

40 off a programme of curriculum projects with the schools throughout the District. This will culminate in a schools exhibition during the week of Le Tour celebrations. It is estimated that one million people will line the route between Dover and Brighton with approximately 50,000 visiting Dover on that day alone in addition to those staying for the week of the activities. An estimated £2 million will benefit the local economy.

By July 1994 it will have taken over two years of extensive planning and organisation to enable this event to be staged. Similar to the Open Golf Championships at Sandwich last year there are many agencies and individuals involved in the staging of such a major project. There will inevitably be disruption, but Dover District Council is working closely with the Police to keep this to a minimum by setting up public meetings around the town for the various areas affected. Special hotlines will be set up in the next couple of months to answer queries from residents, and new information on the event, road closures, diversions, etc. will be publicised throughout local newspapers.

To celebrate the arrival of the Tour de France in Dover, a series of events are planned from 2 – 6 July. The programme is entitled 'L'EVENT' and will include the Carnival, Summer Ball, Concerts, Cycle Trails, Fairs and Fireworks. Full details and brochure will be available late spring from local Tourist Information Centres.

It is hoped that residents will support the race and local businesses will seize the opportunity to capitalise on the visit to Dover of the world's biggest annual sporting event, to help raise Dover's profile for everyone's benefit.

---

---

## SHIPPING NEWS ————— BRUCE LILLEY

LLOYD'S LIST of 28 January 1994, devoted a large section of several pages to the Cruise and Ferry Trades in general and to Dover in particular. Several articles took up the question of the effect of the Channel Tunnel on the ferry trade. P&O, Sealink and Hoverspeed each had a report, as did Dover Harbour Board, with its plans for the Western Docks. Another article defined the rôle of George Hammond plc in expanding facilities for importing fruit via the Dover Cargo Terminal, opened in 1990 at Dover Eastern Docks and now being expanded to provide 50% extra storage.

In an article entitled "Fillip for the Ferry Service" Dover's General Manager, Ferries, suggested that the ferry industry is "going to fight very hard for its market share", with big, new, super ferries and four large berths for them now available at Eastern Docks, concluding that the overall effect on ferry traffic may, after all, be "quite minimal".

The cruise industry was discussed at length in different articles, which high-lighted the increasing popularity of holiday cruises, with the United States the largest market and Europe the second largest. It was stated that the UK market soared 150% in the last six years. With twenty-two cruise ships expected to put in at Dover in 1994, there are indications that Dover could become a desirable stop on cruise liner itineraries in the future.