain biking and diving – building on the particular strengths of adrenalin activities.	
Rationale	Target Markets
Builds on the opportunity and quality positioning Weymouth & Portland Sailing Academy and building a legacy from the Olympics 2012 Complements sailing events Delivers year round activity Creates a strong identity and focus for Portland Uses natural assets, complements existing walking paths etc Creates jobs including for younger people Complementary and good market fit with future Jurassic or MEMO attraction development	Learners – families, groups Active Enthusiasts
What Needs to Happen	
<ul style="list-style-type: none"> <li>▶ Creation of activity centres</li> <li>▶ Building up Weymouth Adventure courses (run by Weymouth College)</li> <li>▶ Activity friendly accommodation – investment in drying rooms etc</li> <li>▶ Camp site, camping pods, hostel/bunkhouse, self-catering</li> </ul>	

The Isle of Portland needs to develop a much stronger identity that can drive visitors in its own right; an identity that is separate to both the Jurassic Coast and Weymouth but provides opportunities to reinforce those associations and connect better with the Weymouth & Portland Sailing Academy. Outside of sailing, the activity market is very small in Portland but has good growth potential given the quality of Portland's natural assets. Developing Portland as an activity hub is the main opportunity.

By focusing on diving (good offer of wrecks off Portland & Weymouth coast), rock climbing (excellent Portland Dorset experience) and mountain biking (some activity now and potential to develop new facilities and trails), Portland can strengthen its reputation and create an activity hub, which will give a new market positioning that builds on the Olympics 2012 and has links with the walking and cycling offer of the Jurassic Coast. This approach will generate year round visits, provide accommodation operators in Weymouth & Portland with low and off season visitors and will create demand for further accommodation development geared to a younger active market. This focused approach has been used very successfully across Wales and has resulted in significant inward investment including in innovative new products in areas which have led with activity tourism.

The new markets attracted to activities will create an après activity demand for cafes and restaurants in Weymouth and provide additional taster and learner opportunities for visitors to Weymouth, including families with young teenagers (a particularly difficult market to provide for).

In exploring the potential of Portland, we are mindful of the two major attraction concepts – Jurassica and MEMO. Both are the subject of feasibility studies but these studies were not available to us. Should these studies confirm the viability and sustainability of one of these concepts, it could be a game-changer for Portland, creating even stronger connections with the

#### ACTIVITY TOURISM: WALES & SNOWDONIA

In 2002, Wales Tourist Board began to develop a suite of strategies to explore the growth potential to position Wales as a leader in activity tourism. At the time activity tourism accounted for almost £180m of direct visitor spending. A 2014 study by [Miller Research](#) for the Wales Government suggested this had grown to £481m and now supported 8243 full-time equivalent jobs.

Snowdonia in North Wales has focused on growing and diversifying its activity tourism to become a lead activity hub. Local plans have supported investment, local businesses and businesses. This has led to major projects including the creation of Surf Snowdonia, the world's first inland surf lagoon, Zip World Bethesda with mile long twin zip wires where riders reach 100mph and Bounce Below an underground trampoline experience in the Llechwedd slate caverns. This is in addition to miles of mountain bike trails, road cycling, walking, climbing, canyoning, white water rafting and a host of other activities which along with targeted marketing has positioned the region as a leading activity tourism destination.

Jurassic Coast. Depending whether the visits are day trips or overnight stays, the new attraction could variously help fast forward demand for accommodation and investment. A new high profile attraction themed around the environment would work well the markets attracted by activity tourism and work well with priority segments for Weymouth.

**Funding opportunities:** The Coastal Communities Fund, LEADER and potentially EAFRD offer opportunities for investment in facilities for activities including hot showers on the beach, changing rooms and safe locks up for sports equipment and the development of activity centres, camp sites, camping pods and other accommodation. Organisations such as Weymouth College may identify both training and facility investments for Weymouth Adventure that would be eligible for Coastal Communities Fund. Local signing and information and activity tourism business support may be funded under LEADER.

**DORCHESTER**

Proposition	
Make Dorchester a great cultural short break destination	
Rationale	Target Markets
Strong quality cultural offer with planned investment More short breaks support existing shops and restaurants and grow per head spend	AB Cultural short break market
What Needs to Happen	
<ul style="list-style-type: none"> <li>▶ The development of additional serviced accommodation e.g. the proposed Dorchester Brewery Hotel, Travelodge, pub restaurant with lodge, more B&amp;Bs</li> <li>▶ Strengthening profile of Thomas Hardy connections and experiences through marketing, potentially more events/festivals and visibility in town</li> <li>▶ Using new museum to help with market positioning on Jurassic Coast</li> <li>▶ Targeted marketing as a short break destination</li> </ul>	

Dorchester already has a quality offer with further investment planned. The focus is on realising the planned cultural investments and delivering more serviced accommodation in the town to enable it to be marketed as a year round short break destination.

**Funding opportunities:** There may be a need for Council or LEP funding to support the development of the Dorchester Brewery Hotel, which has not so far secured commercial hotel developer interest.

### WEYMOUTH'S RURAL & COASTAL HINTERLAND

Proposition	
Improve and expand non-serviced accommodation provision in Weymouth's coastal and rural hinterland	
Rationale	Target Markets
To meet peak season shortages/ grow peak season demand To grow shoulder season demand	Aspiring Fun Families Get Away Breakers Activity Seekers
What Needs to Happen	
<ul style="list-style-type: none"> <li>▶ Reconfiguration and expansion of holiday parks, together with the development of central indoor leisure, entertainment and catering facilities</li> <li>▶ The development of new holiday parks (if there are suitable sites)</li> <li>▶ Reconfiguration and expansion of caravan and camping sites to increase provision for tourers and motor homes, add more hard standing pitches, indoor leisure facilities, and potentially also camping pods</li> <li>▶ The development of a new Camping &amp; Caravanning Club site possibly (if there is a suitable site) – assuring a quality and well-marketed development</li> <li>▶ The development of glamping sites</li> <li>▶ The development of holiday cottages, including through barn conversions</li> </ul>	

Weymouth’s rural and coastal hinterland already has a strong offer of high quality holiday parks, touring caravan and camping sites and holiday cottages, which accounts for almost 70% of all of the bedspaces in the Western Dorset Growth Corridor. These businesses are trading largely at full capacity during the peak season. Holiday parks and high quality holiday cottages also attract strong demand in the shoulder season and even into the winter, and touring caravan and camping site operators have investment strategies that they are keen to implement to develop a stronger offer for attracting off-peak business. Planning restrictions are however holding back these investments and limiting the potential to increase capacity.

**Funding Opportunities:** LEADER and potentially EAFRD funding can potentially support accommodation development in Weymouth’s rural and coastal hinterland.

**CONFERENCES & MEETINGS**

<b>Proposition</b>	
Quality meeting spaces for a strengthening local business base.	
<b>Rationale</b>	<b>Target Markets</b>
Access to markets Quality fit with local demand Combining business and pleasure Fit with resort seasonality - demand in Spring & Autumn Value and diversifying business	Corporate & public sector organisations in a 30-40 mile radius Events e.g. training, meetings, conferences, workshops, team building, awards, dinners.
<b>What Needs to Happen</b>	
<ul style="list-style-type: none"> <li>▶ Improve quality of existing supply e.g. Pavilion, Dorchester museum, hotels</li> <li>▶ Improve the quality of experience for business booker - training and quality of service, AV &amp; technical, food service etc.</li> <li>▶ Partnership and collaboration</li> <li>▶ Include meeting space in new developments and plans</li> </ul>	

We have produced a detailed background paper, exploring the potential to develop business tourism as a driver of inward investment and jobs. This concludes that the main opportunity is the meetings and corporate events market; targeting small corporate, public sector and not-for-profit organisations based in a 30-40 mile catchment. The planned investment in various facilities will strengthen choice and future hotel developments provide opportunities to create more quality meeting spaces. Closer working between venues will be essential to take the offer to market more confidently and in a coordinated and market-competitive way. Specifically, the development of the ferry terminal and Peninsula site could lift the quality of the largest venue. Ongoing investment in the quality of the Pavilion could also help secure larger conferences but the scale and scope of the potential for Weymouth remains modest.

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## 5 ACCOMMODATION INVESTMENT ACTION PLAN

We have produced a separate detailed Visitor Accommodation Investment Action Plan for the Growth Corridor. Here we highlight the key areas of activity.

1. A more proactive, supportive and creative approach to the Council's management of its hotel and guest house portfolio that is firmly focused on improving quality
2. A quality improvement guidance and marketing training and advisory support programme for Weymouth hotel and guest house operators
3. A financial assistance programme for Weymouth hotel and guest house improvement
4. The managed loss of less well located guest houses
5. A portfolio of hotel sites in Weymouth marketed to target hotel companies
6. Direct Council investment in hotel schemes that can deliver a revenue stream to the Council
7. A proactive pre-application Council approach to working with holiday parks and caravan and camping sites to bring forward appropriate development schemes
8. The identification and marketing of suitable sites for new holiday parks and a site possibly for a CCC club site
9. The identification of suitable sites for camp sites and camping pods on Portland.

The Visitor Accommodation Investment Action Plan is presented as a draft for consideration by Council Officers who will have a role in its implementation. The document should be circulated to potential funding bodies and other interested parties so that it can be finalised and approved. Immediate next steps to finalise the Action Plan are:

1. Convene a **Western Dorset Growth Corridor Visitor Accommodation Investment Action Group** to bring together all relevant Council officers who will be involved the implementation to ensure a clear understanding of the purpose, status and scope of the Action Plan, secure commitment to working towards its implementation, and using the Plan as a vehicle for co-ordination going forward.
2. Finalise the Action Plan with inputs from all of the relevant Council officers to the programmes that they will need to lead and/or support.

3. Discuss the finalised Action Plan with Dorset LEP, Coastal Communities Fund and other potential funding bodies.
4. Circulate the Action Plan to visitor accommodation businesses for their comments and endorsement.
5. Present the Action Plan to relevant Council committees for approval to implement.

**Disclaimer:** All information and analysis supplied by Blue Sail Consulting Ltd and our sub-contractors is delivered in good faith and represents our professional judgement based on the information obtained from the client and elsewhere. The achievement of recommendations, forecasts and valuations depend on factors beyond our control. Any projections, financial or otherwise, in this report are only intended to illustrate particular points of argument and do not constitute forecasts of actual performance

## PUBLIC RIGHTS OF WAY

### Improving Local Public Rights of Way and Public Green Space

#### URGENT – CALL FOR COMMUNITY PROJECT IDEAS!

#### Health & Footpaths Project – Funding Available

We are carrying out research into the health benefits of local path networks. The findings from this project could help us secure more funding to improve and develop Dorset's Rights of Way Network. It's a tight timetable - 2017/18 – but contact me with your ideas for developing and improving your local path networks and if your project meets the criteria – we can do your project with this funding! Ideas might be stiles to gates, improved signage, missing links, appropriate surfacing – anything that results in developing popular routes/networks that more people will use.

Previously you told us what was needed to improve local public paths and green space so that they were easier to use, allowing more people to use them to make every day “practical” journeys eg to shops, school, places of work, and/or for “recreational” purposes eg socialising, play, keep fit etc

The information you provided was used to write up the Dorset Rights of Way Improvement Plan <https://www.dorsetforyou.gov.uk/footpaths/improvementplan>. You highlighted how it often only requires “small” improvements to create better path networks that are easier and more enjoyable to use by more members of the community, for example

<b>Infrastructure</b>	Replacing stiles with gates. Improving gates and bridges.
<b>Surfacing</b>	Improving flooded, slippery, deep mud and/or unstable surfacing
<b>Signage</b>	Informative signs that show how you can use the path, its destination, the distance and local amenities etc
<b>Road Severance</b>	Improving paths where they cross or connect along roads.

Since publishing this plan the Dorset Countryside Service, Dorset County Council have worked with numerous communities, user groups and organisations implementing various improvements to public paths and green space and developing the Dorset PRow network. We manage the **Community access improvement grant**. This provides small funding contributions to help communities improve and develop local path networks. We can also provide advice and support from developing your ideas, securing further funding and implementing the work on the ground.

**Please - tell us your ideas for developing the local path network in your area so that we can help you can walk, ride and cycle about your local patch.**

**Dorset Trunk Roads – A35, A31, A303** If your community and local public rights of way network is severed by the A35, A31 or A303 please contact me. Thankyou.

Tara Hansford  
Countryside Project Development Officer  
[Edited]