



Dereham Town Plan Working Group

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



Notes of meeting held 27 June 2022

Present: Cllr Hugh King, Cllr Stuart Green, Mike Webb, Chairman of aboutDereham, Carolyn Coleman, Cllr Phillip Duigan, Cllr Philip Morton, Helen Evans,

1	Apologies / absence Apologies were received from Peter Wade Martins and the Rev Paul Cubitt. Helen acted as substitute on behalf of aboutDereham.	
2	Reporting of DTPWG meetings, minutes and recommendations to DTC Mike recapped the history of the formation of the group which was formed to share ideas in relation to the town delivery plan so as not to cut across or accidentally conflict with each other's ideas. The proposal to form a joint working group was approved by DTC in January 2021. But there is no mechanism to report our discussions formally to DTC. As a result, some project ideas may seem to have come from nowhere. The group agreed that the town councillors need to receive information about the issues and projects that are under discussion at meetings of this joint working group. It was suggested that there could be an agenda item either at full council meetings or at the appropriate sub-committees for reports from groups such as the DTPWG. This could be similar to what is proposed for the QMG working group. Minutes could be circulated in advance - or a short written report and the Chairman can talk to that. Cllr King proposed that he will talk to the town clerk about putting a regular item on agendas where councillors report back from committees they serve on. This was agreed unanimously.	Mayor
3	Town Delivery Plan Mike's regular meeting with Rob Walker had been postponed to 28 June, so there is no update. He will inform us if there is any news. Cllr Duigan informed us that he has asked to put the NCC Market Towns Strategy on the agenda for the Scrutiny Committee of 22 September. It is possible they will establish a task and finish group.	Mike Cllr Duigan
4	Town Centre Seating We first discussed the proposal to re-use benches from the QMG. Refurbishing them could involve sand-blasting as well as storage and transport costs. DTC would need to decide if they wish to formally request to take the seats once they are dug out of the ground in QMG. Additional benches have been requested by the public many times and we had a list of potential locations to consider. This proposal is agreed	DTC Cllrs

	by the DTPWG and, if supported by the DTC, then District Councillors can take it forward as a possible Breckland MTI project. The list of proposed sites is attached at the end.	DTC Cllrs BDC Cllrs
5	<p>Community Toilet Scheme</p> <p>This has not progressed since being agreed by DTC full council in November 2021. We are told it is on the Council's priority list. It was agreed it would be timely to ask for a progress report.</p>	Mayor
6	<p>Brown Tourist Signs</p> <p>Mike updated us on this topic. He has met with all the main tourist attractions and there is definitely an appetite to proceed with an approach to National Highways regarding at least two signs on the A47. Mike plans to convene a meeting of the relevant parties to finalise the approach. He believes it will be possible to raise the necessary funds from the attractions themselves. Cllr Duigan has also agreed to contribute some of his discretionary funding.</p> <p>Signage including brown signs in the town comes under the Highways Dept at NCC. They have said they do not have the resources to make improvements or repairs. However, there is a need to rationalise the use of brown signs in town as some of the attractions have no brown sign.</p> <p>Cllr King said we needed to decide which was the higher priority and it was agreed that town signs should come after the content of the A47 signs has been agreed.</p> <p>No decision is needed from DTC on this topic but it is important that all town councillors are aware that this is proposed and that hopefully the town council would support this initiative.</p>	<p>Mike</p> <p>Cllr Duigan</p> <p>DTC Cllrs</p>
7	<p>Wayfinding Phase 2</p> <p>Carolyn briefly updated on this proposed programme of works which includes some additional interpretation panels, noticeboards and poster cases. Following her presentation to DTC full council on 14 June, Carolyn had been asked to provide a written list in a format requested by the town clerk. This list is attached at the end of these minutes.</p> <p>Cllr King has discussed the list with the town clerk and raised 2 questions:</p> <ul style="list-style-type: none"> • Who would take responsibility for managing the poster cases and noticeboards? • Surely nowadays it is better to promote events via social media rather than physical notices? <p>Carolyn talked in detail about the need to have a mix of media and channels of communication with the public. Using online only excludes some people, especially among the older generation but also among people who may not be able to afford monthly broadband costs. In addition, much of social media is transient and it is easy for people to miss announcements. Several of us referred to the continuing importance of printed material, whether flyers, posters or brochures. It is not correct to say that these things have been overtaken by social media. (e.g. just look at the number of posters on the fence at Wright's Walk)</p> <p>Helen, who is responsible for marketing the Dereham Flower Arranging Club, stated that their members tend to be older and many do not use computers. She agreed there is a shortage of noticeboards and poster sites in Dereham and when she wants to promote the Flower Club events, she has to resort to supermarket noticeboards.</p>	

	<p>There was a discussion about the fact that open access noticeboards can become untidy. The large, 8' long noticeboard outside the P.O. has not been supervised or maintained for five years, yet people cope and it is well used. If it is repainted and with a new surface which accepts drawing pins, it will smarten up this useful facility.</p> <p>The Phase 2 proposal includes refurbishing this noticeboard and a new noticeboard to replace the former Dereham Society one at Wright's Walk.</p> <p>In addition to open access noticeboards, the Phase 2 proposal includes 3 new metal framed, glass fronted, locking poster cases:</p> <ul style="list-style-type: none"> • One to replace the damaged wooden case outside the P.O. • One at Chapel Walk opposite QD where there is lots of footfall • At a site to be selected in Toftwood - this could be either a poster case or a noticeboard, depending what is preferred by users. <p>A poster case with a single poster promoting the next 4 months events at the Memorial Hall would only need to be replaced every 4 months, thus saving time and manpower. It would be more cost-effective than the 12 page programme which was produced for Memorial Hall pre-Covid.</p> <p>Regarding who would manage the poster cases - this is open for discussion and could either be the Friends of Dereham Memorial Hall, who previously produced the printed programme of events, or it could be town council staff who hold the majority of the data for the coming events. The council budget still has an allocation of funding for the printed programme which would easily cover the cost of a professional designer to produce and print the posters.</p> <p>Carolyn requested that the full town council discuss the proposed Phase 2 programme of works and supports this to go ahead.</p>	DTC Cllrs
8	<p>Minutes</p> <p>The minutes of the meeting of 25 May were agreed.</p>	
9	<p>AOB</p> <p>none</p>	
67	<p>Next meeting</p> <p>The date for the next meeting will be 25 July 2022 (4th Monday).</p>	All

Locations suggested for additional seating around town.

1	Catholic Church roundabout sg	Not suitable – traffic noise	X
2	Near Library sg	Yes. Grass area Banyard's Place entrance	✓
3	Fleece Meadow pm	Yes. Well used, room for at least 2-3 benches.	✓
4	Moorgate/South Green sg	Yes - possible location, suitable grassed area, lots of footfall.	✓
5	Sandy Lane near the park sg	Yes – near the play area.	✓
6	At or near the top of Girling Road sg	Yes, junction of Girling Rd and Humbletoft Road	✓
7	Becclesgate / Swaffham Road pm	Yes – on Swaffham Road land adjacent to car park area	✓
8	Washbridge – requested by public if not possible, then: Lucy's Meadow	Difficult at top end – lack of space Scarning PC may contribute? Good location.	✓
9	In Market Place – requested frequently	Vetoed.	X
10	School Lane/Westfield Road junction grass area	Yes, at the corner of the junction where there is a gate onto grass area, near to school.	✓

Since the meeting we have received a request from Eckling Grange who say their residents would very much appreciate and use a bench on the grass area at the front.

Wayfinding phase 2

No.	Item and proposal	Cost	DTC contribution	Why it is needed?	Alternatives considered	Why the proposed option has been proposed.
1	New noticeboard at Dereham Shopping Centre. Dencora will pay 50%	£330.00	£110.00	Replace damaged Dereham Society noticeboard	Off the shelf noticeboard considered – not suitable for purpose or the site	Off the shelf nowadays does not offer open access pinboard type. This is needed so that people do not pin their posters to the fence which looks scrappy.
2	Repair large noticeboard outside P.O	£650.00	£216.67	Poor state of repair. Back board almost unusable.	A new noticeboard of this size would be very expensive.	The refurbishment would include new back board, self-healing rubber pinboard and repainting to frame. This will extend the life of this noticeboard which is well used and in a prominent position.
3	Replace poster case outside Post Office with powder-coated metal frame poster case	£600.00	£200.00	Current wood frame poster case is damaged beyond repair.	Attempt to repair existing – not feasible.	A glass-fronted, locking poster case will be useful to promote events in the town. It can be dedicated to a single purpose, eg the coming programme at Memorial Hall. This would mean town centre visitors to the P.O. will see the coming programme and encourage increased attendance at Memorial Hall events.
4	New poster case at Chapel Walk – facing QD	£600.00	£200.00	Additional poster sites are needed to promote town events. A single A1 poster promoting the next 12-20 events is more economical and needs replacing less often than multiple individual event A4 posters.	Multiple open access noticeboards/poster sites – but see comment left.	Cost is estimated to include delivery and installation as prices are fluctuating rapidly. A metal frame powder coated case will look smarter as well as displaying town events to a large footfall.
5	New poster case in Toftwood, as item 4	£600.00	£200.00	There are no poster sites in Toftwood	as above	As above. An option for discussion is whether the same poster, promoting the coming season, can also be used in the DTC owned cases in 3 bus shelters so the same poster could be used in all locations – or possibly a reduced version of the main poster. This is efficient while also promoting DTC and Memorial Hall events.
6	Install interpretation panel outside St Nicholas Works (replaces old one)	£600.00	£200.00	Existing board vandalised. History of works lost.	Remove completely	Important part of the industrial heritage, not recognised anywhere else in the town.
7	Waypoint finger-post, to be situated on Commercial Road, Dereham, at the entrance to the Recreation Ground. Points to: Recreation ground, tennis courts, leisure centre, bowling, heritage railway, town centre	£1,200.00	£400.00	Recreation Ground is not well signed.	Take no action	Fits in well with our earlier efforts to make life simpler for people visiting the town who do not know their way around.
8	Installation of Waypoint finger-post on Commercial Road	£350.00	£116.67	as above	as above	as above
9	New interpretation/wayfinding panel at Norwich Road maltings, Lectern style	£1,200.00	£400.00	Aids visitors as includes heritage information plus map and directions, eg to Neatherd, Windmill	Take no action	Important part of the industrial heritage, not recognised anywhere else in the town.
10	New interpretation/wayfinding panel at QMG, Lectern style	£1,200.00	£400.00	Aids visitors as includes heritage information plus map and directions, eg to Withburga well, water meadows and into town	Take no action	Important part of the industrial heritage, not recognised anywhere else in the town. Helps to ensure the investment in remodelling the QMG leads to improved visitor experience.
11	New interpretation/wayfinding panel at Washbridge, Lectern style	£1,200.00	£400.00	Aids visitors as includes heritage information plus map and directions, to other attractions, QMG, walk round water meadows etc	Take no action	A historic site of considerable interest both to antiquarians and to residents and local scholars, not recognised anywhere else in the town.
12	Remove obsolete signs eg finger-post in front of stone trough, finger-post adjacent to PACT at corner of Nunns Way	£600.00	£200.00	Declutter the view, makes the town centre look smarter and more cared for.	Take no action	These old finger-posts are obsolete and of a faux Victorian style not approved by the Historic Buildings Officer.
13	Repairs to broken traffic signs in 3 locations	£1,200.00	£0.00	Broken traffic signs are unsightly and make the town look unkempt and uncared for.	Take no action	Helps visitors and traffic flow if signs are clear and not broken. NCC contribution to project can cover this.
14	Contingency for future remediation work	£5,000.00	£1,666.67	It is sensible in any project management situation to create a reserve fund for any contingencies. This is especially important at this time because prices of all manufactured goods are very volatile and increasing daily.	Increase the amount of contingency held by either NCC or DTC, to be agreed.	The wayfinding signs and finger posts installed as part of the wayfinding project were not cheap and will last more than ten years if looked after and, if necessary, repaired if required.
TOTAL	Amount remaining in wayfinding budget is around £15,500	£15,330.00	£4,710.00	Note: all costs are estimates; most are based on earlier quotations which have probably expired since all manufacturing and materials costs are very volatile and increasing week by week.		