



Dereham Town Plan Working Group

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



Notes of meeting held 23 February 2022

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

1	Apologies / absence Peter Wade Martins resigned from the committee	
2	Dereham's Town Delivery Plan (DTDP) (Final draft) There is no news on when the final 'Future Breckland' plan may be completed. There was mention of staffing issues and it was suggested that completion may be summer or even late summer. We had previously thought it may appear late spring / early summer. MP George Freeman met with Dereham Town Council recently. He said he is keen there should be more community involvement in the process. We agreed to contact his secretary and invite him to meet with us. The group also agreed that re-starting work on the Neighbourhood Plan should be a priority. Watton have recently put theirs out for consultation. If adopted, it helps all parties to work towards the same goals /priorities.	Carolyn
3	NCC Rural Economy Strategy There is no further update about the NCC Rural Economy Strategy - (see https://bit.ly/32yIHQE) It was mentioned that NCC staff have started to return to work from their offices. We asked if DTC staff are also returning to the Assembly Rooms and if they will be open to the public again. It seems they will re-open soon.	Cllr Duigan
4	Brown Tourist Signs Mike had compiled and circulated a detailed analysis of direction signs that should assist tourists to get to their destination. This included numerous photos of existing signs, some road traffic signs as well as brown signs in the town. Key findings are : The existing signage is haphazard; there are no brown tourist signs on the A47 for Dereham, whereas Swaffham has one on the A47 which reads "Swaffham Historic Market Town, and has icons for WC, petrol, food, tourist info accommodation and caravans", with an additional smaller brown sign to the Green Britain Centre (see image at end). Many other towns have such "composite" signs which indicate to tourists that it is worth turning off the main road as you will find what you need. We discussed some of the attractions which could usefully be signed, including: St Nicholas' Church, Bishop Bonner's Cottage Museum, Gressenhall Museum, Dereham Windmill, Mid Norfolk Railway. The group is not suggesting all of these would be on a sign on the A47 - you cannot have too much reading on a trunk road sign. But	

	<p>there is a need for a rational approach to implementing a suite of signs both on the A47 and in the town to make a more coherent and structured experience for the visitor.</p> <p>The group asked Mike to continue his research, to share it with MNR and other potential destinations and also to take soundings as to the best way forward.</p>	Mike
5	<p>Short term projects - updates</p> <ul style="list-style-type: none"> <p>Queen's Jubilee - aD has organised 2 Jubilee planning meetings and has been able to produce a list of Jubilee events that we know of, (separate attachment). The list now includes a Vintage Tea Party organised by Dereham Lions, aimed at pensioners, and ideally suited to the Fleece Meadow and asks the town council to support this by providing access to the Memorial Hall, toilets and kitchen on 2 June.</p> <p>Rev Paul Cubitt also said that the Churches Together group will be pleased to offer volunteers to organise a Big Lunch picnic, on Sunday 5 June, probably on the Neatherd if the weather is fine. Details TBA. Carolyn to contact Julie Mann to set things in motion. This would be deliberately scheduled to take place on the same date as the Big Lunches being organised in Scarning and in Etling Green.</p> <p>The Mayor has said that Jubilee planning will be on the agenda of the next full council meeting on 8 March. Carolyn and Mike will attend to explain what we are trying to do - and to ask the town council to share their plans.</p> <p>As part of the Jubilee there will be a new footpath from Gressenhall to Dereham, to link the two together better. Currently signage to Gressenhall has obsolete wording and, from the A47, bypasses Dereham altogether (Scarning exit from A47).</p> <p>Carolyn has asked Samantha Armitage to find out who is leading on Jubilee planning for Breckland.</p> <p>Community Toilet Scheme - has been approved. DTC met to determine its priorities on 16 February and will meet again at the end of March. This means the scheme cannot start yet.</p> <p>Event Manager - This coming Jubilee makes a strong case for an events manager to draw together all the planned events. This could be a PT role or a sub-contractor and it may be possible to obtain some pump-priming funding from the MTI. Carolyn to ask Watton if we may see their JD. Stuart is continuing to research similar appointments elsewhere.</p> <p>Queen Mother's Garden - DTC has agreed to contribute to the costs of a scheme to improve the QMG. There will be a community consultation on the plans. It is hoped the work might be completed by September and that it would improve access into the garden. aD has provided an outline of some events that could be staged there. This is to support an application for funding to be made by Breckland.</p> <p>Wayfinding phase 2: There is an underspend in the total wayfinding budget. Carolyn, as the project lead, hopes to meet with DTC to discuss this and how it should be best be deployed for the benefit of the town. Carolyn investigated and eventually found out that the Dereham Society owns the wooden noticeboard outside the Post office. With the blessing of the Dereham Society former chairmen. she would like to use some of the budget to replace this since the old broken wooden display case gives a very poor impression of the</p> 	<p>Carolyn Mike</p> <p>Carolyn</p> <p>Stuart Mike Carolyn</p> <p>Carolyn</p> <p>Carolyn Stuart</p>

	<p>town. Cllr Morton, a former Chairman of the Dereham Society requested that the large, open access noticeboard next to the wooden one to also be refurbished. This idea was supported by the group.</p> <ul style="list-style-type: none"> Town centre seating - Walkers are Welcome have agreed to look at suitable locations and prepare some suggestions for new seating. Noticeboards - Mike is sourcing prices for a new noticeboard at Wright's Walk, to be agreed with Dencora. Market Town Initiative - Carolyn asked who is now looking after this fund in Breckland. It seems that the staff have been over-stretched while also coping with the DTDP. There may be a new appointment reporting to Andrew Holdsworth. 	<p>Carolyn</p> <p>WaW</p> <p>Mike</p>
6	<p>Minutes</p> <p>The minutes of the meeting of 26 January were agreed.</p>	
67	<p>Next meeting</p> <p>The date for the next meeting will be 23 March 2022(4th Weds).</p>	All

