

From: Brocklesby, Alexandria Alexandria.Brocklesby@nationaltrust.org.uk

Subject: Follow on from Wed meeting

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AB

Hi all,

Great to meet and chat on Wednesday evening, Anna from Sustrans wasn't able to make the meeting unfortunately. Like we were discussing, this is an exciting year for active and sustainable travel for the area with the return of the 2RN bus, the plans to run Swanage Railway services to Wareham mainline, the launch of the Beryl bike extension from BCP into Studland, the new car free leaflet (attached), the downloadable itineraries available from the Purbeck Heaths website soon, the cycle video created by Anna at Sustrans (uploaded to website soon) and the potential for the Purbeck Community Rail Partnership video about the Purbeck Heaths.... Really is exciting stuff and great to have you all part of this.

- Contact details for designer: Rowena Taylor, [Rowena Taylor_Graphic Designer - Creative, sparky & professional](#)
- Link to the Purb Community Rail Partnership vid showcasing car free options for the local Purbeck area: [Purbeck Community Rail Partnership - YouTube](#)
- Dorset Explorer PROW map layer: <https://explorer.geowessex.com/?layers=48&basemap=19963&x=400214.16&y=82675.91&epsg=27700&zoom=12>

I may have been a bit hasty with suggesting to send out the branding toolkit. It is available for supporting materials created by say Sustainable Wareham for their new leaflet at the moment, but for anything further I've been asked to take it to the Purbeck Heaths comms group to discuss as no protocols were ever put in place when it was created. However, if anyone wants to discuss messaging and comms angles then please do get in touch.

Suggestions of quick win/projects to work on:

- Sharing of imagery – create a 'bank' of images that can be used across sustainable tourism group of active/sustainable travel to be used across the channels
- Share collective list of events taking place in the area – all to email Alex, Alex to collate and share
- Create a toolkit/pack for us all to use at events across the Purbeck Heaths to promote active/sustainable travel – Alex to lead and create
- All work together and champion/advocate for the existing comms materials – including videos, leaflets, downloadable resources from the Purbeck Heaths website. Can be used on your own websites/printed versions etc – Alex will email out when all uploaded to Purbeck Heaths website (after next Thurs 9th March event)
- Work together on the International Car Free Day (or weekend) 22nd Sept – 24th Sept. Beryl to lobby for potential free car parking at Purbeck Park, Norden, potential for temporary closure of Slepe Road to get to RSPB Arne (wouldn't that be fantastic!)
- Look to invite Dorset Council to present their current operations/plans/proposals for Purbeck Park, Norden at the next post season Purbeck Heaths event (likely Oct time)

No date in the diary for next meeting yet, but propose something 2-4 weeks in advance of the Purbeck Heaths post season event in October time. Decided to email until then, with potential to link up via online calls to plan international car free day as and when needed,

Thanks



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