

Southern Water

## WaterWise Teaching Resource



Down the drain

Group profile

**Tourist Board**

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### The Interest Groups

- Water company
- Local council
- Local residents
- Tourist board
- Environmental pressure group
- DEFRA

**You represent the Tourist Board**

### The new works

There are plans to build a new multimillion-pound wastewater treatment works and sludge recycling centre on a brownfield site outside Richardford. The new works will treat wastewater from Richardford and all the surrounding towns including Pountney, Filmore, Gull Sands, Saltmouth, Hartmouth and Darton. Treated wastewater will be pumped to Darton and discharged into the sea there, through the long sea outfall. Outfalls at Gull Sands and Saltdown will be converted to storm overflows. The treatment works at Darton, Filmore and Hartmouth will be converted to pumping stations.

### The Tourist Board's Position

*'Every year thousands of people, many with young families, come to our area to spend time in the local resorts. Their favourite places - the beaches and the nearby countryside. We know they place a heavy demand on our water services and we need to keep these up to standard. However, visitors expect to have safe bathing waters and clean sands for their children to play on and to have relaxed, trouble free excursions to places of local interest. They enjoy walking on local cliffs and love to explore local towns to discover their delights. It is an area that is popular with residents and visitors alike. We want to keep it that way. We need to keep the countryside open.'* **Philip Mann, Tourist Officer, Darton**

### Your responsibilities

- You try to attract tourists to the area. You provide information about the local area - where to go, what to do, what to see.
- You must work for the good of the community.
- You must think about the needs of the other Interest Groups, and listen to what businesses and local people have to say.

### What do you have to do?

1. You have to carry out some research to find out what the Tourist Board does.
2. You have to prepare some information, such as newspaper articles, leaflets or posters, about the Tourist Board and its views towards the new building.
3. You have to prepare for an open meeting. At the meeting you will tell the others about the Tourist Board's view of the new wastewater works and sludge recycling centre at Richardford. You may have reasons for and against building the works at Richardford. You must decide whether you will support the Water Company.
4. You have to prepare to answer questions about the Tourist Board's reasons in an open debate.



**There are lots of resources to help you:**

- This Profile Sheet
- The Fact Sheets will give you some background information and some facts and figures. This will help you understand how many people use the Water Services and what they use them for.
- The Subjective Literature is a collection of newspaper reports and ideas for promotional leaflets and posters. You can use these as they are. You can also write some of your own.
- Clip Art is available to help you illustrate your presentations.
- Web Links

**Getting started**

Make sure everyone in the group has a job to do:

- Preparing speeches
- Writing newspaper items
- Designing posters
- Designing leaflets
- Finding out information.

Think carefully about what you want to say in your speech, newspaper or leaflet. You must be able to back up what you say with reasons or facts. You must be consistent - make sure your group members do not contradict each other.

**Getting your ideas together**

For the open meeting you will need a spokesperson or a small group of people to make a speech or present your case. They can use some of the information you have prepared.

**You need to stress the need for a good wastewater service for tourists and residents.**

**You need to suggest that the new works should not make the area unattractive.**

During the second part of the debate any member of any group can ask questions. On behalf of the Tourist Board, you must be ready to answer any concerns raised.

**You must try to think about the needs of your tourists as well as the local area.**

Here are some ideas for getting started. Look at the list of points in the table.

What can you add to the list?



**There are plans for a new wastewater treatment works and sludge recycling centre just outside Richardford. What are the.....**

group profile

Advantages?	Problems?
<p>The present works is old. It needs updating because we have lots of visitors in the summer months and the old system can't provide the treatment standards required today.</p> <p>The multimillion-pound scheme is a major investment in the local area. It's what we need to bring people back to live and work here.</p>	<p>The new buildings may spoil the look of the local landscape. We think that any new buildings should blend in with the surroundings so they don't spoil the views along the coast.</p> <p>The new treatment works will spoil the local skyline and countryside views. It's marred already for local residents by the nearby industrial estate. Tourists and visitors come here to enjoy the countryside.</p> <p>There will be temporary upheaval to the whole community as the network of new pipes is laid to and from Richardford, and between Richardford and Darton.</p> <p>We are worried that traffic to and from the construction site will cause problems on local roads during holiday times. It is frustrating for drivers when the roads are busy.</p>
<p>We need all local businesses to look after the beauty of the local area and we are pleased that the Water Company is keeping to European environmental quality standards.</p> <p>The Water Company has carried out an environmental assessment of the project. We think this is important and hope that the Water Company listens to what has been suggested.</p>	<p>Smells and unpleasant views put visitors off returning to an area.</p>
<p>We think the new wastewater treatment plant will make a significant improvement to coastal waters.</p> <p>Cleaner seas and beaches will attract more tourists. We will be able to apply for a Blue Flag for our bathing beaches.</p> <p>A visitors centre is a good idea and will add to local attractions.</p> <p>Although we are losing some of the open access area close to Richardford, we hope the area around the industrial estate will be improved when the Water Company plant a band of trees and shrubs.</p> <p>The installation will contain major innovations that could be of interest to visitors and residents - maybe the Water Company will decide to arrange guided tours for educational purposes.</p>	<p>We are worried about the loss of countryside walks for walkers around Richardford and across the whole area while pipes are being laid.</p> <p>We are worried about the effect of the conversions to the outfalls on the local beaches at Gull Sands, Saltdown and Darton in terms of the construction work that is needed and the disruption it may cause to the local community and tourist trade.</p>