

VAMP PROJECT INITIATIVE

Project Summary THREE

A] Project title: **Trailway Economic Growth Project (TEGP)**

Geographical Location: Blandford Forum to Sturminster Newton Section

District Council: North Dorset District Council

Timeframe: The TEGP is the overall umbrella project which encompasses several smaller ones and makes the strategic economic links. TEGP can start immediately. Some projects will be ready to start as soon as funds are available, others either towards the end of 2015 or early 2016, but larger ones requiring further consultation on detailed design, land transfer and planning permission are likely to start within 12 months. The TEGP is flexible and scaleable.

B] Management:

Lead organisation: DT11Forum Community Partnership

Organisational description:

An Introduction to DT11 Forum Community Partnership:

1. We at DT11 support our local community of Blandford and its surrounding rural parishes within the DT11 postcode area. We offer help and advice on subjects such as funding applications, publicity, event organisation, training and general support for any of our local groups and charities. We aim to create a thriving, vibrant, and environmentally sustainable future for the DT11 area.
2. DT11 is a not for profit enterprise and we work alongside volunteers and DT11 Members . Our Members have the benefit of regular public meetings reporting on local projects that we are involved with. We encourage groups and individuals to become members enabling them to benefit from the following:-
 - Receiving funding updates about the latest grants available
 - Access to training, funding ,publicity and volunteers

- Hold a stronger voice within the community – enable your group to gain power to influence local services
 - Access to signposting and networking within the community
 - Updates on issues that affect the area eg neighbourhood planning and local consultations
3. As a community partnership, the DT11 Forum brings together local town and parish councils, representatives from voluntary organisations, community groups, local businesses and residents in creative and innovative ways to solve local problems and concerns. It helps to develop projects to improve the economy, environment and local quality of life and services. The forum works by bringing organisations together, nurturing new initiatives and taking action where there are gaps and opportunities. DT11 Forum Community Partnership enables many people to get involved and contribute towards a vibrant community'

Community engagement and other partners:

4. North Dorset has a strong track record in community planning and community consultation over many years and has similar community partnerships serving its other towns and their respective surrounding areas, winning it the award as the Best Community Partnership in Britain in 2010. This enables extensive consultation and engagement in funding programmes and in project design and development. The partnerships also have a strong track record in project delivery of multi-million pound construction projects which have then been taken on and managed by them, using volunteer time and resources.
5. The community partnerships are brought together under CPEND (the Community Partnership Executive for North Dorset) where issues that affect more than one partnership can be discussed. Stakeholder engagement is also included, so that relevant expertise and advice can be drawn upon and the partnerships are not parochial.
6. Numerous smaller projects have been developed with the assistance and support of all the community partnerships over the last 15 years.
7. This partnership structure, would oversee the development of this overarching TEGP but the lead organisation will be DT11 as the initiators and also with the substantial projects likely to be in their partnership area. SturQuest, the community partnership for Sturminster Newton and the surrounding area is equally keen to see the economic, social and community benefits of the Trailway maximised.

Project description:

Trailway Economic Growth Project (TEGP):

8. The overall project proposal is to create a public art trail running along 12.5 miles of obsolete railway track and stretches of the river Stour culminating at each end with a visitor centre/café/gallery and incorporating 12 public art sites within the landscape. The Trailway currently extends beyond Blandford and there are plans to extend it beyond Sturminster to Stalbridge.
9. The TEGP is the strategic overarching project under which the various smaller elements are brought together to give them an identity and provide opportunity for branding and promotion of the Trailway as a whole. The Trailway provides the strategic backbone and physical linkages, but also a focus for attracting greater numbers of visitors, and improved visitor spend which will help to sustain local businesses in the area.
10. Commissioning art which connects to the landscape, connecting with railway themes, the hill forts, the mills, e.g. Sturminster Mill and Fiddleford Mill. Art which is fun for kids and engages them, fun benches, making best use of any huts along the route. Use of apps to engage all ages to use art to make it a good family experience, which is good for day trip tourism and longer family stays.
11. The Bournemouth University Impact Analysis of the North Dorset Trailway Study (2012) and local anecdotal evidence about how the local pubs and cafes can and have benefitted from cyclists and walkers using the Trailway, but there is huge potential to better promote the whole area, and also what is just off the Trailway in the nearby villages and towns. In order to do this the “offer has to be better”. Therefore a public arts trail would considerably enhance the offer and the interest in the area and provide an opportunity to make a real impact.
12. If this is also linked to both the tremendous architectural and historical heritage of the area, and tourism promoted through the destination management organisation, this should help in extending the interest and bringing tourism inland. This will reduce seasonality and offer opportunities for full time and part time employment. Longer visits require an overnight stay and will benefit accommodation providers, pubs, cafés, food markets and outlets, events in the area and provide a genuine economic benefit and potential for economic growth both directly and through the supply chain. There are opportunities in the individual projects for new businesses to start

and for existing businesses to expand, creating jobs and opportunities for apprenticeships. There are existing creative industries businesses along the route and nearby, such as a world leading international maze maker at Durweston and a local potter, the Elizabeth Frink statue at The Exchange in Sturminster is an under-promoted local attraction and the stone column depicting the four ages of the market site, which was commissioned and selected through competition by the local community who were engaged in the design of the fourth face, to represent the future of the town. There is untapped potential from local artists and also famous artists who have not had a suitable venue to show their work. This can be done through the creation of new buildings, but also by adding value to existing outlets and venues to attract additional visitors and customers as part of the overall visitor experience.

13. The TEGP overarching project helps to provide the synergy between the series of individual projects which each offer something slightly different. This would meet the aims of the CISB in providing a rural sub-regional creative industries infrastructure.

Individual projects currently under discussion and in various stages of development include:

The Principal Projects:

14. Linear Visual Arts Experience

- The TEGP would create 12 brand new pieces of art on the 12.5 mile stretch of Trailway which would give an additional reason for people to visit the Trailway. These pieces of art would be individually commissioned and would give local, national and international artists an opportunity to create something spectacular and unique to reflect the heritage, culture and environment of the surrounding area.
- More interest would translate into greater visitor numbers, longer stays and closer links with tourism, offering local businesses an opportunity to grow or new businesses to set up. This would contribute to the critical mass of the creative industries sector and also to the gross value added of the area.
- One of the pieces of art could be the creation of an iconic bridge over the River Stour to extend the Trailway towards Stalbridge and to link the North Dorset Business Park to Sturminster Newton Town Centre.
- There would be community engagement in the commissioning and creation of the appropriate pieces of visual art.

- There are two existing sculptures at Sturminster, the Elizabeth Frink head and the Livestock Market Sculpture, also The Exchange includes a Gallery in the Bibben Room and the spectacular stair ballustrade forged locally and depicting the River Stour. These illustrate how there is already some good visual art in this area and we are extending it out along the trailway and Sturminster can provide this existing quality visual art at one end of the Trailway as part of the visitor experience.

15. Trailway Visitor Centre

- The visitor centre will be in Blandford and could be placed on the Langford Road Car Park in the town centre, which is owned by NDDC. This would provide a brand new experience for visitors to the Trailway, with information about the heritage, the countryside and built and natural environment. It offers the opportunity to provide a café, a nursery, cycle hire tokens, or cycle hire, battery recharging for electric cycles, meeting space, rentable office space, art and environment workshops, display areas etc
- The Trailway Centre can include information on local artists and artisans, who are happy for people to visit them in their workplace, which then helps with promoting local artists & craftspeople, etc
- Requirements and Cost Estimate: Offices, shop, cafe, bike hire, interpretation room and nature nursery (design could be based on the Hardy's visitors' centre). Cost estimate £1M. Income from nature nursery expected to bring in £40 to £50k per year. Good income from cafe and equipment hire.
- Langton Road is ideal for public access and would be co-located close to the proposed Arches River and Meadows Viewing Platform. Improved signage is required from the end of the Trailway section in Station Court down to the Arches and Visitors' Centre.
- More significantly in cost terms, a new horse friendly bridge is highly desirable to enable horse riders to cross over the river without having to dismount as they do at present, before going over the black bridge. (Horses are frightened by the sound of their hooves and have to be walked over.)

16. Visitor Centre and Cycle Hire at Sturminster Newton

- There are already cafes adjacent to the Trailway in Sturminster and increasing use of the Trailway through the visual arts would increase their customers and

help to sustain them. There is space alongside available for bike hire, so that visitors are able to hire cycles either end of this stretch of the Trailway.

- There is visual public art in the Railway Gardens at Sturminster Newton, including the Elizabeth Frink Head, the Market Column and Paul Harts blues bench in the form of piano keyboard, making the link between the proposed new visual arts on the Trailway and a cluster of existing visual/public art in Sturminster
- The Railway Gardens and other public areas, such as the Recreation Ground (perhaps with the Mill Building in the background lit up for visual effect) in Sturminster could also host outdoor performances around the visual art and performing art.
- Sculpted cycle racks could make an interesting and attractive addition and perhaps be commissioned for the whole Trailway as one of the visual arts projects.

17. New Commissioned Iconic Bridge Over the Stour:

- There is a desire to extend the Trailway beyond Sturminster Newton to Stalbridge which will require a bridge over the River Stour, as the old railway bridge was demolished. This would be an excellent opportunity to commission an iconic piece of art through the Arts Agency. The bridge would also connect the North Dorset Business Park with the town centre and provide an economic linkage between the businesses.
- There are a number of smaller projects each with a summary project sheet which can be supplied. They are in various stages of development and can be prioritised and developed as funds allow. This means that the overall TEGP is scaleable.

18. Langton Long Railway Arches Project:

- Renovate and preserve the Langton Long Railway Arches (part of the railway bridge that once crossed the river Stour) as an historic structure on the former Somerset and Dorset railway line, now the Dorset Trailway, which provides a green pathway connecting Sturminster Newton to the north with Blandford and on to Poole (once joined-up) to the south.
- Develop the top of the Arches as a river Stour and Langton Meadows viewing platform, with railway references designed in as part of the safety railings.
- Protects and preserves an important and historic railway structure.

- The viewing platform will provide a spectacular venue to enjoy and study wildlife and the river Stour and Meadows environment.
- Attracts more visitors and tourists into the area from the Trailway and other routes - benefits tourism and the local economy.
- There is an opportunity to use this as a spectacular venue for an Open Air Theatre for outdoor performance and this could link in with Inside Out.

19. Rail Heritage Trail:

- To install interpretation/information boards on the route of the former Somerset and Dorset Railway/North Dorset Trailway carrying details of the role of each site during the days of the railway.
- To 'refresh' the buffers at the entrance to the North Dorset Trailway from Station Court in Blandford
- Many visitors to Blandford and local residents are unaware of the history and location of the railway, both within the town and along the Trailway.
- There are also many visitors who know the railway ran through the town and come here specifically for that reason.
- Enhances the experience and understanding of the Meadows, town centre and North Dorset Trailway for both residents and visitors

20. Trailway Café and Bike Hire:

- To use refurbished shipping containers to provide seasonal bike and recreational equipment hire and café facilities at one or both ends of the Trailway. Initially, there will be one site but; if successful we would hope to find two franchisees, one at each end of the existing Trailway.
- Shipping containers were imaginatively used during the Olympics as a media centre and local Brewery Hall and Woodhouse have used them to spectacular effect in Bristol constructing a waterside bar and restaurant. The point about the containers is that they can be moved off site during the deep winter, so also allow for flexibility. They could be used as a local project for street art, or to cover with murals, through local art competitions, or for visitors to paint/write their experience of the Trailway on, (e.g. each with A4 patches which can be cleaned off after an agreed period)
- There is a potential market for bike and other recreational equipment hire on the Trailway. This is recognised by a local bicycle shop proprietor who is willing to provide the stock needed.

- There are no cafe facilities on the Trailway. This will serve the considerable foot, cycle and horse rider traffic along the Trailway which peaks in the summer months.
- Provides an additional benefit to visitors to the Trailway
- This project would create two new businesses.
- Provides jobs: 1 in the bike hire unit and 2 in the cafe, per site.
- The project is likely to attract additional visitors and tourists into the area and increase the use and value of the Trailway – benefits tourism and the local economy.

21. The River Stour and Trailway App:

- A Tourism App will bring more people into the area (especially young people) and has huge potential to promote the river Stour, the Trailway and Blandford Forum as tourist attractions.
- This is likely to require an open call for a digital provider to establish the platform and also provide beacons along the Trailway route to link to mobile devices and promote local services, events, facilities, accommodation, places to eat, local businesses and provide information about the area.
- Hosted on Dorset Tourism and Trailway web sites and available to download to smart phones.
- Use of Apps can be used to engage children and young people in the experience
- A Tourism App focused on the attractions in the area and things to do, including the River Stour and Stour Meadows, the Arches, the Trailway and the Georgian town, Mills , Hill Forts, Saxon history etc..
- Either develop a separate App or pay for content to be added to www.visit-dorset.com

22. Project Manager:

- Much resource is available locally through a well established network of community partnerships and local voluntary organisations who have been working with public sector and private sector partners for many years and have good relationships and local knowledge. They can also tap into technical and professional expertise.

- However as this would be an extremely important, multifaceted and complex project to deliver in a short to medium timescale, a dedicated project manager to coordinate and oversee the work would enhance its overall deliverability and outcomes.
- A full time Project Manager for the whole TEGP as a capitalised project in its own right for 3 years from 2016 – 2019, would drive the project forward and reduce the administrative burden on each individual project whilst ensuring that the overall coherence of TEGP is not lost.

Smaller (but still important) Projects include:

23. Ring-road Tourism:

- Blandford Forum should be a UK tourist destination, with its outstanding Georgian town centre and stunning flood meadows and 18th century bridge. But there are no signs promoting the historical, environmental and tourist attractions in the town and the surrounding area. Tourists and travellers bypass the town because they are not aware of the attractions available – the town does not get the prestige it deserves; substantial business opportunities are being missed.
- Prominent tourism signage will bring more visitors into the town.
- Tourism and small businesses in the area will benefit.
- Promotes the town's unique Georgian architecture, river Stour and Meadows, Trailway and Arches to the travelling public.
- A mixture of gateway signage (artistic representations of the Trailway, Meadows, Otters, Arches, Georgian Town and Museums) and brown tourism signs is required. Scoping and costing are in progress with assistance from DCC Highways.

24. Town Tourism Signage - Fingerposts and Maps. Having got motorists and coach parties into the town's car parks - primarily Langton Road, Stour Meadows and the Marsh and Ham - better maps and directions are needed to direct visitors from car parks to the town's attractions, including: otters, Arches, Trailway, Museums, Georgian architecture and visitors' centre.

25. Trampers on the Trailway:

- To offer disabled visitors to the Trailway the opportunity to explore the visual arts along the Trailway and also the countryside around it by hiring mobility scooters capable covering a much further distance than the average equipment owned by members of the public
- Makes the Trailway (and attractions within reach of it) more accessible to a wider range of people
- Allows the disabled to enjoy parts of the countryside which they can otherwise not see
- Allows them to enjoy more inclusive family holidays and outings
- No approvals needed – mobility scooters already access the Trailway in a limited way.
- Support and publicity for the project could be sought from TICs, accommodation providers etc.

26. Spetisbury Railway and Information Kiosk:

- To install a suitable visual arts structure perhaps to reflect the heritage of the railway in shapes, to serve as a refreshment and information kiosk on the 'down' platform on the site of the old Ladies' Waiting Room at the former Spetisbury Railway Station (now part of the Dorset Trailway).
- The kiosk will provide a much needed service to Trailway users as a stopping off point and the opportunity to take light refreshment while enjoying the views across the valley.
- It would also serve as an information point for both local people visitors from far and wide.
- Attracts more visitors and tourists into the area to discover the Trailway and other routes - benefits tourism and the local economy.

27. Partner organisations:

- There will be an overall Steering Group overseeing and managing the overarching TEGP with individual projects being separately led by their respective promoters.
- Trailway Action Group, Creative Dorset, VAMP, Arts Council Bounceback Arts, Foreground Projects, SturQuest, Dorset County Council Countryside Rangers, North Dorset District Council, Disability Action Group North Dorset, The New Somerset and Dorset Railway Group, Blandford Railway Arches Trust (BRAT), Blandford Museum Railway Club (BMRC), Blandford Forum Town Council, and the Somerset & Dorset Railway Trust (SDRT)

C] Planning and Development:

28. The overall TEGP does not require permissions in its own right but some of the individual projects will. The TEGP will require consent for the various physical visual arts projects along the route, depending on the nature of the project and their site. This may be agreement with the landowners, or may require planning permission for larger built structures. Many have been discussed with stakeholders and, in some cases, with the public, for a period of time but have been unable to progress due to lack of funds. So a degree of support has already been garnered. The individual project sheets give an indication of the current planning status, where permission is required.

29. Planning permission status:

- Granted - number of projects are likely to require planning permission
Permissions will be required for built structures
- Applied for - number of projects have applied for planning permission
At this stage applications have not been submitted
- Not sought - number of projects have not yet sought planning permission
There are several projects which can start immediately through commissioning and consultation
- Not relevant - number of projects do not require planning permission
There are several projects such as the development of apps that do not require permission.

D] Funding:

30. The promotion of the TEGP will serve as an umbrella for various projects, some of which can be redirected to other sources of funding if more appropriate, such as LEADER or EAFRD to provide the most appropriate funding match and to ensure value for money and maximum leverage of investment. The overall funding for the whole overarching project is estimated at **£2,460,000**

31. Projects will be prioritised and some projects will be redirected to other sources of funding and as projects develop, there will be investment of time and resources from the community and local businesses. There is also likely to be some funding levered from partners and stakeholders, but at this stage we are not able to quantify this. If this proposal is accepted by the LEP, then

further consultation and negotiation will be undertaken with all potential stakeholders. The Arts Development Company is developing a fundraising plan for the Action Plan on behalf of Dorset Arts Trust and this may offer opportunity to provide matched funding for some of the projects under the TEGP banner. The TEGP will seek to maximise leverage of investment into the area to provide good value for money for the funds received through VAMP.

32. Funding secured:

- £21,000 plus additional community volunteer time, at this stage. The TEGP has only been collated in the last few days and the individual elements have not been able to identify capital funding sufficient to allow them to proceed. If capital expenditure can be secured through VAMP, then matched funding can be sought.
- The Langford Arches Project: £21,000 has been set aside by Blandford Town Council
- Railway Heritage Trail: Potential for supply of some of the board stands from a local manufacturer free of charge, part funding already secured from SDRT, BFTC, BMRC, BRAT and the Countryside Rangers. Match funding through volunteers for installation.

33. Match funders:

- The overall TEGP will wish to consider applying to the Arts Council for funding
- Lottery
- LEADER
- EAFRD
- ESF
- Interest has been expressed by local businesses
- NDDC and DCC will be approached
- Community partnership funding may also be available
- Other sources of funding will be sought for each project

34. Funding required: £2,460,000 (less any matched funding or investment, we are able to attract)

- 12 pieces of commissioned unique visual art at £10-£70K each, so say **£600,000** (this could include the £300K for the bridge or be a separate 12 pieces of art in addition to the bridge)

- Visitor Centre in Blandford is estimated at **£1M** and will produce a sustainable revenue income
- An Iconic Bridge over the River Stour, commissioned as a piece of functional art is likely to be approximately £270,000 to **£300,000**
- Visitor Centre and Cycle Hire in Sturminster Newton This would complement existing facilities in Sturminster and is likely to cost in the region of **£200,000**
- Langton Long Railway Arches and Viewing Platform is estimated at **£40,000**
- Project Manager A full time project manager for 3 years at say £40K pa plus oncosts and expenses, say **£200,000**
- Railway Heritage Trail 5 boards at £700 each plus buffers and installation say **£5000**
- “Trampers” cost over £5000 each and insurance through DAG insurers would be around £100 pa, plus battery and maintenance costs. Countryside Mobility provide them and retain ownership for around £1000 a year inclusive of insurance and maintenance for which they have responsibility
Capital Expenditure needed for 2 trampers @£5K plus batteries and insurance, gives a total project cost of about **£12,000** (£25,000 if rented for 10 years)
- Spetisbury Information Kiosk: A suitable structure, such a converted shipping container (referred to in the Trailway Cafe & Bike Hire project) will be placed on site. Overall costs are expected to be between £2,000.00 and **£3,000.00** + VAT.
- Trailway Café and Bike Hire:
The estimate cost is £15,000.00 per site (**£30,000** for two sites). Loans, grants and investors will be sought to fund the project.
- River Stour and Trailway App:
Overall costs to establish this are expected to be about **£20,000** to include beacons sited along the route and the information should then be updated through users and by local attractions and businesses.
- Ring-road Tourism Signage:
A mixture of gateway signage (artistic representations of the Trailway, Meadows, Otters, Arches, Georgian Town and Museums) and brown tourism signs is required. Scoping and costing are in progress with assistance from DCC Highways. Estimated cost **£30,000**.
- Town Tourism Signage - Fingerposts and Maps:

New Interpretation maps and finger posts are being scoped and costed in collaboration with the Town Council. Estimated cost **£20,000k**. BFTC is likely to contribute to the cost.

E] Outcomes:

35. The TEGP is a multi-faceted project and will deliver multiple outcomes that address the targets for the creative industries sector in the Transforming Dorset Strategy, for both ESIF and The Growth Deal.
36. An Analysis of the Economic Impact and Potential of the Trailway was undertaken by Bournemouth University in 2012 and this identified numerous recommendations which would add value and lever in additional investment to the area.
37. There is evidence currently collected to show the baseline data of the number of people using the Trailway and a profile of the times of day, week and year. So it will be possible to determine how this will change. A baseline survey of local businesses within the tourism and creative industries and digital technology sectors can be undertaken to ascertain how they feel they have benefitted from the Trailway and how TEGP can enhance that. Some information has already been collected from local pubs along the route.
38. It also meets the outcomes looked for by the CISB and those expressed in the Dorset Culture and Tourism Action Plan. This states that *“Culture is an essential element in developing tourism across Dorset, Bournemouth and Poole. While seaside, beaches and coast are the most frequently mentioned main motivation to visit Dorset, it is culture that brings it to life, distinguishing the county from everywhere else and offering visitors authentic experiences of the real Dorset and its people. The cultural sector also needs tourism. It is important to the continuing vitality of the sector, attracting new audiences, creating connections with the local tourism and business community and making a valuable contribution to the bottom line.”*

The Action Plan uses the Destination Management Plan’s definition of culture: ‘both contemporary and heritage including the arts, crafts, family history, festivals and events, galleries, gardens, historic buildings and landscape, literature, maritime history, museums, music, parks and traditional events etc.’

“The Action Plan is focused on culture and tourism activity that is Dorset-wide or can be best achieved by a group of culture and tourism businesses and

organisations working together and making the most of existing resources and has four themes:

1. Culture Welcome

Visitors are welcomed through planning and deciding to visit Dorset to being back at home and remembering their visit;

2. Clear Information

Information is visitor-focused, relevant and in appropriate formats;

3. CultureDorset

A year-round cultural offer; and

4. Infrastructure and Research

Focuses on culture and tourism working together.”

- The TEGP project clearly addresses these themes and individual projects will make a contribution to the outputs and outcomes sought by each.

39.Transforming Dorset:

This strategic economic document directs how funding should be applied across the county and this will be determined by the LEP and its partners. It has four strands Competitive Dorset, Connected Dorset, Responsive Dorset and Talented Dorset. This project would be appropriate under both the Competitive Dorset and Talented Dorset themes.

40.European Funding ESIF Activity Target outputs addressed:

- Enterprises supported - 5
- Jobs created – 11+
- Enterprises collaborating with research entities – 2
- Enterprises supported with new to market products – 6+

41.The Growth Deal

42.The TEGP would fit under the thematic objectives of Innovation and Competitiveness and will be able to demonstrate value for money, cost benefit ratio, creation of new jobs, retention of jobs, sustaining employment, opportunities for apprenticeships, inclusion of NEETS and other disengaged groups in the design and delivery of the projects and will seek to maximise leverage of other investment into the project and the area.

43.There will be increased routes to market, reduced food miles, and improved local supply chains, an improved offer with exciting new visual arts projects to

attract visitors and local people to spend longer on the Trailway and maximise the economic benefit from overnight stays, a longer season and better quality jobs with training and improved skills. There will several different, but complementary projects which will provide an attraction and appeal to a wide range of beneficiaries and provide economic, social and environmental outcomes.

44. Business engagement in the projects and the overall development and enhancement of the Trailway as a concept will be included from the start so that there is an ownership of the idea and understanding of the economic benefit that can be derived.

45. All projects will be designed with a view to being sustainable and minimising the need for ongoing revenue or maintenance.

46. Other Measures of impact:

Economic

- Economic regeneration – The individual projects offer opportunities for new business starts, jobs to be created, and jobs to be sustained, apprenticeships to be offered and engage people in the creative industries. The Trailway can be used as a way of “making connections” between businesses, between communities and between sectors.
- Inclusion of NEETS and young people in the design and implementation of the various projects to increase their aspirations and improve their CV’s and employability
- Business engagement and ownership of the TEGP from concept to completion and the ongoing strategic connections
- Increased visitors to the Town and a repositioning of the area in the shadow of MOD cutbacks
- Putting the Trailway on the map and raising the profile of what the area has to offer
- Linking places of interest, communities and making economic linkages through the provision of physical connection such as a bridge over the River Stour to link North Dorset Business Park with the town centre at Sturminster Newton. This should encourage occupancy of the business park and also improve access to the town centre.

Social and Community

- Improved access for those with disabilities to improve social inclusion (Trampers and replacement of kissing gates)
- Engagement of marginalised groups, young people and NEETS in the design of the projects
- Community led consultation through the existing community infrastructure in North Dorset
- Increased visitor numbers to existing community facilities e.g. The Exchange in Sturminster Newton
- Raising the profile of, and providing support to, the work done by the existing community partnerships, voluntary groups and other organisations

Creative, Cultural and Heritage

- Showcasing an improved visual arts offer, creating new features and making strategic connections
- Sharing information
- Developing creative and cultural work
- Contributing to a sub regional reputation as a centre for creative industries and a vibrant business location
- Exploiting existing creative industries strengths
- Offering opportunities for generating investment and employment in the creative industries
- Providing an exciting new iconic visual arts project in an unusual location
- Embedding TEGP in the LEP “live action plan” and providing a genuine long term sustainable attraction in the rural part of the county
- Building on the heritage of the railway, the architecture (e.g. Blandford), the Hardy and Barnes connections, the Frink collection

Environmental

- Improved understanding of the built and natural environment through advice, information, and promotion

Weblink to organisation(s):

<http://dt11forum.org.uk/>

Weblink to business plan/project description:

