**Communication recommendations for Peaslake Village to address increased visitor numbers**

The following recommendations have been developed following discussions at the Peaslake Community Council Meetings held in June, July and September and are based / expand on suggestions put forward by members at the meeting. They are intended as a starting point for discussion by the proposed sub-committee.

A follow-up action (the survey) has been added to evaluate the impact of activities and provide strategic insights for future planning as required.

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| Recommendation | Rationale | Responsibility | Timing |
| 1. **Visitor Information Point**  * Utilising the old WI stand by the bus stop. * Map showing the Hurtwood Car Parks, and messages encouraging parking away from the centre of the village, sharing of trails and the FotH charter. * QR code showing car parks. * Note about where and how to donate to FotH (village shop, pub, website etc.) | Extends information into centre of the village.  The Bus Stop is the focal point for many visitors. | FotH | ASAP |
| 1. **General Poster**  * To put onto the Peaslake Bus Stop noticeboard. | Aimed at all visitors, rather than just mountain bikers. | TBC / S Milne (draft copy below) |  |
| 1. **Centralised / coordinated liaison with Bike Shop and Hurtwood Inn**  * Suggest any future concerns are communicated to Matt and Adrian via a liaison person from the community council. They can then report back to the council on responses or actions taken to mitigate issues. * The activities both Adrian and Matt have outlined to mitigate potential issues in the village have been noted in the council meeting minutes. This includes adding messaging around car parking to the Bike Shop’s various social media channels, moving large groups away from the village centre and letting people know where to park. * Matt has been given a copy of the mountain bike-specific poster created by S Milne and J Bennett and circulated at the last council meeting, for use at his discretion. | Adrian and Matt have both attended council meetings and outlined their commitment to addressing issues where they can.  Reinforcing messages through word of mouth around car parking and considerations when riding in the village will have the most impact if communicated at point of sale by their teams. | TBC | On going |
| 1. **Leaflets**  * To be placed in the bus stop, shop and offered to Matt and Adrian? * Cars during peak busy holiday times to be leafleted? | This would ensure leaflets would be taken voluntarily or targeted at new visitors to the village. Adrian and Matt may find them useful to give out at point of sale. | Martyn Warrell |  |
| 1. **Car Park Signage**  * Greater visibility of parking signs directing people as they drive through the village. |  | Gerry Reffo / Council |  |
| 1. **20 miles an hour traffic calming / changeover**  * Highlight / promote the new speed limit through the village by roadside promotion of the change over from 30 to 20 miles an hour. | Opportunity to utilise the speed reduction to promote safety messages. | TBC | Over several weekends following the installation of the new speed signs |
| 1. **Visitor Survey**  * Survey of visitors to the village, following introduction of activities * Focused on areas where people congregate most – main car park, bus stop, pub. | To check where people are getting their information from, gauge if the messaging (whether by word of mouth via the bike shop and pub or through the other activities outlined) is working, and to improve / enhance current / future activities.  **The survey also provides an opportunity for direct two- way communication and engagement, and to put information in front of people that may not have been aware of it.** | TBC (some suggested survey questions below) | Summer 2024 (after new activities have been in place for at least 6 months) |

**Visitors Poster – suggested copy**

Welcome to Peaslake and the Hurtwood.

* As our roads are narrow with poor visibility, keep yourself and others safe by slowing down when cycling or driving through the village.
* If you are visiting by car, please consider where you park. Leave room for large or emergency vehicles to pass and keep gates and driveways clear.
* Paths and trails in the Hurtwood are shared with walkers, horse riders, dog walkers and bikers. (Not necessary to include if this point is on the Visitor Information poster?)

Thank you for your support and understanding.

**Sample Survey Questions**

* Are you visiting from somewhere else today or do you live locally?
* Did you drive here?
* Did you hire a bike or bring your own?

*Depending on the reply:*

* Where did you park?

*Depending on the reply:*

* Do you usually park there? Why is that?
* Have you seen our map or downloaded the QR Code with car parking information?
* The village has become a lot busier in recent years – do you have any suggestions for making the roads and parking safer for visitors and residents?