

# Community Led Tourism Group

10<sup>th</sup> February 2015

Methodist Church Meeting Room, Castle Street, Dursley

## Meeting Notes

Present: Councillor C Nelmes (Dursley Town Council)  
Councillor Fiona Firth (Dursley Town Council)  
Miranda Clifton (Vale Vision & Cam Parish Council)  
Kate Howe (Woodchester Mansion Trust),  
Terry Robinson (Woodchester Mansion Trust),  
Hilary Mann (Waterend Farm B&B, Coaley)  
Suzi Abraham (Hummingbird Café & Dursley Traders Group)  
Michael Chaplin (Inspirational World & Dursley Traders Group)  
Harri Chiba (Vale of Berkeley B&B)  
Vicky Jennings (Foresters B&B)  
Chris Cherry (Vale Vision & Dursley Welcomes Walkers)  
Linda Cherry (Vale Vision & Dursley Welcomes Walkers)  
Ben Tarry (From Tee to Green Golf School)

Apologies/Interest from (not reported at the meeting but recorded at the Council office):

Liz Mellish (Dursley Library)  
Owen Gower (Jenner Museum)  
Sally Munro (WWT Slimbridge Wetland)  
Andy Barton (Dursley Heritage)

1. **Background to meeting and overview of Hidden Britain Research (reports circulated separately with notes).**
2. **Issues/ideas identified for Dursley:**
  - Cleanliness of town centre.
  - Chewing gum and dog mess.
  - Through traffic on Parsonage Street.
  - Poor signage around the town.
  - Need for town centre map.
  - Leaflet for visitors.
  - Walkers are Welcome programme.
  - Need for long stay car parking.
  - Importance of public toilets.
  - Mountain bike routes.
  - Public transport links – bus and rail.
  - Taxi rank and into/at station.
  - Improve Cotswold way signage through Dursley town centre.
  - Set up links to Cotswold way website.
3. **Issues for wider area:**
  - Tourism group and activity needs to focus on wider area, not just Dursley.

- Work together and focus on collection of destinations, the small businesses, venues, B&Bs and hotels in the area.
- Utilise existing talent/knowledge of Slimbridge, The Jenner Museum, Berkeley Castle, National Trail etc.
- Push to get Dursley on regional map and local tourism brochure.
- Need to provide accommodation providers with local event and attraction information and use them to promote the area and attractions to visitors based on recommendations

#### **4. Ideas from the floor:**

- Set up and promote organised photography weekends (work with Clifton Cameras).
- Set up and promote organised horse riding weekends.
- Set up and promote organised walking events.
- Work with wedding venues in the area.
- Set up and promote Golfing weekends – get local golf courses involved, work together.
- Work with the Gliding club.
- People want to know: What are the local attractions? Where can we eat? What events are going on?
- Develop a digital area map with zoom in capability.
- Any design and art work should be well designed on quality paper.
- Get a larger tourism grouping within the area to bid for funding e.g. Severnvale, South Cotswold Vale and Hills.
- Set up familiarisation days for accommodation providers (to help promote venues/activities in the area to guests).

#### **5. Moving forward:**

- Suzi / traders to circulate draft of their leaflet for others to check and feed into. Suggest it includes a map of the wider area as well as zoomed in Dursley Town Centre info to demonstrate other local attractions which would encourage people to stay in area for a couple of days.
- Suggested further contacts: Stephanie at Newark Park, SDC Tourism lead
- Hold a further meeting in 1 month.
- Hilary Mann (Waterend Farm B&B Coaley) offered a venue for the next meeting if it didn't clash with lambing.