



## Dereham Town Plan Working Group

a joint working group of  
Dereham Town Council and the aboutDereham Partnership



### Notes of meeting held 24 November 2021

**Present:** Cllr Stuart Green, Chair; Mike Webb, Chairman of aboutDereham, Cllr Philip Morton, Carolyn Coleman, Cllr Phillip Duigan

1	<b>Apologies / absence</b> Peter Wade Martins, Rev Paul Cubitt	
2	<b>Dereham's Town Delivery Plan (DTDP) (Final draft)</b> <p>Mike had requested an update from Breckland but the reply was that there is no update and not to expect anything until the other town plans are completed.</p> <p>Cllr Duigan gave an interesting update from the NCC Rural Economy Strategy - see this page: <a href="https://bit.ly/32yIHQE">https://bit.ly/32yIHQE</a> One of the recommendations that the strategy supports is the formation of Market Towns Working Groups "to explore the key challenges and opportunities for our Market Towns, and what we can do collectively". (p.17) This strategy will go to NCC Cabinet at its next meeting and it is expected they will take into account the plans developed by We Made That.</p> <p>The group considered a list of possible projects from the draft town delivery plan to discuss which ones it may be possible to take forward.</p> <ol style="list-style-type: none"><li>1. Community Toilet Scheme - this proposal now awaits a final decision from Dereham Town Council. As there is a lot of public demand for toilets in the shopping precinct, we should research possible freestanding pods for this area.</li><li>2. Queen Mother's Garden - Breckland officer James Watkins is working on this. A feasibility study is in progress. Harry Clarke is leading for DTC.</li><li>3. Wayfinding - possible phase 2 - aboutDereham has asked our mail-list if they have any locations which could benefit from signs like the new ones in the town. Ideas include at the Norwich Road Maltings and St Nicholas Works. We are also looking at possibility of new noticeboards, specifically at Wright's Walk and outside the P.O.</li><li>4. Bicycle parking - the main concern may be to provide covered parking for bicycles - and in different locations, not just the town centre. There is a DTC cycling and walking strategy and the NCC cycling strategy is expected soon. See: <a href="https://bit.ly/3CQvzmm">https://bit.ly/3CQvzmm</a> It may be important to increase use of cycling. Ask for when the strategy is due.</li><li>5. Brown Tourist signs - There are no tourist signs on the A47; even the green direction signs on the A47 are inadequate. Nothing changed as a result of the Dereham Integrated Network Strategy (March 2019) which mainly looked at parking and how to route</li></ol>	<p>Carolyn</p> <p>Cllr Duigan</p>

	<p>traffic. Mike volunteered to investigate the question of signs on and off the A47.</p> <p>6. Events programme - We referred to the Events Officer posts in both Watton and Swaffham town councils. The fact the posts have been renewed shows they are working to attract people into the towns. We had heard from the officer at Watton (Sue Dent) who told us about the programme of events she runs and her budget. We agreed that Dereham would benefit from a professional and experienced events officer to both support the voluntary sector events and to run several events in the year - and promote a coherent programme of events. This could free up other council staff. Stuart will talk to the town clerk at Watton about this. Mike and Carolyn to discuss with A Holdsworth.</p> <p>7. Meanwhile programme of pop-up shops - we discussed the difficulties of locating and persuading private freehold owners to support such a programme. We agreed that the market is a good way for new entrepreneurs to trial new ideas, especially as DTC now has a discount offer for new traders. This could be promoted much more. We also agreed it would be good to have stalls or gazebos for new traders to reduce their outlay.</p> <p>8. Additional markets - we agreed that this and item 7 would both come under a new events officer role who could propose new activities with costings.</p> <p>9. Shop front enhancements - it was reported there had been low uptake of the Breckland Shop Fronts grant. It was suggested this was because of the bureaucracy involved and the fact the grant will not cover improvements to the upper storey of buildings when, in fact, the whole facade needs improving, for example the Bet Fred shop. Mike and Carolyn to raise with A Holdsworth.</p> <p>10. Town centre seating - there was considerable public demand for additional seating; the benches at Wright's Walk are used a lot. We debated if there is room to provide additional benches in the Market Place and whether or not this needs to wait for the plan to revamp it and remove traffic. Locations where new benches are possible include the Rec and Fleece Meadow and the QMG.</p>	<p>Mike</p> <p>Stuart Mike</p> <p>DTC Cllrs</p> <p>Mike Carolyn</p> <p>DTC Cllrs</p>
3	<b>Community Toilet Scheme</b> under consideration by DTC.	
4	<b>Queen's Jubilee</b> aboutDereham is convening a meeting on 6 December to plan for this., to share information about grants and to avoid clashes. The relevant councillors from DTC will be invited to speak about the council's plans and also their small grant scheme.	Carolyn
5	<b>Noticeboards</b> aboutDereham is investigating costs, ownership and funding options.	
6	<b>Minutes</b> The minutes of the meeting of 27 October were agreed.	
6	<b>Next meeting</b> The date for the next meeting will be 26 January 2022(4th Weds).	All