

# DORCHESTER TOWN COUNCIL

Council Offices, 19 North Square, Dorchester, Dorset. DT1 1JF  
Telephone: (01305) 266861

**Adrian Stuart, Town Clerk**

12 January 2022

You are invited to a virtual meeting of the **DORCHESTER HERITAGE JOINT COMMITTEE** will be held in via the **ZOOM VIDEO CONFERENCING PLATFORM** on **TUESDAY 18 JANUARY 2022** commencing at **7.00pm**.

You will be able to join the meeting by using the link - <https://us02web.zoom.us/j/84116764937>

A handwritten signature in black ink, appearing to read 'A Stuart'.

Town Clerk and Secretary to the Committee

## **Declaration of Interests**

Members are reminded that it is their responsibility to disclose pecuniary or non-pecuniary interests where appropriate. A Member who declares a pecuniary interest must leave the room unless a suitable dispensation has been granted. A Member who declares a non-pecuniary interest may take part in the meeting and vote.

## **Membership**

Dorset Council: R. Biggs, A. Canning, L. Fry, S. Jones and R. Tarr

Dorchester Town Council: S. Biles, A. Chisholm, F. Hogwood, G. Jones and R. Major

The following Members may attend and speak but not vote:

Mr B Murphy (Duchy of Cornwall), T. James (Dorchester Civic Society), Vacancy (Dorchester Chamber for Business), M. Woodgate (Dorchester Heritage Magazine), E. Metcalfe (The Keep Military Museum), L. Poulsen (Dorchester Local Nature Reserve), J Murden (Dorset Natural History and Archaeological Society), J Wallis (Blue Badge Tourist Guides) M Rice (Dorchester Association), Maria Gayton or S. Johnson (Dorset History Centre), R. Raine (National Trust (for Max Gate and Hardy's Cottage)), A King (Shire Hall), A. Worth (Keep 106 Community Radio), M. Chutter (Thomas Hardy Society).

## **AGENDA**

### **1. APOLOGIES FOR ABSENCE**

To receive any apologies for absence.

2. **MINUTES**

To read, confirm and sign the Minutes of the Meeting of the Committee held on 19 October 2021 (copy enclosed).

3. **HERITAGE TOURISM STRATEGY**

To consider the following reports:-

- (a) Strategy Progress report (latest presentation enclosed).
- (b) Dorchester Tourism Partnership – Notes of meeting (to follow).

4. **MILL STREAM PATH - SECTION FROM LONDON ROAD TO MILL STREET**

The Working Group, at its last meeting, agreed that two or three information boards be erected at this section of the Mill Stream path. The boards to focus on Dorchester's industrial heritage in that area.

Should the opportunity arise for a larger project, which might be suitable for grant funding, then this area could be looked at again.

Some funding for this interpretation has been identified but a contractor / volunteer is required to provide some text and images for the boards.

5. **COMMITTEE FUNDING**

The Chairman to report that the Town Council has agreed to contribute £3,000 annually to the general work of the Committee plus £8,500 annually towards the costs of THVF and HOD events.

6. **REPLACEMENT BENCH - FRONT OF DORSET MUSEUM**

To receive an update in respect of the replacement bench at the front of the Dorset Museum in memory of local historian Jo Draper.

7. **THOMAS HARDY VICTORIAN FAIR - 2022**

The Committee will be advised that the THVF, which would be held on the first Sunday in June, is the same weekend as the Queen's Platinum Jubilee celebrations.

8. **ROMAN MOSAIC PROJECT – THE WALKS**

To receive an oral report from the Working Group established to consider this project.

9. **QUESTIONS**

To receive questions submitted by Members in writing to the Dorchester Town Clerk and in

respect of which the appropriate notice has been given.

10. **URGENT ITEMS**

To consider any other items that the Chairman decides are urgent.

## **DORCHESTER TOWN COUNCIL**

### **DORCHESTER JOINT HERITAGE COMMITTEE HELD VIA THE ZOOM VIDEO CONFERENCING PLATFORM**

**19 OCTOBER 2021**

At a virtual Meeting of the Dorchester Joint Heritage Committee held on 19 October 2021:

#### **PRESENT:**

Dorchester Town Council

Councillors: S. Biles  
A. Chisholm  
F. Hogwood  
G. Jones (Chairman)

Officers: S. Newman  
M. Manley  
N. Hayes

Dorset Council

Councillors: R. Biggs  
L. Fry  
S. Jones

#### **In Attendance**

Councillor S. Hosford

Blue Badge Tourist Guides  
Dorchester Association  
Dorchester Civic Society  
Dorchester Heritage Magazine  
Dorchester Local Nature Reserve  
Dorset History Centre  
Keep 106 Community Radio  
Shire Hall  
The National Trust (Max Gate)

J. Wallis  
M. Rice  
J. Doak  
M. Woodgate  
L. Poulsen  
M. Gayton  
A. Worth  
A. King and T. Edey  
R. Raine

#### **14. APOLOGIES**

Apologies for absence were received from Councillors A. Canning and R. Major (Dorchester Town Council), E. Metcalfe (Keep Military Museum), I. Gosling (Dorchester Civic Society) and M. Chutter (Thomas Hardy Society).

#### **15. MINUTES**

The minutes of the meeting held on 20 July 2021, a copy of which had been circulated, were confirmed and signed.

The Local Nature Reserve representative confirmed that she had not volunteered to be a part of the Mill Stream Working Group although she did have some good publications on the area which might be useful for the project.

16. **HERITAGE TOURISM STRATEGY**

(a) **Heritage Tourism Strategy - Progress**

The Committee considered a report and presentation by the Heritage Tourism Project Manager which updated it on progress with the project and reported on the next steps. The report also updated Members on the Welcome Dorchester programme as follows:-

- Leaflets and posters would be finished by the end of October
- Work was ongoing in respect of Tourist Information Points, meeting to take place 2 November 2021.
- Promoted social media posts had been delayed until the new website was completed, some short videos were in the process of being made for this purpose.

In respect of the draft leaflet Members stressed the importance of Poundbury being a part of Dorchester. It was also requested that the whole of Dorchester East be included on the map.

(b) **Dorchester Tourism Partnership -Notes of meeting**

The Committee received the notes of the meeting of the Tourism Partnership held on 5 October 2021.

**RESOLVED**

That the notes of the meeting of the Dorchester Tourism Partnership held on 5 October 2021 be received.

17. **MILL STREAM PATH – SECTION FROM LONDON ROAD TO MILL STREET**

The Committee heard an update from the Deputy Town Clerk, the Working Group had their first meeting on the 12 October 2021, where it was agreed that letters would be sent to the effected businesses and properties, requesting permissions, seeking their buy in to the project and possibly seeking sponsorship. The Working Group was looking into potential funding and innovative interpretation ideas, noting that the space in question was very restricted, and would be meeting again on the 4 November 2021.

It was noted that McCarthy Stone had been approached with a request for funding, an acknowledgement had been received but nothing further.

18. **HERITAGE OPEN DAY - SEPTEMBER 2021**

The Chairman provided feedback on the Heritage Open Day events held in September. He thanked the project manager, Miranda Woodgate, for her hard work and also reported on the various events that had taken place. A balance of £152.73 had been carried forward to

next year's event. All the events had been well attended and Keep 106 Radio and Casterbridge Rotary were also thanked for their help at those events.

**RESOLVED**

That the feedback be noted.

19. **COMMITTEE FUNDING**

The Committee considered a report from the Chairman of the Committee on future revenue and event funding.

In regard to regular ongoing funding it was felt highly unlikely that Dorset Council would agree to this proposal.

In respect of the proposed request for regular event infrastructure/project manager funding it was suggested that the request to the Town Council should identify all the sources of match funding for the events such as sponsorship, Dorchester BID, grants etc.

It was noted that a separate request for funding towards THVF 2022 may need to be submitted due to the timings of the Town Council's budget cycle.

**RESOLVED**

That, subject to the comments set out above, the Committee Chairman to write to Dorchester Town Council and Dorset Council requesting ongoing and regular event funding as set out in the report.

20. **REPLACEMENT BENCH – FRONT OF DORSET MUSEUM**

The Committee was reminded that it had previously agreed to the idea of a bench at the front of the Dorset Museum in the memory of local historian Jo Draper and her husband Chris. Now that the building works to the museum had been completed Members gave further consideration to the type of bench that might be suitable.

It was felt that the new bench should be one that was smart and in keeping with the museum and its immediate surrounds and a single long bench rather than two individual benches that were located there previously.

It was noted that the Committee had earmarked £500 towards the cost of a bench and it was likely that the Jo's family and friends would also wish to make a donation towards the cost.

**RESOLVED**

That investigations be made into a suitable double length bench in memory of Jo Draper and her husband Chris.

21. **ARCHAEOLOGICAL TRAIL OF DORCHESTER**

Councillor F. Hogwood proposed an archaeological trail of Dorchester leaflet to better highlight some of the fantastic archaeology around the town. The Committee felt that the town had so much to offer of national importance in this regard that a series of trails in differing formats might be required.

The Committee felt that this matter should be given further consideration and proposed that it be included for discussion in the forthcoming Tourism Partnership workshops being arranged to brainstorm and prioritise projects that would celebrate and enhance the town heritage offer.

**RESOLVED**

That proposal be welcomed and that it be included for discussion in the forthcoming Tourism Partnership workshops being arranged to brainstorm and prioritise projects that would celebrate and enhance the town heritage offer.

22. **ROMAN MOSAIC PROJECT – THE WALKS**

Members considered further a proposal from a local resident in respect of the possibility of displaying replica Roman mosaic around the town Walks. Members had been circulated with examples of how this may look.

The Committee was supportive of the idea and agreed that a Working Group should be established to give the proposal further detailed consideration.

**RESOLVED**

That a Working Group be established consisting of Councillors F. Hogwood and S. Jones, L. Poulson, M. Woodgate and the Tourism Development Officer.

23. **QUESTIONS**

No questions had been received.

24. **URGENT ITEMS**

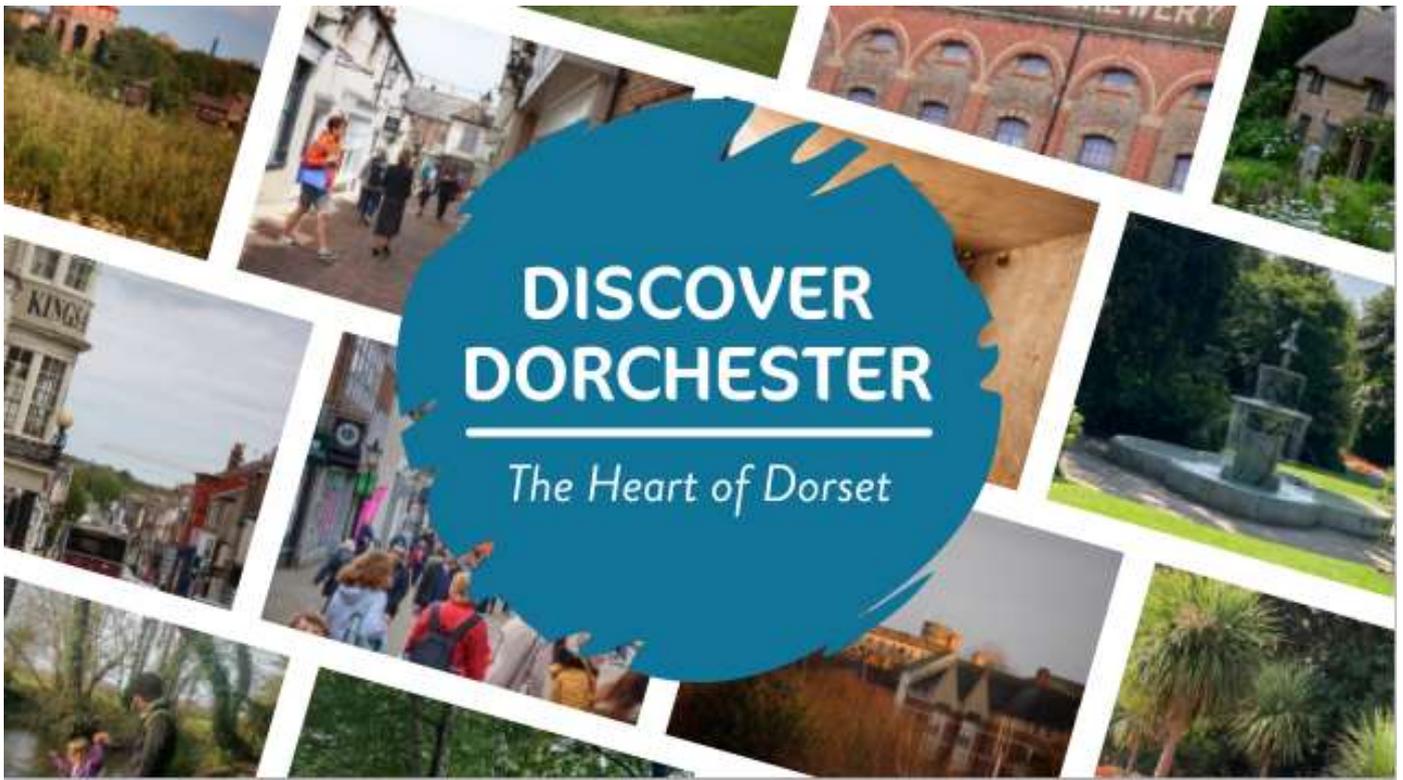
The Tourism Development Officer reported that she had been contacted by the University of Southampton regarding a project it was submitting for a funding bid of £75k to support Dorchester along with two other areas. The project would allow for a dedicated researcher from the University to run workshops and training events in Dorchester to support the town in developing its heritage tourism strategy. The Committee supported the idea and requested the Tourism Development Officer to liaise with the University. The Civic Society representative confirmed that he would be available to be involved.

On behalf of Councillor A. Canning it was reported that a National Lottery funding bid had now been submitted for the Dorset Ways with Words project.

It was noted that the Committee had a number of potential projects going forward which might benefit from being wrapped up into one large project so as to make it a more attractive proposition for grant funding.

It was reported that the Riverside Reserve and the Prison information boards had both been vandalised. The Deputy Town Clerk confirmed that the replacement of these boards was in hand.

Chairman.....



**SOCIAL MEDIA**

CATEGORY	September DATA	December DATA
Instagram		
- accounts reached	1718	3867
- content interactions	244	44
- total followers	188	229
Facebook		
- page likes	341	679
- followers	412	798
- post reach	8,082	8,566
Twitter		(24346 nov)
- followers	18	46
- profile visits	254	90
- impressions	1.7K	1.45k
Tik Tok		
- followers	2	6
- likes	13	23
- top video views	708	



- Website went live on 1st December
- Took longer to launch - late changes made to make more accessible
- 36 external users now editing own pages and adding events
- Launch review - competition did not have high entry rate, press release picked up well locally, thank you for quotes, number of businesses joined in with sharing assets to support launch - thank you. No promoted social media posts so far - didn't seem right in December
- Website stats - next slide
- Most popular pages are home page and what's on pages
- Next steps with website - focus on inspiration section and encourage more to upload events and update places and pages



### Visits from... Globally

Country: + - Users

Totals	806
	100% of total
1 United Kingdom	442
2 United States	151
3 Ireland	22
4 Belgium	9
5 China	9
6 Netherlands	4
7 Faroe Islands	2
8 Australia	2
9 France	2
10 Sweden	2

### Visits from... Nationally

Town/City: + - Users

Totals	806
	100% of total
1 Dorchester	124
2 London	109
3 (not set)	72
4 Edinburgh	64
5 Bournemouth	49
6 Hagenstown	30
7 Poole	29
8 Dublin	22
9 Weymouth	18
10 Bournemouth	14

### Traffic from

Session source/medium: + - Users

Totals	806
	100% of total
1 (direct) / (none)	338
2 dorchesterdorset.com / referral	194
3 facebook.com / referral	44
4 facebook.com / referral	44
5 google / organic	44
6 Bing / organic	36
7 dorchester.sub.news / referral	28
8 facebook.com / referral	27
9 dorchester-ta.gov.uk / referral	22
10 facebook.com / referral	21

## FROM

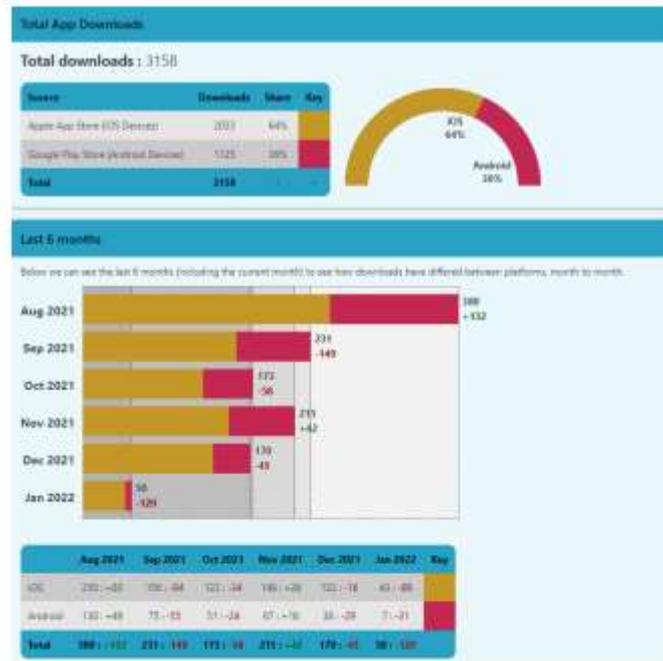


## TO





Now over 3000 downloads!



Held TIP Meeting just after last Tourism Partnership meeting - not well attended but quality conversations had and insightful

Focusing on Super TIPs first - Dorchester Post Office and Dorset Museum are going to be Super TIPs then will assess budget leftover for rest of TIPs and how much we can do with them.

Shop window front Information point on empty shop in Trinity Street



# LEAFLET

There is always something going on in Dorchester, it's buzzing and lively, with events and activities taking place all year, from hot tracks to Borough Gardens, and our award-winning pubs and our vibrant markets in our Thomas Hardy Centre in the Lynton Square. Discover Dorchester is your ultimate guide to exploring our amazing city history, culture, and scenic views and making it a worthwhile visit for everyone.

**Discover more...**

For more information on what to do in Dorchester, please visit our website or download the Discover Dorchester app. Download the app and download our app.



## DISCOVER DORCHESTER

### Foundbury



### Getting to Dorchester



**Foundbury Map Key**

- Bus stop
- Car parks
- Shopping centres
- Play parks
- Public houses
- Green spaces
- Public transport
- Bus stops
- Public buildings
- Play parks
- Public houses
- Green spaces
- Public transport
- Bus stops

## DISCOVER DORCHESTER

The Heart of Dorset

**SEE & DO**

**EAT & DRINK**

**SHOPPING**

**STAY & EXPLORE**

Download the Discover Dorchester app and start exploring



# LEAFLET

### Things to do for free!

- Kilnwood Car Park** - Ideal for parking with covered, secure spaces for your car and motorhome parking.
- Foundbury Village** - The historic village is a beautiful place to explore.
- Romney Team Centre** - This is one of the most beautiful buildings in Dorset and is a must-see.
- Madison Courts** - These are the best courts in Dorset and are a must-see.
- Foundbury Village** - This is a beautiful village with a lot of history and is a must-see.
- Kiln wood and other trails** - Take a stroll with your dog or a walk in the park and enjoy the views.
- Visit the Walls** - The Roman walls are a must-see and are a great place to take a walk.
- The Great Field** - A large open space in the heart of the town, ideal for a picnic or a walk.

## DISCOVER DORCHESTER

### Town Centre



### Dorchester - Thomas Hardy Centre

Discover the history of Dorchester and the Thomas Hardy Centre. The centre is a beautiful building and is a must-see. It is a great place to take a walk and enjoy the views.

**Dorchester Map Key**

- Car parks
- Public houses
- Shopping streets
- Bus stops
- Play parks
- Public buildings
- Green spaces
- Public transport
- Bus stops
- Public buildings
- Play parks
- Public houses
- Green spaces
- Public transport
- Bus stops

### Places worth paying to visit!

- St Michaels Church** - A beautiful church with a lot of history and is a must-see.
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- Scripts have written
- Has been translated into a proper frame by frame script
- Permission from Great Western Trains granted to film on train
- Filming scheduled for last week in January 2022

**SCRIPT V1  
TOWN PROMO 1**

**FADE IN:**  
SIMPLE LIGHT ANIMATION  
**FADE TO:**

**OUTERING ROOM**  
THE COUPLE GET HAVING DINNER AND DISCUSSING ONE COUPLES TRIP TO DORCHESTER (MAN & WOMAN 1)  
LOW ANGLE AND TRACKING SHOT ANGLE FROM THE BACK OF A PRINCE RAT AT THE HEAD END OF A DINING TABLE TO REVEAL A MAN 1 ON THE OPPOSITE SIDE OF THE TABLE. ALL PARTS ARE DARKENED UNANTICIPATED.

**MAN 1**  
We went to Dorchester last weekend and it was brilliant!

THE TRACKING SHOT CONTINUES AROUND TABLES AROUND CORNER'S BACK, WHICH HELLS THE OTHER  
**CROSS DISSOLVE**

**OUT CAFE**  
CONTINUOUS SHOT: IN THE SAME DIRECTION THE SHOT TRACKS OUT FROM AN EXTREME CLOSE UP OF A BIRD TO TRACK A WALKING SELF-FEEDING BIRD FEED TO MAN 1 AND WALKING AWAY AT A TABLE IN OUTING CAFE IN FRONT OF THE STORE

**MAN 1**  
So many lovely little cafes and restaurants to visit.

ADDITIONAL SHOTS OF CAFE / RESTAURANTS - BREVITY REQUIRED?  
**CUT TO:**

SHOT WITH PLAIN LIGHT ROOM IN AS A COUPLE WALK UP THE PLAZA STEPS INTO THE CINEMA  
**MAN 1**  
We saw a great film at the independent cinema.  
**CUT TO** BLOW THE LOCKER UP AT THE PLAZA CINEMA SIGN



Jotform surveys for Dorchester's visitors

**Navigating your way around Dorchester**  
The Dorchester Visitor Partnership would like to help about your experience of navigating our way around Dorchester and planning services. This will help us to make sure you get all the best experiences and that the way is accessible and feedback from you.

How do you get to Dorchester today? \*

- None
- Car parking at Dorchester Park
- Car parking at Dorchester Quay
- Bus
- Rail
- Bike

If you arrived by an option above where you walked to the river:

- The Old Swan Car Park (see Ref: 0411)
- Car park on High Street (see Ref: 0408)
- Street Street Car Park (see Ref: 0417)
- Market Street Car Park (see Ref: 0418)
- Exchange Street Car Park (see Ref: 0419)
- High Street Car Park (see Ref: 0420)
- No car parking
- None

Please give a number of one that represents what you tell your friends of navigation and street markings for town.

1 2 3 4 5 6 7 8 9 10

Potential money from Dorset Council to update these signs



## PRESS

- Segment on South Today to promote the fact that Netflix are in town but it was very brief.
- Greatest Hits Radio advert in run up to Christmas.
- Have built some good links with Great Western Railways which could be good for press.
- Coordinating Resort marketing advert
- An area that I am keen to do more of this year and I would like to bring in the help of a PR agency to help with promoting specific project as I am struggling to find the time to do it well and I just simply do not have the connections. Keen to generate more press releases about big events coming up and things to do/see here.

## LIKE A LOCAL



LAL\_FCD\_D9C8944.jpg



LAL\_Nick\_D9C5789.jpg



LAL\_GWC\_D9C9165.jpg



LAL\_RIOT\_D9C5551.jpg

## LIKE A LOCAL



\_DSC7990.jpg



LAL\_Amy\_DSC7133 CN02.jpg



LAL\_Becky\_Buck\_DSC4811.jpg



LAL\_Bill\_DSC9629.jpg

## EXTRAS

- Christmas blogs
- Dorchester Cultural and Heritage Quarter working well together
- Brewing celebration planning
- Meeting with Dorset Council Economic Development team about attracting Accommodation to Dorchester
- Cruise Ship Trips Dorchester profile
- Tour of Britain - Dorset stage with start or finish in Dorchester
- Markets research and proposal to Dorchester Town Council
- University projects - Students at Bournemouth University and Research project with Southampton University - not successful
- Train company links - rewards scheme, window seater, new signage at stations
- Reviewing Dorchester venue/room hire database
- Anniversaries and dates research



We would like the students to celebrate Dorchester's Roman heritage and present it in a new and engaging way to visitors and local residents.

The project needs to involve an engaging social media campaign and blogs on [www.discoverdorchester.co.uk](http://www.discoverdorchester.co.uk)

We would also like the students to do one of the following:

- Coordinate an event with partners
- Create an outdoor exhibition or art installation celebrating Roman life or an aspect of Dorchester's Roman heritage.

Instead of focusing on facts and dates, we would like the campaign and event to bring Roman life in Dorchester to life.

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## Dorchester Dates –

The Mayor of Casterbridge · First published 1886

Thomas Hardy · Born 02 Jun 1840

William Barnes Born - 22 Feb 1801

Tolpuddle Matyrs – arrest 24 February 1834 and pardon - 14th March 1836

Henry Moule birth (first curator of Dorset Museum) - Henry Joseph Moule (1825-1904)

Swing Riots -- 1830-1838

July 1856, Elizabeth Martha Brown

The Corn Exchange was opened in 1864

John White (1575 – 21 July 1648)

Sir Frederick Treves (15 February 1853 – 7 December 1923)



**January** Veganuary Active Dorchester - Walking - base for your cycling adventure - road cycling Lampedusa

**February** Brewing - Dorchester Beer Festival Window Wonderland Like a local Valentines

**March** Science Festival and Mars - Raising Voices: women and the justice system

**April** Easter - Egg rolling at The Great Field

**May** Walking and Cake Festival - Agatha Christie

**June** Hardy country Thomas Hardy Victorian Fair Armed Forces Day - Agatha Christie - Queen's Jubilee

**July** Home of the hill forts Maumbury rings - Open Air cinema - Agatha Christie

**August** Sunflowers Anonymous - young people - Families - Music and parks Cider Festival Borough Gardens Music Agatha Christie

**September** Heritage Open Days - theme dictated by HOD Reflection on summer - our visitors said

**October** Autumn celebration - Dorchester's trees Halloween - Ghost tours and ghoulish tales of Dorchester's past

**November** Remembrance Sunday Heritage and Culture Quarter

**December** Christmas Independent shopping and events - lights and/or lanterns in Borough Gardens

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## January

- **Veganuary** - Instagram guide, reel, social posts and blog on Vegan restaurants and food shops
- **Walking** - collaboration with Dorchester Nub news
- **Roman Dorchester** with Steve Wallis
- **Look at current exhibitions**

# February

Plan of action: Celebrate Brewing and distilling in Dorchester throughout the month of February with one weekend of focused events  
Dates of focused events: Weekend of 18/19/20 February 2022

Friday 18th February 2022

Evening Shire Hall Museum Gin in the Cells with Fordington Gin  
From 12 pm Convivial Rabbit Local drinks Festival with lots of local beers and drinks  
Evening Tom Browns Celebration of female brewing history

Saturday 19th February 2022

Day time Dorset Museum Temporary Brewing exhibition in Victorian Gallery with barrel making and antiques roadshow style event where people can bring along their Eldridge Pope memorabilia  
Evening? Dorset Museum Eldridge Pope Reunion  
From 12 pm Convivial Rabbit Local drinks Festival with lots of local beers and drinks  
Evening Tom Browns Celebration of female brewing history.  
Evening Copper Street Brewery Tasting evening

Sunday 20th February 2022

Day time Brewery Square Ceremony putting up information board. Eldridge Pope van at Brewery Square. Tours of the Brewery building and history.  
Afternoon/early eve (otherwise it will be too dark to see the buildings!) Pub Walk and Slurp A historic walk around Dorchester Brian Bates and Alistair Chisholm with Matilda Manley  
From 12 pm Convivial Rabbit Local drinks Festival with lots of local beers and drinks  
Evening Tom Browns Celebration of female brewing history. Katy from Tom Browns

Other things during the month of February

- Matilda will organise blog posts throughout the month with help from group members for stories and content.
- Matilda (with help from Brian Bates and Alistair Chisholm) to organise Pub Super Sleuth around the town to find out facts about old and present day pub and brewery buildings

# August

Sunflowers and Agatha Christie!





Heritage Tourism Budget						
Budget Available			50000			
Action Area		Indicative Budget Allocation	Budget Committed	Actual Spend	Remaining	
	Governance	2900	900	900	2000	
	Communications and Marketing	13000	12925	5576	7424	
	Community	7500	2825	0	7500	
	Environment	3000	0	0	3000	
	Visitor Experiences	22275	7275	6308	15967	
	Industry	1000	0	0	1000	
<b>Annual Tourism Partnership Budget</b>	2021/2	Allocation	Committed	Spend	Remaining	
		£6,000	3000	3000	£3,000	
<b>TIC budget</b>		Allocation	Committed	Spend	Remaining	
		20000	7875	6887.50	13112.50	



I would like to put forward the following spending proposals:

We have £3000 left of our £6000 a year pot to spend until April:

- £500 - Dorchester Brewing and Distilling Celebration - Promoted social media posts, PR support for event
- £2000 - Costs towards Resort Marketing 2 page spread (total £5000 with contributions from other Dorchester major attractions)
- £500 - towards advertising in other print media and magazines

Out of the big pot - agreement in principle for me to explore further:

- Up to £1000 for output of Student Durnovaria project
- Payment for big temporary sunflower sculpture for the summer or flags (could come from next £6000 pot)
- Pedestrian crossing mural artist
- A35 sign on Kingston Maurward land - not a brown sign