

Cultural and Economic Services Committee

Date: 3 June 2019

Title: Social Heritage Trail (working title)

Purpose of the Report: To update Members on the town trail

Contact Officer: Sarah Jewell, Best Bar None Coordinator

Corporate Objective/s		LLTC Three Year Plan – Aim 2. Objective 19
Implications:		
Financial	√	Utilising ring fenced reserves
Human Resources		
Operational/Service delivery	√	Creation of new town asset – heritage trail
Procedural/Legal		
Risk/Health and Safety		

1. RECOMMENDATION

1.1 To note the report

2. BACKGROUND

2.1 The Town Council commissioned a Social Heritage Trail with the ambition to:

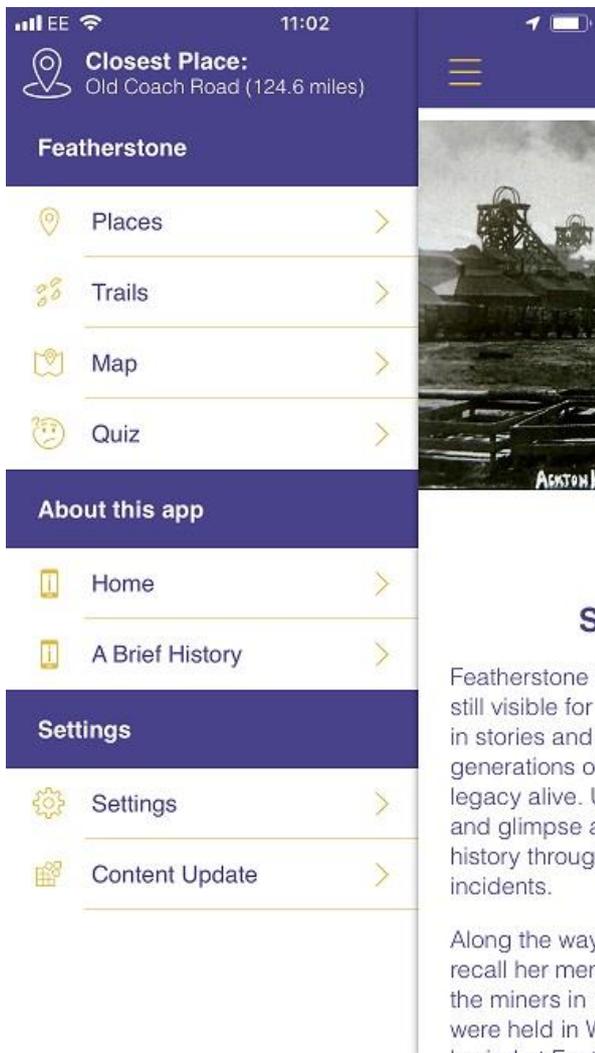
- Help new and existing residents buy into the town’s heritage,
- Create the feeling of ownership and pride amongst residents for their town,
- Encourage people to come into the town centre to explore the shops, cafes, market etc.

2.2 The format of the trail includes an app for use on phones and tablets, a physical trail-map leaflet and information pages on the Town Council website.

2.3 Unlike other trails around the country which are often building/architecture focused, this trail is about the town’s social history – about the people who have made our town what it is today. Each trail location will focus on a person from the town’s history.

2.4 Committee endorsed (Ref. 150/CE) the commission of ‘AT Creative’ to create the app. They specialise in heritage trails and guides, creating town trails for other local areas including Tring and Milton Keynes (see example ‘Featherston Trail’ images)

Example app:



S
Featherstone is still visible for in stories and generations of legacy alive. Use and glimpse a history through incidents.

Along the way recall her men the miners in 1 were held in W



The Police Station was built in 1888. The first bobby to come here was Sergeant Joseph Sparrow, who had joined the force in Rawdon in 1871. Sergeant Sparrow was quite a heroic figure in the Victorian history of Featherstone and his feats and bravery filled the pages of the local newspaper at the time, as the following two stories testify.

Burglar tracked down

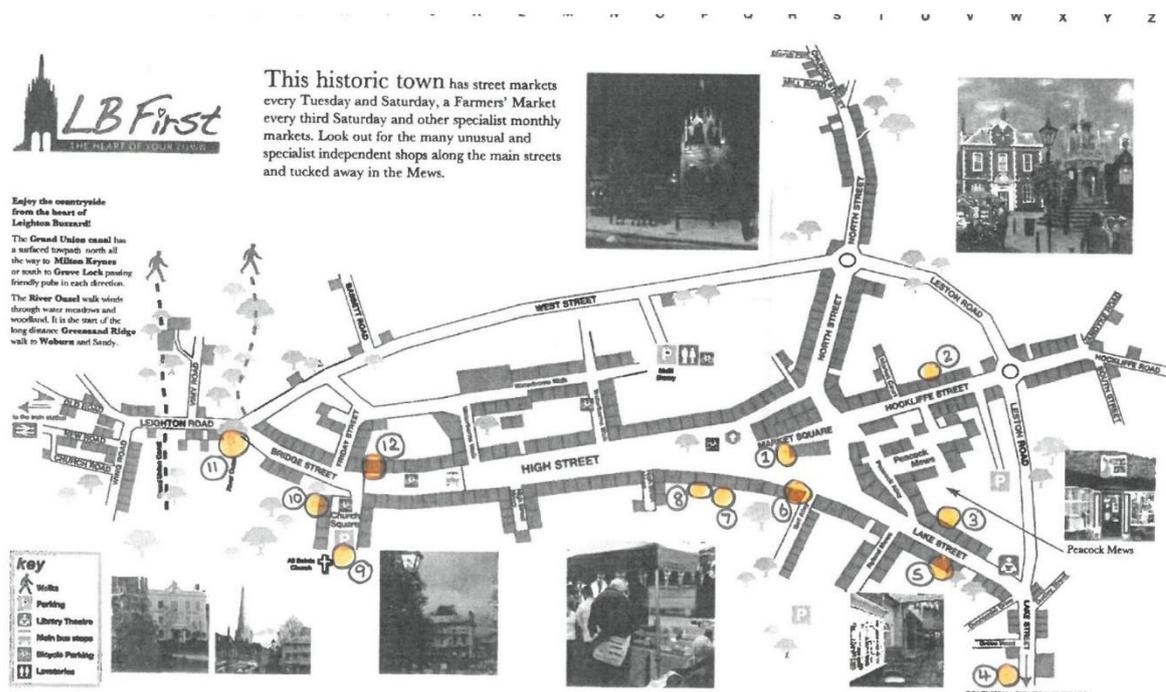
November 1891, Sparrow confronted a notorious Sheffield burglar called Bosely, on the railway lines. Bosely attacked him, knocked three of his teeth out with a stone and struck his head on the rail lines fracturing his skull. Sparrow hung on grimly and was still fighting with Bosely when PC Whittaker arrived just in time to pull his colleague and Bosely off the lines before a train came.

- 2.5 Aubergine, the creative agency (who are currently producing the new Town Council website) has been commissioned to create the trail branding/identity, plus designing and printing the trail leaflet (with map).
- 2.6 The Council's website will also have a trail page with information about the trail, app and the leaflet in a downloadable format.
- 2.7 The project Officer has worked closely with the Historical & Archaeological Society of Leighton Buzzard, Bedfordshire Archives and other community members who are supporting the trail with historical research and images.
- 2.8 The trail will be launched on Living History Day, 6th October 2019.

3 CONSIDERATIONS

3.1 There are four components to consider

- **Way markers** – to maintain flexibility in the trail, the project Officer has pursued pavement markers/stencils as the initial way to mark each trail location (similar to ones used on the Children's trail), with the intention to explore semi-permanent plaques/markers once the trail is established and we can be sure each location will also be more permanent.
- **Look and feel/trail branding** – to be presented, the look and feel as designed by Aubergine.
- **Trail logo (name)** – to be presented, options designed by Aubergine.
- **Trail locations** – the map below shows the trail locations, overleaf is the table listing each historical person on the trail.
- **List of history people** – see below list



#	Historical Name & Location	Notes	Era	Gender M/F
1	Cpt George Baker Old Fire Station, (Pizza Express) Market Sq	Chief Fire Officer based at the Old Fire Station.	1940s	M
2	Betty Holmes TACTIC 14 White House Court	Betty's Tots to Teens Clothing – a shop Betty ran for 20years. The building survived the great fire	1960s	F
3	Dickinson Sisters Breast Cancer Care, once a Red Cross base & the Corn Exchange, Lake Street	Hilda Dickinson & Edith Dickinson Both worked for British Red Cross, Hilda was a Chauffeur (drove a medical vehicle) and received a military medal (rare for women)	1918/ WW1	F
4	Mary Bassett Lecton House, formerly Temperance Hall, Lake Street	Mary, a member of the Bassett family who helped shape Leighton Buzzard. Mary started classes to help teach useful trades to community members who had disabilities.	1853- 1948	F
5	Thomas Tucker Lake Street (alley between Picture House and the Lancer)	Thomas Tucker a young petty thief was caught disposing of his stolen goods down a sewer in an alley in this location. Even as a 16yr old, he was sentenced to 10 years 'transportation', and was shipped off to an Australian penal colony.	1839	M
6	John (Jack) Pouchot Top Bell Pub, 10 Market Sq	Youngest ever recipient of the Distinguished Conduct Medal, WW1 Son of Emily Pouchot, the former landlady of the Top Bell Hotel, tragically Emily died in a pub fire when John was a youngster.	1899- 1918	M
7	Alfred Waterhouse Barclays Building, 2 Market Square	Architect of the building, one of his first commissions, he went on to design other iconic British landmarks including the Natural History Museum in London	1830- 1905	M
8	Kitty Towers The Swan Hotel, 50 High Street	Landlady during interesting times, there are great visitor book comments during her time there.	1800s – early 1900s	F
9	Mr Griffin War Memorial, Church	War Memorial From Griffin Bros shop in the current Oxfam location, he took photos of families/loved ones to send out to soldiers.	WW2	M
10	Mary Norton	Famous author of the Borrowers	1903- 1992	F

#	Historical Name & Location	Notes	Era	Gender M/F
	Leighton Middle School, Cedars House, High Street			
11	Alice Dunleavy Vimy bomber propeller	Alice worked in the Vimy factory and was also a volunteer at the Red Cross Hospital on Lake St	WW1	F
12	Mr Muddiman	First editor of the LBO Former LBO location	tbc	M

4 TIMELINE

- 4.1 The app company copywriters are currently converting the research into short interesting sections for each historical person (location) on the trail.
- 4.2 Courtesy letters are being sent to all locations identified for the trail, including any close known living relatives of people featured.
- 4.3 Images and permissions to use the images are being sought for each location.
- 4.4 Launch – the project Officer will hand-over to the Events Team to incorporate into the Living History Day.

5. CONCLUSION

- 5.1 Similar to the continued promotion of the Children's Trail, this trail will be promoted at other times of the year. A plan will be drafted over the coming months.

END