

Meeting with representatives from Bibury Parish Council and Chris Jackson from the Cotswold Tourism Board – October 2019.

Chris Jackson – primary role in promoting the Cotswold and secondary in managing visitors. Judged on visitors **spend** rather than numbers.

No marketing to day visitors. National Organisation remit is to ensure that visitors get out of London and visit other areas. Chris organisation doesn't promote Bibury; only member is The Swann.

Number of leisure breaks has steadily increased.

Questions asked:

1. Can we contact the tour operators to ask them to bypass Bibury.

Chris has said that they have spoken with the Tour operators, recently at a tour show but the measure is falling on deaf ears.

Has knowledge of similar experience, which Bibury are suffering. Bampton have TRO's and signs saying unsuitable for coaches, but this gets ignored. They have spent money but not seeing much change to their issues (in Chris experience not good value for money).

2. Residents feel that the coach bays were a mistake.

GCC have indicated that they are not keen to charge in the bays, won't have resources to enforce and no benefit will go to the village. **Suggest look into purchasing the land from GCC.**

3. Want to plan for a TRO – add pips to the yellow lines and increase area of where there are Yellow Lines (eg Coln Road).

Need to give tour operator/ coach companies at least a year notice – let them know that there is nowhere for them to park.

Beware – the coach companies / tour operators have to be consulted for the TRO – their objections could prevent the TRO from being granted.

4. Should we be looking into having a direct contract with the Enforcement Company. The objective to send a warning out to coach companies that Bibury is hostile to coaches.

Want to encourage more staying tourists. Need to ensure that you don't come across as elitist.

5. Asian tourists hiring large mini buses and hire 4by4' – can we do anything about these?

Chris said they are trying to encourage sustainable tourism – like picking up from train stations to stay at The Swann or electric parking.

6. Is there no way you can charge coaches to come into the village –?

An Act of Parliament would be needed.

7. Signage – is there any signs you recommend to manage tourists?

Signage that could move them around can be useful – but not applicable to Bibury.

8. Is there any way we can educate the tourists as to what is acceptable / not – acceptable?

Examples given – but not encouraging. Try the tour operator and ask for their help.

**Actions that can be taken:**

- Explore whether the Parish Council can purchase the land from GCC, where the Coach Bays and parking are situated (opposite the Trout Farm).
- Draft a letter to the tour operators.
- PROVIDE a photo showing the over crowding of coaches to the Cotswold Tourist Board for Instagram.
- Set up a working group for the TRO and for contacting the tour operators.