

## **TOURISM DESTINATION PRINT PROJECT**

### **1 SUMMARY**

- 1.1 This report seeks Members' endorsement to the design and development of the Council's Destination Print (Visitors' Guide) and related literature.

### **2 INTRODUCTION**

- 2.1 It was agreed at the last Tourism Sub Committee held in April 2006 that officers would proceed with the design and content of the Council's Destination Print (Visitors' Guide) and walks leaflet. A scoping exercise had been carried out looking at comparable material on offer elsewhere.
- 2.2 Samples of logos and the cover design were produced for Members consideration at the Sub-Committee meeting. At that meeting, Members agreed on the logo and front cover design as shown on the example appended which has been circulated to Members of the Committee only (Appendix 1). A standardised approach to the layout and content of tourism literature will assist in giving the District a distinct identity related to tourism.

### **3 DETAILED CONSIDERATIONS**

- 3.1 Subject to Members' consideration and based on the examples attached we would recommend that Members endorse the designs and format for the content of the Visitors' Guide and walks leaflet, examples of which are also appended for Members of the Committee only (Appendix 2). The destination print publication will be in full colour A5 size, approximately 50 pages.
- 3.2 The walks leaflet will direct visitors to sources of information on specific walks throughout the District. Both publications should be ready in time for the start of the main 2007 visitor's season (i.e. March 2007).

### **4 RESOURCE IMPLICATIONS**

- 4.1 The current budget allocation is £4,378 carried over from 2005/2006 plus £10,000 allocated in 2006/2007 giving a total of £14,378. The projects listed above equate to a total of almost £13,000.

**5 RECOMMENDATION**

5.1 It is proposed that subject to Member comment the Committee **RESOLVES**

- (1) To endorse the design and format for the content of the Destination Print booklet.
- (2) The design and format of the walks leaflet.

Paul Warren  
Chief Executive

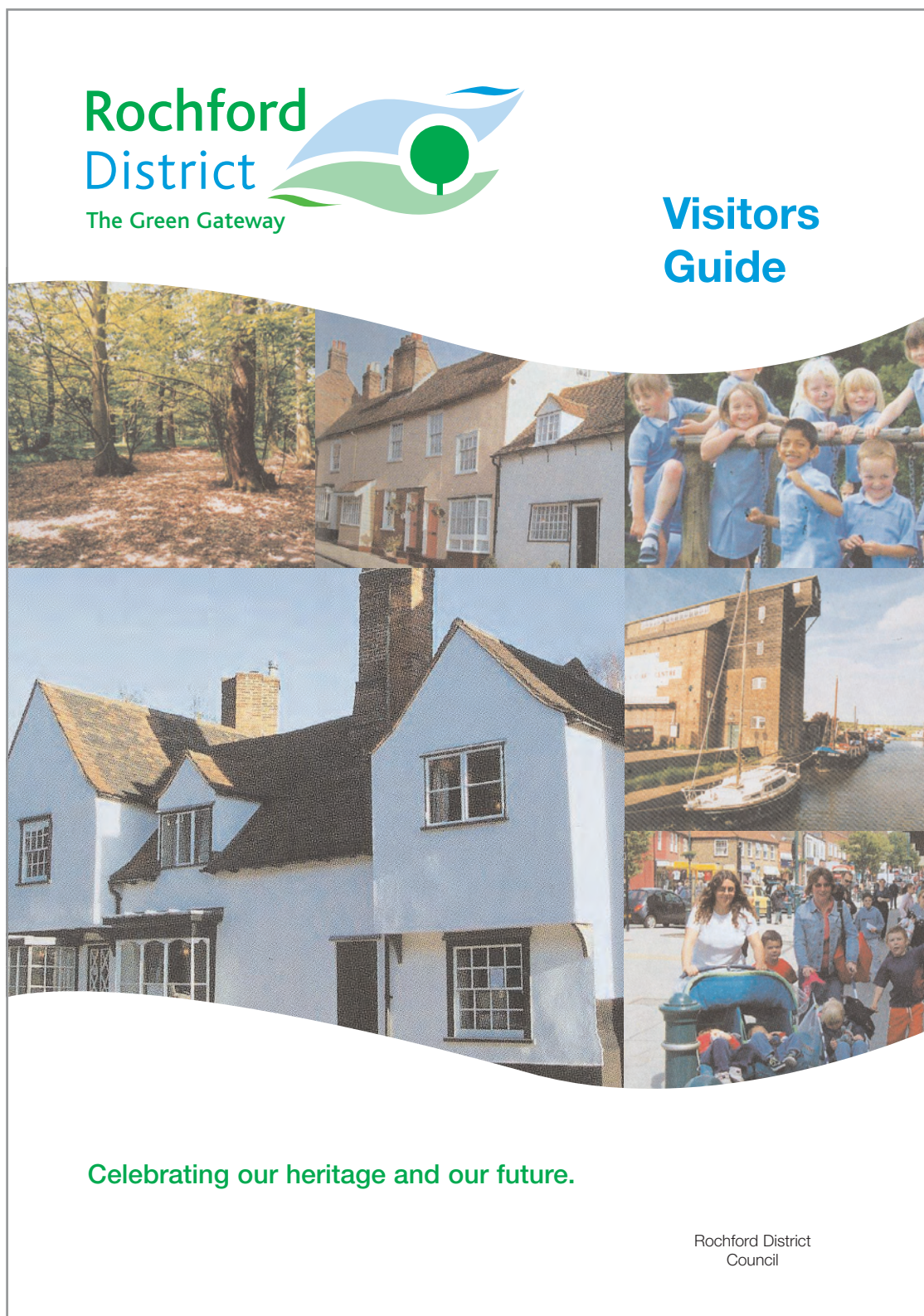
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**Background Papers:-**

None

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## ROCHFORD DISTRICT & WALKING







## SPECIES TO SEE IN THE PARK

Birds: Skylark, Grey Partridge, Field Fare.

Trees: Hornbeam, Oak, Ash

Amphibians and reptiles:

Common Frog, Slow Worm and Great Crested Newt

Mammals: Pipistrelle Bat

Grasses: Cocksfoot, Timothy and Yorkshire Frog

Agricultural wild flowers:

Knapweed, Scarlet Pimpernel, Mayweed.



## HOW TO GET THERE

The Cherry Orchard Jubilee Country Park can be reached via the public footpath network from:

**Hockley:** Gusted Hall Lane (not suitable for motor vehicles) Also footpath links with Hockley Woods

**Rochford:** Cherry Orchard Way (B1013)

**Eastwood:** Blatches Chase (footpath only) off Western

## BY CAR

No parking is allowed on any part of Blatches Chase or within the park. The nearest car park is in Edwards Hall Park, Bosworth Road. The car park is open during park opening hours.

## BY BUS

Bus numbers 9, 15, 15c and 16 stop at Western Approaches

Bus number 8 goes past Gusted Hall Lane, Hawkwell

## CHERRY ORCHARD JUBILEE COUNTRY PARK

Situated in the rolling countryside of the Roach Valley at the south of the District, the 100-acre beautiful wildlife park continues to mature, providing unique recreational facilities for residents and visitors to the area. The woodland, lake, open grassland and network of connecting paths and bridleways also provide habitat for a huge range of animals and plants.

The park lies in some of the most beautiful countryside in South Essex and makes the most of an exceptional rolling setting to create a mix of open grassland and woodland – a habitat for many plant and animal species.

“Her Royal Highness, Princess Anne, visited the newly created park in 2003 to celebrate the completion of the first stage in this major five year project. The first phase of creating the park has been completed, with the planting of 28,000 trees. These trees are all native and include the hornbeam, oak and ash.

A 300-yard lake, which has been constructed, will form a habitat for wildlife hopefully including native amphibians and reptiles.

To celebrate the 200th anniversary of the Battle of Trafalgar, an avenue of 200 oak trees was planted in the park, and new notice boards, signage and leaflets continue to be added as visitor numbers increase.”

The park is taking shape out of a vision of turning an area of farmland into a public open space where everyone can enjoy all that the countryside has to offer. There are numerous public rights of way for walkers with much to see and enjoy.

Three areas of open grassland have been established with various types of grasses including Cocksfoot, Timothy and Yorkshire Fog. These will be mown to create species-rich meadows.