

# **WORKING BRIEFS FOR CWCBR TRAILS AND TOURISM FEASIBILITY STUDY PHASES 3 & 4**

**JUNE/JULY 2008**

The project management team of Rae, Tracey and Sheryl, met with Shahid, Ivan and Claus on Tuesday 25 June to discuss the Phase 2 submission already sent to the CWCBR and to prepare the working brief for Phases 3 and 4.

An annexure containing the amount of hours allocated per person per phase is attached. It is noted that team members are putting in many more hours than the amount of hours allocated. The writing up and integration of the individual reports into one report is taking much longer than anticipated, as is the field work.

The following work is commissioned for Phases 3 and 4:

## **1. Phase Three: Competitor Analysis**

Desk Top and Internet Research will enable us to identify competing and related products: a) in the CWCBR, b) In the Western Cape, c) In South Africa and d) Internationally. Identify possible new or alternative products to the proposed 7 CWCBR products and finalize list of CWCBR products for feasibility assessment. We will develop generic CWCBR product positioning and recommendations for product specific positioning. We will also include a pricing approach. We will also examine the market demand for the kinds of products that the CWCBR trails represent, the source and scale of that demand, and how to position the CWCBR products to compete for a sustainable, defensible and growing share of the market.

## **2. Phase Four: Evaluation and Identification of Routes**

Here we will conduct further field work, assess each product against a series of weighted criteria to evaluate feasibility and make recommendations on trails and routes to be developed. We will also conduct negotiations with land-owners. Based on feasibility assessment and competitive analysis we will recommend trail/s and route/s including concept (vision, purpose, goal for each) and design (trail map and description, target market and positioning, pricing and unique selling points). The following trails are being looked at:

- River Trail: Hopefield, Velddrif
- Five Bay Trail: Paternoster, Jacobs Baai,
- West Coast National Park: Yzerfontein, Abrahams Kraal, Seeberg,
- Farm Trail: Darling to Yzerfontein

- Elandsfontein to West Coast National Park Fossil Trail
- Circular Cycle route: Koeberg, Atlantis, Darling, Langebaan, Yzerfontein back to Darling or Koeberg (link with Cycling Tour guide Live to Ride Alan Cotton)
- Lagoon circumnavigation meta trail (Lagoon Mouth past Saldanha to Danger Bay) and / or kayaking - diving - island cruise package with overnight on Marcus – links Five Bay and WCNP Trails.)

In addition to the above team members will be involved in the following meetings, presentations, workshops:

**3. CWCBR Board Presentation: Thursday July 3 at 10am:  
Phase 2 findings and Phases 3 and 4 plans.**

All are asked to please diarise this and to let Sheryl know who can attend.

**4. Community Stakeholder Workshops:**

Agreed that there will be four of these during July:

- |    |                  |               |                                |
|----|------------------|---------------|--------------------------------|
| 1. | 23 <sup>rd</sup> | 10:00-13:00:  | Atlantis/ Mamre                |
| 2. | 24 <sup>th</sup> | 10:00-13:00:  | Saldanha/ Langebaan            |
| 3. | 24 <sup>th</sup> | 15:00         | Paternoster (venue)/ Velddrift |
| 4. | 25 <sup>th</sup> | 10:00-: 13:00 | Darling                        |

Each team member should attend at least one workshop.

Design workshop agenda/ strategy etc. with Janette and Kenny.  
Claus to co-ordinate workshops; Shahid, Rae, Sheryl to assist.

Clarify structure/ format of workshops incl. biosphere needs re publicity etc.  
Purpose must include inspiration of community re other successful trails  
Find Venues in each location  
Send out invites  
See contacts database re key people to start inviting their networks  
Talk to Municipalities to mobilise/ transport community

**5. Trail Matrix (Shahid refine with Tracey/ Sheryl/Kurt input)**

**6. Integration Meeting for Phases 3 and 4 Report: Wednesday 30 July**  
Shahid circulate agenda and facilitate.  
**Venue: Scarborough: 09:00-16:00**

All to please attend.

- Sheryl/Kurt: Findings competitor analysis, basic financial projections
- Claus: Results community workshops
- Ivan/Peet: Trail workability report-back
- Shahid/Tracey: Agree on criteria matrix, weighting

**Blog**

Kurt to co-ordinate all inputs.