



SHAFTESBURY TOWN COUNCIL

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To: All members of the Shaftesbury Arts & Culture Advisory Committee

A G E N D A

Shaftesbury Arts & Culture Advisory Committee:

Cllr Elaine Barratt, Rachel Diment, Cllr Virginia Edwyn-Jones, Charlie Hamilton-Saul, Amber Harrison, Fran Hill, Deborah Jones, Julia Markus, Tim Royle, Cllr Conor Smith, Janet Swiss, Mark Thistlewood, Pete Wildman, Karen Wimhurst

You are summoned to a meeting for the transaction of the business shown on the agenda below. To be held at **5pm on Tuesday 28th April 2026** in the **Council Chamber, Shaftesbury Town Hall**.

Billy Maddock

Interim Town Clerk 22nd April 2026

Public Participation: The Chairman will invite members of the public to present their questions, statements or petitions. The period of time designated for public participation shall not exceed twenty minutes. A member of the public shall not speak for more than three minutes.

1. [Apologies – To receive and consider for acceptance](#)
2. [To receive any Declarations of Interest](#)
3. [To approve the minutes of the last meeting on 2nd February 2026](#)
4. [To consider a mobile phone-based town trail for Shaftesbury](#)
5. [To receive an update on the brown tourism signs](#)
6. [To receive an update on Shaftesbury Waters Spring feature](#)
7. [To receive an update on Town of Culture 2028](#)
8. [To discuss how to best share town events](#)

Agenda Item No. 1

Apologies – To receive and consider for acceptance

The Council (including committees) should approve (or not) the reason for apologies given by absent councillors. If a council member has not attended a meeting of the council (or its committees) or has not tendered apologies which have been accepted by the council (or committee), for six consecutive months, they are disqualified.

Apologies received from Julia Markus.

Agenda Item No. 2

To receive any Declarations of Interest

Members and Officers are reminded of their obligations to declare interests in accordance with the Code of Conduct – adopted in May 2025. The Interim Clerk will report any dispensation requests received.

Agenda Item No. 3

To approve the minutes of the last meeting on 2nd February 2026

When the meeting is approving the draft minutes of a previous meeting as an accurate record, the only issue for the meeting is whether the minutes accurately record the proceedings of the meeting and the resolutions made at them. It is irrelevant if the chairman or other councillors were not present at the meeting to which the draft minutes relate.

If it is necessary for the draft minutes of the previous meeting to be corrected because of inaccuracies, then the amendments to the draft minutes must be approved by resolution. (Tharmarajah, 2013, p. 154).

Recommendation

Confirm the accuracy of the Minutes of the Arts & Culture Advisory Committee meetings held on the [2nd February 2026](#).

To consider a mobile phone-based town trail for Shaftesbury

Background

In November 2022, Shaftesbury Town Council were approached by TrailTale who develop and publish mobile phone-based town trails. The idea evolved to respond to the new tourism trend which became apparent following travel fears after Covid-19 and because of hotter weather in the UK due to climate change, both of which saw a rise in people preferring to stay in the UK for their vacations (“Staycation”) rather than travelling abroad. The [TrailTale app](#) is free to download and use.

Information

As “Staycation” tourists are looking for interesting experiences to replace those they were used to having abroad, TrailTale provides them with trails to explore both the heritage of our country as well as its natural beauty. They produce interesting trails showcasing towns and natural assets using a free app and have suggested showcasing Shaftesbury’s rich history and diverse cultural heritage to promote tourism and boost local businesses by attracting potential new visitors, providing them with a heritage/town trail featured by their mobile phone app.

The option of implementation of an audio self-guided trail on the app also caters for people who are vision impaired.

TrailTale have collaborated with over 100 councils across Britain, including many parish councils, and created trails for over 140 places. They have worked with various towns and cities including Totnes, Tiverton, Tavistock, Salisbury, Exeter and, more recently, Sherborne, and have provided testimonials of their work.

- Bolton Borough Council - <https://www.theboltonnews.co.uk/news/19861794.trailtale-app-creates-virtual-tours-bolton/>
- Sevenoaks town trail - <https://sevenoakschamber.com/discovering-sevenoaks-history/>

In all instances, the trails have resulted in an increase in the number of visitors, both nationally and internationally, to these town/city centres with over 100,000 users downloading the app. For towns with an existing paper-based or web-based heritage or town trail, audio clips narrating it can be added thus preserving the town’s distinctive stories.

Financial Information

Following a meeting with the Interim Town Clerk on the 21st March, a [Digitalisation Proposal](#) has been received from TrailTale to create a trail including up to 25 points of interest. TrailTale are able to create and feature engaging and enjoyable trails within 4 weeks.

To research and develop a single trail with audio, and publish and host it on a 2-year contract, the cost would be £2,995 + VAT. The cost of hosting trails on the TrailTale platform beyond the initial 2-year period is £150 + VAT per year.

Recommendation

Members are requested to

- (1) Consider this information and if they wish to further investigate the provision of a mobile phone-based town trail for Shaftesbury by seeking support in principle and funding support from Shaftesbury Town Council in the first instance.
- (2) Appoint committee members to take this project forward, providing further information for consideration at a future meeting.

To receive an update on the brown tourism signs

Background

Having discussed considering brown tourism signs for Shaftesbury at the first formal committee meeting in November of last year, officers sought further information in this regard.

This information was received at the last meeting on 2nd February when it was noted that there are no signs on the A303 towards Shaftesbury (the only sign for Shaftesbury being by the turn off) and inconsistent signage to each entrance to Shaftesbury.

The committee thus resolved to investigate the installation of brown signs further by seeking support in principle and funding support of £350 from Shaftesbury Town Council.

Information

At the Full Council meeting on 17th February, councillors resolved to support in principle the installation of brown signs and funding of £350 taking funds from EMR Navigational Signage.

Recommendation

Members are requested to appoint committee members to take this project forward to enable further information to be provided at a future meeting.

To receive an update on Shaftesbury Waters Spring feature

Background

At a meeting on 1st December last year, members considered a Shaftesbury Waters Spring feature in Enmore Green based on information provided by Julie Wood of the Shaftesbury Waters group.

The proposal was further discussed and additional information provided at the 2nd February meeting when members resolved to seek support in principle from Shaftesbury Town Council for this project so the Shaftesbury Waters group can develop it further.

Information

At the Full Council meeting on 17th February, councillors resolved to support in principle the Shaftesbury Waters Spring feature project.

Recommendation

Members are requested to consider if they wish to appoint committee members to work alongside Shaftesbury Waters group to take this project forward and to provide further information at a future meeting.

To receive an update on Town of Culture 2028

Background

At the Full Council meeting on 17th March, a report prepared by the Arts & Culture Advisory Committee was presented to councillors requesting support in principle for Shaftesbury to be entered into the Department for Culture, Media & Sport's 'UK Town of Culture 2028 Competition'.

An Expression of Interest was required to be submitted by 31st March 2026.

Councillors considered the report and it was resolved to support the Arts & Culture Advisory Committee in exploring this proposal further.

Information

An [Expression of Interest](#) has been submitted.

Recommendation

Members are requested to note this information.

To discuss how best to share town events

Background

It has been suggested by the Chair of the Arts & Culture Advisory Committee that there should be a formal way of keeping Shaftesbury Town Council informed of dates relating to their meetings, events, etc and to enable this information to be updated as and when required.

Information

This matter was raised at the Annual Town Assembly on the 21st March when other groups and committees also felt that an accessible, electronic calendar should be available on the Town Council's website in the hope that this would avoid a 'clash' of events which occurs on a frequent basis.

Such a calendar is already in existence and therefore the wider use should be explored.

Recommendation

Members are requested to note the information and consider for the Town Council to explore having a link to this calendar on its website.