REPORT TO THE MEETING OF THE EXECUTIVE 5 SEPTEMBER 2018

PORTFOLIO: ENTERPRISE

REPORT FROM: STRATEGIC DIRECTOR

SUBJECT: ROCHFORD DISTRICT 2020 FESTIVAL

1   DECISION BEING RECOMMENDED

1.1   To endorse the facilitation of a Tourism Forum with a view to co-creation of a Discover 2020 Festival and a Tourism Strategy for Rochford District.

1.2   To note the launch event of the Tourism Forum on 11 October 2018.

2   REASON/S FOR RECOMMENDATION

2.1   To promote tourism and economic growth across the district and to commemorate several historically significant anniversaries, which is intended to be celebrated in a district wide festival in May/June 2020 (the "Discover 2020 Festival").

3   SALIENT INFORMATION

3.1   The Discover 2020 Festival is proposed to be a multi form festival inspired by several significant anniversaries of heritage assets within Rochford district during the year 2020. It is intended to be a series of local events operating across the whole district. Each local event would be owned and delivered by the residents, organisations and businesses of that locality. All these events would be branded under the single unifying brand of the Discover 2020 Festival. (Members are asked to note that the "Discover 2020 Festival" is a working title for the festival. A formal title and associated branding has yet to be agreed.)

3.2   11th May 2020 is the 200th anniversary of the launch of HMS Beagle in 1820. This legendary ship ended her illustrious career in the estuary mud at Paglesham and the Council is currently developing plans with the RSPB to commemorate this auspicious date at Wallasea Island. This is intended to be a two-day event over the last weekend of May 2020. RSPB will be naming specific lagoons on Wallasea Island in honour of the Beagle, Darwin and the Beagle's captain, Fitzroy. A viewing point, a marquee and paths/trail arrangement are also envisaged which will explain the Beagle's links to Darwin and Fitzroy combined with interpretation of the RSPB's achievements. It is anticipated that there will be free admission and parking; a shuttle bus to take visitors to and from the Beagle viewing point; and catering concessions and accompanying space for portaloos. This project is being worked up in detail as a gold project for the Council and will be presented to Members in due course.

3.3　　In addition to the HMS Beagle anniversary, 2020 also marks:

3.3.1　the 1000th anniversary of Ashingdon parish church which was built in 1020 by the order of the king, 'Canute the Great' of Denmark. The first priest at Ashingdon was one of King Canute's personal priests, Stigand, who was the Archbishop of Canterbury who crowned King Harold and officiated at the coronation of William the Conqueror in 1066. He is depicted in the Bayeux Tapestry;

3.3.2　the 1004th anniversary of the Battle of Ashingdon, which was fought between Danish and English armies on 18 October 1016. It ended in victory for the Danes, led by Canute the Great, who triumphed over the English army led by King Edmund Ironside. The battle was the conclusion to the Danish re-conquest of England;

3.3.3　the 540th anniversary of the original Rochford Hall, formerly one of the largest houses in the county which was reconstructed, as near as can be established, around 1480;

3.3.4　the 440th anniversary of the Canewdon Witch Trials - a ten-year period which began in 1580;

3.3.5　the 50th anniversary of the Rayleigh Windmill opening to the public in 1970;

3.3.6　the 750th anniversary of the building of The Old House in Rochford in 1270; and

3.3.7　the 950th anniversary of the inclusion of Rayleigh Mount in the Domesday Book of 1070.

3.4　　It is proposed, therefore, that following the HMS Beagle event in May 2020, there should be a month-long period of celebrations throughout June 2020 to commemorate these additional anniversaries and other planned festivities. These celebrations would be held across the district under the Discover 2020 Festival brand, with the HMS Beagle commemoration as its opening event.

3.5　　There are likely to be many other reasons for celebrating 2020 across the district and the Discover 2020 Festival should be as inclusive as possible to all other anniversaries in this auspicious year. It is proposed, therefore, that the Council works in partnership with a coalition of partners from commerce, the public sector and the voluntary sector to curate, plan and deliver the events comprising the Discover 2020 Festival.

3.6　　This coalition of partners would be the Tourism Forum referred to in the draft Tourism Strategy at Appendix 1. Creation of a Tourism Forum of interested parties would bring to life a shared ambition for tourism, leisure, culture and economic growth which will endure beyond the Discover 2020 Festival.

3.7　　It is proposed that the draft strategy is shared with the Tourism Forum and feedback sought from the members of the Tourism Forum to inform its

content. It is hoped that the legacy of the Discover 2020 Festival will seed the further development of tourism business across the district, so the Tourism Strategy needs to be a document which is forward thinking and future-proof.

3.8 It is intended that the Discover 2020 Festival would therefore:

3.8.1 Mark significant moments in local, national and world history and reflect their impact on the present day;

3.8.2 Offer audiences new perspectives on the history and legacy of these heritage assets;

3.8.3 Position the district as a destination experience for residents and visitors; and

3.8.4 Kick start a new phase of cross sector working to support district wide tourism.

3.9 It is proposed that the Council leads development of the Tourism Forum and project manages the delivery of the Discover 2020 Festival in partnership with an organising committee devolved from the Tourism Forum. A launch event is planned for 11th October 2018 at the Freight House. The launch event will signal the naissance of the Tourism Forum. Participants at the launch event will be tasked with initial scoping for the Discover 2020 Festival. The objective of the launch event is to capture the multiplicity of different events and ideas which local residents and businesses are willing to run; to share ideas for branding and marketing; sponsorship and funding; and to identify the members of the organising committee who will take those ideas and curate them into the Discover 2020 Festival.

4 ALTERNATIVE OPTIONS CONSIDERED

4.1 None.

5 RISK IMPLICATIONS

5.1 As the Discover 2020 Festival is scoped in detail, risks will be identified, analysed and plans put in place to mitigate them as part of the project management.

6 CRIME AND DISORDER IMPLICATIONS

6.1 As the Discover 2020 Festival is scoped in detail, crime and disorder implications will be identified, analysed and plans put in place to mitigate them as part of the project management.

7 ENVIRONMENTAL IMPLICATIONS

7.1 As the Discover 2020 Festival is scoped in detail, environment implications will be identified, analysed and plans put in place to mitigate them as part of the project management.

8   RESOURCE IMPLICATIONS

8.1   As the Discover 2020 Festival is scoped in detail, resource implications will be crystallised and reported to the Executive and Full Council (as appropriate) for decisions to be made.

8.2   The budget for the launch event is £2000 which will be met from within existing resources. This will cover the cost of venue and equipment hire plus refreshments for up to 120 people.

9   LEGAL IMPLICATIONS

9.1   As the Discover 2020 Festival is scoped in detail and decisions brought forward to the Executive and Full Council (as appropriate) any arising legal implications will be considered.

10   PARISH IMPLICATIONS

10.1   It is intended that representatives from all the parishes across the district will be invited to the Tourism Forum and they will have the opportunity to contribute to the Discover 2020 Festival and the draft Tourism Strategy.

11   EQUALITY AND DIVERSITY IMPLICATIONS

11.1   The Public Sector Equality Duty applies to the Council when it makes decision. The duty requires us to have regard to the need to:

- eliminate unlawful discrimination, harassment and victimisation.

- advance equality of opportunity between people who share a protected characteristic and those who do not.

- foster food relations between those who share a protected characteristic and those who do not.

11.2   The protected characteristics are age, disability, gender, race, sexual orientation, religion, gender reassignment, marriage/civic partnerships, pregnancy/maternity.

11.3   The Equality Impact Assessment (EIA) indicates that the proposals in this report will have a disproportionately adverse impact on any people with a particular characteristic.

11.4   The impacts identified in the EIA relate to the physical accessibility of the launch event, the Discover 2020 Festival and events contemplated by the draft Tourism Strategy by persons whose mobility may be impacted by age, disability or pregnancy. These can be mitigated through the event planning process. As events are developed for the Discover 2020 Festival EIAs will be undertaken which are specific to those events.

I confirm that the above recommendation does not depart from Council policy and that appropriate consideration has been given to any budgetary and legal implications.

LT Lead Officer Signature:

Strategic Director

Background Papers:-

None.

For further information please contact Angela Hutchings

Phone: 01702 318169
Email: angela.hutchings@rochford.gov.uk

If you would like this report in large print, Braille or another language please contact 01702 318111.

[draft] TOURISM STRATEGY FOR ROCHFORD DISTRICT

Executive Summary

1. Rochford District is a diverse environment characterised by substantial spaces of unspoilt, attractive countryside; a rich heritage including many iconic and historical buildings and villages and market towns supported by strong vibrant communities. The council has identified the need to enhance the local economy through the promotion of tourism to maximise the contribution to the local economy, employment and quality of life, health and well-being for visitors and communities.

2. In a tough financial climate the council needs to capitalise on all opportunities to drive local growth and diversification of the economy. This strategy will allow the council to galvanise the often under-realised local growth potential of the visitor economy. The visitor economy will enable Rochford District to showcase its local identity; spearhead local growth and deliver wider local benefits through supporting small local businesses and creating great places to live, work and visit.

3. To achieve this, the council needs to act as the lead and the catalyst for local partnership working. By creating effective relationships between partners the council will provide strategic direction in the development of tourism, cultural assets and local visitor economy.

Introduction

4. Located east of London, Rochford District is situated on a headland between the River Thames and River Crouch, and is bounded to the east by the North Sea. We have land boundaries with Basildon, Castle Point and Southend Borough Councils, as well as marine boundaries with Maldon District and Chelmsford City Councils. Our district has links to the M25 via the A127 and has a direct rail link to London. In 2015, the area was home to an estimated 85,144 people dispersed across a number of settlements – the three largest of which are the historic towns of Rayleigh, Rochford and Hockley.

5. The area has a total land mass of 16,800 hectares, including Foulness Island, which is predominantly rural in nature. This is reflected in the fact that 12,481 hectares, which excludes Foulness Island, are designated as Metropolitan Green Belt. Large areas of the district are of ecological importance, with Sites of Special Scientific Interest totalling 2,268 hectares

and Natura 2000 Sites exceeding 2,000 hectares. The area is rich in heritage and natural beauty, with many miles of unspoilt coastline and attractive countryside. There are more than 200 sites of archaeological interest, 14 Ancient Woodlands and several nature reserves across the district.

6. The district is home to around 3,320 businesses, with 95% employing fewer than 10 people, and the highest number of surviving start up businesses in Essex. The area is generally an affluent and prosperous part of the country. This is reflected in reasonably low deprivation, excellent health conditions among our population (although some pockets of poorer health in the more urban areas are evident), and one of the lowest crime rates in the country.

7. The 2017 Visit Britain statistics calculate the economic impact of tourism in England, taking into account direct and indirect impacts (including aspects like the supply chain), as contributing £106 billion to the British economy (GDP) and supporting 2.6 million jobs. Growing Rochford district's local economy as part of that, attracting inward investment and new businesses and providing a vibrant and diverse tourism offer for residents and visitors is the objective of this strategy.

Tourism as a catalyst and an economic driver

8. The Great Britain Day Visitor Annual Report 2016 (the "2016 Report") commissioned by Visit Britain contains significant data on the value of tourism to the UK economy. The 2016 Report defines day visits as those which last for more than 3 hours door to door and records that in 2016 there were 1,557 million day visits across the UK where £53,534 million was spent by visitors. This amounts to an average spend of £34 per visit, although 40% of all visits were nil spend – showing the importance of a free event.

9. In 2014 Visit Essex commissioned a report "Economic Impact of Tourism" from Destination Research (the "Visit Essex Report") which measured the total tourism value to the district at £95,367,000 with 1,525 full time equivalent jobs (2,124 actual jobs) directly or indirectly arising from tourism industries.

10. Of all the money spent by visitors on day visits, the 2016 Report records that 42% was on food and drink with 21% on entrance fees and tickets and 9% on car parking. Translating and encouraging this spend into the local economy is a key outcome of this strategy. The direct contribution of tourism to the local economy can be measured by revenues taken by

6.7

providers of accommodation, food and beverage services, retail, transport and cultural, sports and recreational services and new jobs created into those sectors by increased turnover.

11.   The Visit Essex Report identified a total of 581,000 day trips within Rochford District which generated a total spend of £18,986,000; an average of £32.68 per trip.

12.   35% of day visits in the District in 2014 were visiting friends and family which shows the importance of making sure that tourism efforts attract residents as well as those from outside the district. Residents are the best ambassadors for the district, recommending activities and promoting destinations to their networks. National statistics in the 2016 Report demonstrate that activities undertaken on day visits were dominated by eating (17%) and drinking (10%) although taking a short stroll (up to 2 miles or 1 hour) followed closely behind with 8%; sightseeing on foot at 7% and a long walk/ramble at 6%.

13.   The 2016 Report identified the following activities as core to the experience of a day visit:
   - Going out for entertainment e.g. cinema, concert or theatre
   - Undertaking outdoor leisure activities e.g. walking or cycling
   - Watching live sporting events
   - Going to visitor attractions
   - Going to special public events e.g. festival
   - Going on general days out to explore an area

14.   The district currently has very few opportunities for turning day visits into staying ones due to the lack of plentiful overnight accommodation. The Issues and Options Consultation as part of the Local Plan process highlights the encouragement for future opportunity for the development of overnight accommodation in rural communities as diversification of the rural economy. The Visit Essex Report recorded 86,700 staying trips across the district with an average length of stay per trip of 3.69 nights. 78% of those trips were UK visitors and 22% were from overseas. However, 65% of those trips were staying with friends/family or in second homes and only 35% was in paid accommodation. The average tourist spend per staying trip was £43.85 per night.

15.   There are opportunities to take advantage of the increased passenger through put from London Southend Airport, so that visitors flying from or into the airport will stay within the district and make use of tourism facilities outside of the terminal building and in the surrounding areas. Users of low

cost airlines based at the airport are likely to be looking for pursuits which complement their travel plans and deliver good value for money, such as inexpensive overnight accommodation.

16.   An increase in visitors to the district will benefit existing local businesses through increased footfall and an increase in spending. This will result in fewer vacant units and will increase the opportunities for town centres to sustain their economy and remain vibrant retail and leisure hubs. The development of 100,000m^2 of floorspace at the new Airport Business Park and its proximity to the Cherry Orchard Jubilee Country Park offers an opportunity to specifically market the district and to attract new businesses to the area.

17.   Other indirect economic benefits of tourism includes investment activity i.e. businesses which are prospering from increased trade invest in their businesses to increase the offer, often resulting in more jobs. Those businesses then become purchasers of goods and services within a localised supply chain which promotes additional wider growth across that sector. New employees within these new businesses will become consumers and this also contributes to the overall impact of the tourist pound; creating a virtuous circle.

18.   Set within the south-east of the county, the district is well placed to draw tourism from visitors to neighbouring boroughs who are looking for a different experience to enhance their visit. In this way, we are not necessarily in competition with our neighbours for visitors who will be oblivious to administrative boundaries in any event. We are instead looking to provide diversity of offering which will complement visitors to the whole south-east area.

19.   It is important to acknowledge that not all visitors will be from outside of the district. The Tourism Strategy must address the needs and desires of residents as much as visitors. Attracting residents to spend their leisure time within the district will decrease spending leakage to other neighbouring districts and encourage people to spend locally. It will also help to protect the local economy from the peaks and troughs of traditional tourism by extending the season out of standard holiday time.

What can Rochford District offer?

20.   The predominantly rural nature of the district offers the potential to position Rochford District as the "green lung" of South Essex. Large areas of public open space are located close to the towns of Rayleigh, Hockley and

Rochford and within the Upper Roach Valley, including Hockley Woods and Cherry Orchard Jubilee Country Park. Such open spaces provide accessible, quality recreational opportunities for local communities and visitors.

21.   The district has a contrasting coastline with sea views, coastal marshes, intricate waterways and the River Roach and Crouch estuaries for sailing enthusiasts. Wildlife and birdlife are attracted to the varied coastal environment, including Sites of Special Scientific Interest, Special Protection Areas, Ramsar Sites and Special Areas of Conservation. Promotion of tourism in these areas must, therefore, be undertaken in a sustainable manner which respects biodiversity and maintains the character of the environment.

22.   The coastline can be explored by following footpaths or by boat around the Rochford peninsula and visiting the islands of Wallasea and Foulness. The RSPB is developing Wallasea Wetlands, the largest coastal managed retreat project in Europe and a haven for wild birds and marine life. Major conservation projects on Wallasea Island have created freshwater habitats that support water voles, amphibians and water insects. Landscaped islands provide nesting habitats for estuary birds.

23.   Rochford District is steeped in history with historical sites including the award-winning Rayleigh Windmill museum, the 18th century Dutch Cottage and the site of a Norman Castle at Rayleigh Mount. Listed buildings include the Old House in Rochford and Rochford Hall, one time home of the Boleyn family.

24.   Further afield are the outlying towns and villages, several of which are ancient settlements mentioned in the Domesday Book. The village of Paglesham is well known for its smuggling connections and is acknowledged as the last resting place of HMS Beagle (the 200th anniversary of its launch is Monday 11 May). Nearby Ashingdon was the site of a significant battle in 1016 between the Danes, led by King Canute, and the Saxons.

25.   Recreation opportunities are available in the council's parks and open spaces which are all family friendly as well as at designated sports centres in Rayleigh and Hawkwell. Cherry Orchard Jubilee Country Park is now well established with a new car park and access improvements continue to be made to this 100 acre site. All of these provide a varied leisure offer of natural woodland walks, lakes and bridleways, as well as creating a valuable ecological resource.

26. All these significant assets help create an environment that contributes to the heath and well-being of local residents and visitors as well as sustaining and growing the local economy.

What do visitors want?

27. The Foresight Factory report "The Future Travel Journey" commissioned by Visit England in 2017 (the "Report") attempts to identify the trends which influence consumer travel behaviour in the UK and overseas. Although the Report focusses on international travel into the UK, there are a number of factors which are especially pertinent for planning a tourist offering in Rochford District. In particular the Report notes: *"as people are living longer and more active lives while adhering less and less to a traditional order of key life stages, it is becoming less relevant to think about travellers in terms of their age and more in terms of their interests."*

28. This is interesting because it cautions providers to think about how to reach their target audience and stay there – within the bubble of information which has been filtered out of all the data which consumers are able to access. This requires us to be clear who our visitors are and what marketing channels they access in order that we can ensure the tourism offering is relevant and remains relevant. Modern tourism is as much about things to do as it is about things to see. We need to reinterpret our offering to meet this new market. The Report includes a quote from a commentator which says *"don't put everything into a glass box and expect people to come because they will just be bored. If you look at the average consumer today they are more demanding, more sophisticated, more culturally aware, have travelled further. There is built heritage, natural heritage and cultural heritage. Cultural heritage is all about people and food and wine and that one has become more important than the others. Culture is no longer dead the cultural is alive and that experience economy is driving everything."*

29. In these constrained financial times, price is still a very important factor for visitors and often is the starting point when planning a trip. Price comparison web-sites show just how important it is for people to be reassured that they have got the best price possible. However, people define value as more than just price and place greater value on collecting unique experiences. The Report states that people will spend more on those unique experiences and activities once arrived at their destination – those attractions which "*have something different to offer but are easy to reach from their base destination.*" This could be something as simple as offering free entry to attractions in conjunction with a price charged for one.

Or it could be enhancing a visit to an attraction by signposting a walk through countryside and a refreshment stop in an attractive spot.

30.   Itineraries and tours are important tools to attracting the modern visitor who is concerned to ensure they have a great experience. Budget constraints and limited time off work mean that the modern visitor will research their destinations to ensure that their visit will not be wasted. Enticing photographs and mood-boards, exciting back stories, reviews and feedback will be key to informing visitors plus ensuring visits themselves are easy to plan and achieve. The National Coastal Academy's "Coastal Pass" (www.coastalpass.com) is a prime example of how this can be done. It combines aspirational photography with specially designed itineraries which are built around themes of heritage; coastal life; nature and wildlife; arts and culture and cycling. A search facility within the web-site allows visitors to bespoke their own tours.

31.   Modern visitors are seeking authentic and immersive experiences – the need to feel like a local rather than a tourist, although learning something, and a sense of self-improvement is still important. A ubiquitous digital presence and, in particular, social media means that hashtags, selfies and Instagram moments are used to promote the idea that the visitor is *"at the right place at the right time and earning social status accordingly."* Whilst there will be those who eschew this for a digital detox, the majority will still take that selfie or tweet a picture of their lunch. The important thing is to get the balance right so that the digital presence is not obtrusive or detracts from the authenticity of the experience.

32.   Future proofing our tourism offer will require investment in digital technology. This is not just updating the web-site or using social media but is more about embracing emerging technologies such as virtual reality and augmented reality (e.g. Pokémon Go); immersive audio; GPS linked push messaging which directs the recipient to local attractions based on their physical location; and mobile phone compatible information with booking/payment systems.

Vision and aspirations for the future

33.   Aspirations for tourism in Rochford District, to be achieved as part of this strategy, must include:
- to identify and develop the brand for the district as a significant leisure destination building on it distinctive green identity and using that as a catalyst;
- to increase business activity and create prosperity through the growth of a successful visitor economy and associated commercial activities;

6.12

- to work with residents to lead, organise, participate in and enjoy a wide range of leisure activities across the district;
- to create and meet sustainable targets for future development

34. The council has a statutory role in its Local Plan development process which specifically references the need to create diversification in the rural economy. As part of the Association of South Essex Local Authorities (ASELA) on-going work to inform the preparation of a statutory Joint Strategic Plan specific information about the tourism sector within South Essex is being commissioned. This should be available in the Autumn 2018. This work will provide an assessment of the contribution that tourism makes to the economy across South Essex at both a South Essex scale, and also at a district level. It will review current proposals for tourism related developments in order to understand their potential impact on tourism growth and in particular review the contribution Green Infrastructure currently makes to tourism, and the identification of locations where Green Infrastructure enhancements may result in tourism growth. "Green infrastructure" is a term used to describe the network of natural spaces and corridors in a given area and includes open spaces such as parks and gardens, allotments, woodlands, fields, hedges, lakes, ponds, playing fields, coastal habitats, as well as footpaths, cycleways or rivers. This plays very well into the strategy for tourism in the district. ASELA will also review other opportunities to enhance tourism growth in South Essex, including retail tourism, business tourism, and sports tourism. This work will greatly inform and support the development of this Tourism Strategy and the projects which are delivered as part of it.

35. There are obvious public health benefits from encouraging green tourism and the Fields in Trust "Revaluing Parks and Green Spaces" 2018 report provides a methodology for monetising the economic and wellbeing value to individuals which green spaces deliver. It concludes that the total economic value to an individual is £30.24 pa. This includes benefits gained from individuals using their local park or green space and non-use benefits such as the preservation of parks and green spaces for future generations. The report estimates that green spaces save the NHS £111m pa, based solely on a reduction in GP visits by individuals accessing those green spaces.

36. Accordingly, this Tourism Strategy must also take into account the council's existing and future leisure provision. The council's contract with Fusion Lifestyle expires in 2022 and this provides an opportunity for the council to reimagine its leisure offering taking into account information gleaned as part of this strategy.

37.   The council must work in partnership with representatives of the public, private and voluntary sectors. Financial constraints mean that the council is not necessarily a grant giver any more so it must look to bring forward its other skills such as licensing and event management as well as sharing its assets like social media and web-site space; meeting rooms; and officer time. Creation of a forum of interested parties will bring to life a shared ambition for tourism, leisure, culture and economic growth. The council will lead development of this forum.

38.   It is suggested that the key objectives of this forum should be at least the following:

- *Objective 1: development of a "brand"* i.e. a unifying brand association with the district which capitalises on its green assets; with linked marketing and digital channels and stakeholder engagement/ communications;

- *Objective 2: ensure links to economic regeneration and place-shaping* - supporting the tourist "season" but not being over-reliant upon it – creating a sustainable economy which is as much for residents as it is for visitors; and

- *Objective 3: promotion of existing features and creation of new ones* – making sure all attractions are promoted, creating special events to showcase them and implementing new attractions which complement the existing and fit with the brand identity of the district.

Action Plan

39.   The council is currently developing the following projects pursuant to the wider aims of this Tourism Strategy:

- *Creation of new attractions at Cherry Orchard Country Park, Hockley Woods and other green spaces*
   Building on successes and lesson learned from the popular Wild Woods Day will enable us to expand and diversify the council's offering; create new opportunities for the council and a better series of events for customers.

- *Commemoration of the last resting place of HMS Beagle and promotion of the route to Wallasea Island*
   Discussions with the RSPB around the creation of a heritage asset at Wallasea Island are on-going and are due to formalise in Summer 2018. In addition, the council will facilitate a "Discover 2020" festival to

6.14

create a wider commemorative experience which extends across the district and has a festival feel, building upon and celebrating the ship's illustrious history.

- *Investment in outdoor cinema equipment*
  This will enable the council to own and operate outdoor cinematic experiences in our green spaces, whether as standalone attractions or in conjunction with other organised events such as fetes or festivals;
  and to hire/loan the equipment to other public and voluntary sector organisations.

- *Creation of a community web page on the council's web-site to promote public rights of way, museums and heritage sites*
  The council's "Treasure Map" project has unearthed some hidden gems which can be show-cased in a specially designed webpage on the council's web-site.