



JLAF/ ROWIP Publicity – www.jlaf.org.uk/OutdoorsWest JLAF Local Walks and Rides Group - Meeting 1 Agenda

Date: Friday, 26th February 2010
Time: 10:00am
Venue: Room 10, Riverside, Temple Street, Keynsham. BS31 1LA.

- 10:00am**
- 1 Introduction and Context:**
ROWIP → increase use → increase users → Publicity → Joint Website → Walks and Rides
 - 2 A joint website**
 - 3 Our 'target market'**
 - 4 Tabletop exercise: existing examples - web and paper examples**
 - 5 Discussion: Principles of design - the good and the bad**
 - 6 Disabled considerations**
 - 7 Links to work on the ground (e.g. specific signs)**
 - 8 The plan from here**
 - 9 Partners**
 - 10 Chairing this group**
 - 11 'Homework'**
- 12:30pm** **Close**

Context

The three Councils are working on a Joint Outdoors Access website, and have reserved a number of web domain names for such a site, the most likely to be used is outdoorswest.org.uk. The website will be designed particularly to get new users using paths, but also hold general information and advice on public rights of way for users and landowners.

The website will include walks and rides for people to download and follow. The purpose of this group is to advise on a good template for such walks to be displayed on the website, for download and use on paper, and consider the potential for using GPS type devices. Such routes can also be distributed in paper form. The group may also wish to advise on other aspects of the website design.

Before the meeting

It would be very helpful if you could think about the subject before coming to the meeting:

- 1.** Try to search on the internet for routes in this area - how easy is it to find information? What do you find?
- 2.** Have a look at these websites: what do you think? Go to www.jlaf.org.uk/publicity for links to these websites.
 - "Places to go in South-West England" on the Forestry Commission Website
 - The "Outdoor NI" (Northern Ireland) network of websites, including:
 - Nottinghamshire County Council's "Countryside access and conservation" webpages
 - "Get Walking in Wessex" on the National Trust's Website
 - "Bikely.com", an international cycle route website owned by Future Publishing in Bath
 - "Walking World.com"
 - "Interactive Mapping" on Somerset County Council's Public Rights of Way website
- 3.** What other Outdoors Access websites do you currently use, what do you find useful?
- 4.** Bring to the meeting, examples (good and bad) of route directions or route mapping or other relevant information or ideas you think might inform the group's work.
- 5.** Think about the kind of information on Outdoors Access that you would continue to refer to or recommend to someone who was thinking of walking / riding / cycling for the first time.

Thank you!