

## Planning Consultation (DPD)

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**From:** Stephen Ponder [REDACTED]  
**Sent:** 13 February 2022 18:41  
**To:** Planning Consultation (DPD)  
**Cc:** nplan@tivertontowncouncil.gov.uk  
**Subject:** Tiverton Neighbourhood Plan Regulation 16 Consultation  
**Attachments:** Tiverton Neighbourhood Plan Reg 16 Consultation Tiverton Museum comments 20220213.doc

Please find attached the consultation response from the Board of Tiverton Museum of Mid Devon Life.

Regards  
Stephen Ponder  
Chair

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13 February 2022

To: Mid Devon District Council  
Cc: Tiverton Town Council

## Tiverton Neighbourhood Plan Regulation 16 Consultation

The trustees of Tiverton Museum of Mid Devon Life welcome the opportunity to respond to the consultation. The Museum, the Tourist information Service (TIS) and Tourist Information Centre (TIC) based at the Museum together have an important role to play in achieving the Plan's ambitions and objectives. The Museum is already a major heritage asset; an important cultural resource for Tiverton and Mid Devon; and a key contributor to developing and promoting tourism in the town and area.

We are currently developing exciting plans for the development of the Museum to give it a much welcoming public face, to celebrate the heritage of the building, to transform the quality of displays and interpretation, to provide enhanced visitor facilities and retail, and to expand the access to cultural opportunities it provides. In view of this, we are disappointed to note that the Plan does not appear to fully identify and make the best of the ways in which the Museum, TIS and TIC can contribute to achieving the Plan's ambitions and objectives.

We have the following specific comments to make:

### 2 LOCAL CONTEXT

#### History

P13 Paragraph 2.5

This lists a number of important listed buildings. Adding Tiverton Museum to this list would strengthen the point, both because it is a listed building in its own right and because the Museum and its collections tell the history of Tiverton and Mid Devon.

#### Tiverton today

P17 Paragraph 2.24

The Museum is rightly mentioned as one of Tiverton's tourist attractions, but why does it not mention the Tourist Information Centre (TIC) at the Museum? This should be included as an important draw and resource in its own right. The very active Tourist Information Service at the TIC provides information on the attractions and the wider area to visitors to the town. The



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service, in partnership with Mid Devon District Council, also runs Visit Mid Devon, a Destination Management Organisation working to promote Tiverton and Mid Devon as a tourist destination.

### Challenges and opportunities for Tiverton

P20 Paragraph 2.45

4<sup>th</sup> bullet point: '...Tiverton is well-placed to capitalise on tourism, with good access to transport links and a range of both natural and historic attractions to entice visitors. It will be important to provide an attractive mix of facilities for visitors in a way that encourages longer-stay visits in a sustainable way.'

The Museum and Tourist Information Service/ TIC are well-placed to make a substantial contribution to achieving this: as an important attraction, as the key provider of marketing and information to attract visitors, and in helping visitors to get the most from their visits.

P21 Paragraph 2.45

1<sup>st</sup> bullet point: 'Whilst the existing provision of leisure and recreational facilities is good, there are pockets where either access or quality is inadequate and needs addressing. It will be important to ensure that provision is adequate to serve the population as it continues to grow.'

The Museum provides an important leisure/ recreational facility for both local communities and visitors from further afield. The TIC has a role in highlighting facilities and providing information about them to prospective users.

### 3 VISION, OBJECTIVES AND UNDERLYING PRINCIPLES

#### Vision for Tiverton in 2033

P23 Paragraph 3.1

The vision overall is compelling, and we welcome the inclusion of the Museum as one of the historic places that visitors will be exploring. However, the reference to 'extensive participation in the arts' feels somewhat limited in scope and ambition. A more ambitious and broader vision for providing a wide range of high-quality cultural facilities and opportunities for the community to actively engage with and find out more about their heritage is needed. They can play a very important part in wellbeing, social inclusion, regeneration, employment generation and economic benefits, including as a draw for visitors. The Museum is very well placed to make a major contribution to achieving such a vision.



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## Tiverton Neighbourhood Plan Objectives

Pp23-4 Paragraph 3.2

**OBJECTIVE 4** 'The historic and architecturally significant built environment – in addition to the rich archaeology heritage and historic landscapes (rural and built streetscapes) is conserved and enhanced for future generations, taking opportunities to enable it to be better understood and appreciated.'

We strongly support this objective in principle, but we feel that its scope is too narrow. It should be broadened to include the whole range of local heritage including history and objects. The objective should include ensuring that local heritage is accessible, celebrated and presented, and that local communities have opportunities to engage with and learn more about their heritage. The Museum has a very important role to play in all of these areas: it conserves the heritage of a listed building that as a National School played an important role in the town's history; it cares for, makes accessible and interprets important local heritage collections for the benefit of the community; and it provides a range of opportunities for local communities to engage with their heritage.

Why is there no objective covering the provision of a thriving cultural sector and facilities?

## 6 DESIGN AND HERITAGE

Introduction 'Tiverton has a rich industrial and agricultural history and much of the surviving heritage reflects this.'

P38 Paragraphs 6.1 and 6.2

Reference is made to heritage assets of all kinds that 'are attractive to residents and visitors alike.' Key components of this surviving heritage include objects, collections, historic photographs and documentation, but these are not mentioned – they should be. For example, the Museum holds, displays and celebrates a regionally significant collection of farm carts that are a major survival of and an insight into the area's agricultural history that connects Tiverton and the countryside.

## 8 COMMUNITY FACILITIES

P85 Paragraph 8.3.

Local engagement identified priorities when considering provision across the wider town and parish. 'Supporting the ongoing provision of a local cinema.' Is included, but nothing is said about cultural facilities – is this something that was not raised by those responding?

## **Policy T14: Protecting cultural and community venues**

P90 Paragraphs 8.9 and 8.10

Despite the heading, the only cultural venue discussed is the cinema. Why is there no discussion of other existing cultural venues in Tiverton, including the Museum, nor of the potential to improve/ expand cultural provision? This seems a major omission from the Plan.

Cultural provision has a key role to play in wellbeing, social inclusion, regeneration, employment generation and economic benefits, including as a draw for visitors. The Museum provides an important cultural resource and venue, offering exhibitions, talks – both on site and on line, cultural content on line and for the local press, education opportunities and outreach, and we plan to expand on this. Like the cinema the Museum contributes to the vitality and vibrancy of the town centre, increasing footfall.

## **P91 POLICY T14: CULTURAL AND COMMUNITY VENUES**

**A**

This covers re-provision of alternative and equivalent facilities where proposals would result in the loss of cultural and community facilities. Why is there no policy explicitly encouraging the development/ expansion of existing and provision of new cultural facilities?

## **10 TIVERTON TOWN CENTRE AND THE WIDER LOCAL ECONOMY**

### **Policy T18: Supporting a sustainable visitor economy**

Pp105-6 Paragraphs 10.9 - 10.11 and  
**Potential Visitor Strategy**

Why is there no mention here of the TIC, the Tourist Information Service and Visit Devon? They have a crucial role to play in capitalising on the visitor economy and packaging the tourism offer. The Tourist Information Service and Visit Devon are vital in drawing visitors to the area, the Museum is an important attraction, and the TIC supports the offer by providing information and support to visitors. The Museum is a contributor to Tiverton's cultural programme, and we aim to expand that. We strongly suggest the following amendment to paragraph 10.11

'to capitalise on the visitor economy Tiverton Town Council and MDDC should utilise existing mechanisms Visit Mid Devon and Tiverton's Tourist Information Service to create a Visitor Strategy and conduct work to promote the town as a tourist destination and encourage more dwell time. Investment is needed to create bespoke promotional campaigns, targeting specific audiences based on figures obtained by MDDC'

## Potential Visitor Strategy

'much improved independent retail offer': the Museum is part of that independent retail offer, and we have plans to develop and enhance it.

P 107 Paragraph 10.12

3<sup>rd</sup> bullet point 'Strengthening the identity of the town centre: Whilst the town centre is filled with heritage assets and a good range of shopping and eating opportunities, its appearance could be made more welcoming to visitors.'

The Museum can and will play a part in this: we are developing proposals to create a much more welcoming and visually appealing public face to Beck's Square.

P 107 Paragraph 10.12

4<sup>th</sup> bullet point 'Capitalising on existing heritage assets: The parish has a wealth of heritage assets among which are the Grand Western Canal, Knightshayes, Tiverton Castle, and Old Blundell's. Supporting the further development of high quality sustainable heritage tourism attractions that feel relevant and necessary to people and their day to day lives will help Tiverton to develop a sustainable visitor economy.' Why is the Museum omitted from this list? It is a major heritage asset for the town and the area

## 11 NON POLICY COMMUNITY ACTIONS

P111 – **Issue 14:**

Add the following action:

Highlight and promote availability of the walking routes to locals and visitors using Visit Mid Devon website's interactive map/walking routes page.

**Lead agencies and partners:** add Visit Mid Devon; Tourist Information Service.

P112 – **Issue 16**

Successful mechanisms already exist, and do not need to be re-established. We suggest the following revised wording

Utilise the existing mechanisms of Visit Mid Devon and Tiverton's Tourist Information Service to lead for the delivery of an holistic tourism strategy for the town and wider parish.

**Lead agencies and partners:** We suggest the following revisions:

Lead agencies - MDDC, Visit Mid Devon, Tourist Information Service, National Trust, Tiverton Canal CP, Tiverton Canal Co, Tiverton Museum of Mid Devon Life

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**TIVERTON  
MUSEUM**  
of Mid Devon Life

## Appendix E- Locally significant views

P166 10. The Tiverton Museum of Mid Devon Life from Beck Square

It's good to see the Museum's significance in local view recognised, but unfortunate that the photograph illustrating this does not do justice to the view, as it is dominated by the expanse of car park surfacing.

We are puzzled that the view along St Andrew's Street, to which the historic front elevation of the Museum makes such an important contribution, is not included in the survey of views.

We trust that our comments will be taken into account in the final version of the Neighbourhood Plan.

Yours sincerely  
Stephen Ponder  
Chair, Tiverton Museum of Mid Devon Life



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