

York Heritage Interpretation Plan

Heritage Committee Consultation

Attending

- Professor Duncan Steed (Chair)
- Michael Keeble – York Shire CEO
- Matthew Reid – York Shire President
- Liz Christmas –
- Laura Grey – Heritage Advisor
- Nicole – Shire of York
- Kira Strange – Shire of York
- Carol Littlefair – Curator – York Residency Museum
- Simon Neville –
- Robin Betchmin – York Society

Presented a broad outline of the interpretation planning process and an overview of the experience development framework. Then took the committee through a brief process to identify the impacts and outcomes desired for the town from the interpretation Plan



Attendees were asked to identify what they would like as the long-term impacts of the Heritage Interpretation Plan. They were then asked to identify the short, medium and long term outcomes they would like to see.

Matthew Reid

Impacts

- A positive community that is proud of itself – Pride in our town
- A place of music – jazz, classical, country, contemporary
- We are the food bowl of WA
 - Historically had market gardens, future – sandalwood nuts etc
- A peaceful place where you can relax and contemplate – sit by the fire and have a glass of wine
- A sense of what it is like to live in WA in the early years of Was settlement

Outcomes

Short

- Entry statements that tell the story of York
- Improved streetscape
- Seen as a place that welcomes events operators with all of the systems of the systems and processes needed
- Street theatre in Avon Terrace on weekends
- Weekend market for Avon Terrace
- Sound shell for regular performances
- Aboriginal interpretive centre
- Heritage trail to tell the York Story

Medium

- Food processing – value adding
- Tours of the valley food experiences

Michael Keeble

Outcomes

- Gas Lamps
- School band competition

Simon Neville

Impacts

- The main street – re-planned so that traffic can be slowed.
- Parking for the coffee shops
- Good and better signage
- Main beef – old demolished sites
- Main road on Beverley/York road has been rutting with g=huge hole for 8 months – it has an impact on the visual aspect for tourists – feeling of neglect
- Tourist centre in Toodyay is far superior
- Clean up town – so the old buildings stand out – it's the history that makes the town
- Needs events back

Outcomes

Short

- Clean up eye sores – old demolished areas

Medium

- Same as 2-5 – festivals back and buildings looking well kept

Liz Christmas

Impacts

- All heritage places/buildings treasured and kept up to best condition
- People able to tour heritage homes and farms
- Attractive affordable events
- Happy prosperous town – businesses, ratepayers, council
- People who will consider coming to live here
- Pride in the town by ratepayers

Outcomes

Short

- Fascination with the town by visitors
- Use of public spaces for pop up shops
- Using skills and talents of people with some to offer – responses from survey
- More attractive streetscape
- Monthly street markets with music and art
- Community garden
- Vegetable Market

Medium

- Return of regular festivals such as jazz

Long

- All businesses prospering

Kira Strange

Impacts

- Well known events and festivals displaying local produce
- Tourism hub – on par with Margaret River, Dunsborough etc. The “inland” agricultural heritage version
- Have York well known for its quality heritage buildings and the stories behind them
- A social place to live – possibly a 24 hour town (not quite – more 7am – 10 pm)
- Known for heritage/history/culture and local produce

Outcomes

Short

- Introduction of food and heritage festival

Medium

- Make Avon Terrace a state listed area so that can get funding and put the overhead power lines under ground – better photo opportunities
- York builds positive reputation and goes back to the way it used to be – lots of tourism businesses open on the weekend

Long

- York builds reputation throughout Australia and internationally as a tourism destination

Robin Betchamin

Impacts

- Tourist Bureau funded by the Shire with trained staff
- Main Street clean up
- Decent and safe footpaths
- Greening of York
- Greening of Main Street
- Better entrance statements
- Better relations between Shire and population
- Help for B&Bs, shops etc with conservation
- Presentation of places

Outcomes

Short

- Street names explanation of
- Not fond of graffiti but this could be a focal point for locals and visitors
- Do up Town Hall and replace concrete paths and use consistent materials

Medium

- Get festivals back – Jazz Festival used to be on September ;long weekend

Laura Grey

Impacts

- Build on the essence of the place – Heritage” – many streams
- First inland town – how to present that history

- Minimal signage – let places speak for themselves
- Re-introduce a “Host Program” from all businesses and customer service
- Town project – everyone is an ambassador for the town
- Need events, choices, recurring

Outcomes

Short/Medium 1-3 Years

- Develop town heritage drive trail
- Develop town heritage walk trail
- Celebrate Town Hall with a range of “heritage” appropriate events
- Introduce events support for private owners

Professor Duncan Steed (Chair)

Impacts

- Experience a rural WA town with history, farmers, animals, culture and learn to love the community

Carol Littlefair

Impacts

- Decent signage and orientation all over the Shire
- Great ambience in the main street
- A prosperous thriving town in many ways due to heritage/cultural tourism
- Increased care of heritage buildings because owners have pride in them

Outcomes

Short

- A decent looking visitor centre to replace the messy unloved appearance we have now – still in the town hall just professionally run, in appearance, services and staff
- Agree – get the Saint’s letters window stopped – perhaps some counter effort
- Improve signage and reduce visual clutter

Medium

- Festivals back and lots to do

Nicole

Impacts

- Events – music, food, local history – need to attract younger people

Outcomes

- Build community engagement
- Build on importance of tourism on the local economy