

**Extract from the draft minutes of the Policy and Public Initiatives Panel
meeting of 17th June 2020**

57. Public Initiatives

The following suggested initiative had been received from Ms Maggie Woolley:

‘As has been done at The Hythe, providing information boards to tell people about the history of the area, are they possible throughout the town area? I particularly think that Middle Mill should be brought back to life, so people know about its position, importance to the town and its history.’

Members discussed the initiative, noting that the Heritage and Tourism Task and Finish Group had concluded its work and been dissolved. Councillor Cory, Leader of the Council, praised the idea and noted that provision of additional boards had been discussed. Recently, however, the effect of Covid-19 on the Council’s finances would necessitate a scaling back of the Council’s plans. The Panel were informed that they could make suggestions to Councillor Julie Young, Deputy Leader and Portfolio Holder for Culture and Performance, or make formal recommendations on this to Cabinet.

Members of the Panel stressed the importance of advertising, signposting and explaining heritage assets across the Borough, in rural as well as urban situations. The visitor signage provided on Mersea Island was given as an example where signage was well-used by visitors, at a low cost to the Council. Members agreed that sites like Middle Mill would benefit from similar signs.

The Leader gave a summary of the work being done by the ‘Beautiful Borough’ campaign to promote the highlights of Colchester Borough and agreed that the efforts must be Borough-wide. It was urged that any recommendations should look to fit additional signage into existing plans for promotion of the Borough.

RECOMMENDED to CABINET that approval be given for the Policy and Public Initiatives Panel to explore the possible provision of additional information boards at heritage assets and sites of interest to visitors across the entire area of Colchester Borough.