

ANNEX 2: PETERBOROUGH'S HERITAGE AMBITION

Peterborough's Heritage Champion

'Now is the ideal time to launch a new ambition for heritage in Peterborough. There is a wealth of enthusiasm locally and real passion from organisations across the heritage sector. New investment into heritage is delivering new innovative projects. We need to maintain this momentum, and for that we all need to work together. I support this vision, and I urge you to sign up'.

Understanding and celebrating our unique heritage

Heritage is the foundation of who we are, how we view the world around us, and the urban and rural landscape we share today. We need to safeguard the physical evidence of what has been achieved by our forebears; the buildings, artefacts and archaeology. We also need to appreciate how Peterborough came to be the place it is today in terms of its environment and the interconnected lives of the residents who shaped it, and those who live here today.

Peterborough is the only place in England that has a physical record of over 3500 years of continuous occupation, from the Bronze Age onwards, spanning some 140 generations of people.

In this place we have quarried Jurassic clays and limestone; we have built villages, streets, castles, forts, railways, a cathedral and other places of worship. We have spoken many languages and lived in thousands of properties, living thousands of lives and telling millions of stories.

Our ambition is to celebrate this rich heritage and bring it to life for current and future generations.

Together we must look across all areas of our heritage and ask ourselves if we are doing everything we can to protect and celebrate that inheritance; communicating why and how our heritage matters, and sharing our passion and knowledge. The range of our heritage interests is wide and diverse and includes not only buildings and records, but people and stories:

Archaeology Built Environment Ecclesiastical
Geology, Fossils and Local Materials
Natural Environment and Biodiversity Literature and Archives
Museums and Attractions People and Stories – Histories Landscapes

Heritage can reinforce Peterborough's identity and regenerate buildings, businesses and local communities: creating a true sense of place. As both a historic medieval city and a dynamic city growing for the future, it is important to recognise that Peterborough's heritage can underpin, and take a lead role in, the economic development and vibrancy of the city. Heritage attractions in the city alone directly add at least £27 million to the local economy (based on analysis of 2010 visitor figures for 13 heritage sites in Peterborough).

Our ambition is to make the whole greater than the sum of its parts and put Peterborough firmly on the map.

Ambition statement

Peterborough will be recognised by its citizens and nationally and internationally, as a high quality heritage destination and a place of quality experiences. A city where cultural heritage is used as a resource for all of the city's activities and operations: from education to economy, and from cultural vibrancy to civic identity.

Aims

Our heritage will be:

- Accessible to all
- Celebrated and promoted locally, nationally and internationally
- A driver for education and skills growth
- Conserved, managed and economically resilient; a force for economic regeneration

Where we are going – a common purpose

This ambition is the first step in building a shared commitment to heritage in Peterborough. It highlights a vision for Peterborough that allows us to voice, both as individuals and as a heritage community, a strong and determined commitment to our heritage, which is ambitious and bold, but also coherent, realistic and deliverable.

There is a great momentum around heritage in the city: new investment and new initiatives that are raising the city's profile; a real sense of passion and interest; strong local groups and organisations with growing and practical networks. This ambition aims to build on this, and formulate a new and exciting approach to the heritage of Peterborough.

This vision is not just about the Council or about any one organisation and its areas of activity. It aims to: encourage individual and organisational commitment, build a resource of empowered networks that provide leadership and decision-making for the city; and establish a framework for delivering action. It is about working with the insight of local communities and all those with an interest in heritage to strengthen our understanding and shared sense of place; providing exemplar stewardship of the social, cultural and built environment.

How will it happen?

Real commitment by all parties and wide involvement is central to the success of our heritage ambition. Heritage touches our daily lives and we can all get involved to protect and enhance our inheritance and help others to understand its value.

To realise the positive impacts that heritage can have on our city, we will:

- **Encourage new exciting, surprising and creative ways for the city's heritage and stories to be made accessible to Peterborough's communities and visitors alike;**
- **Develop relevant training, education and research programmes inspired by our local heritage;**
- **Link-up the heritage offer in the city – organisationally, culturally and conceptually;**
- **Create effective partnerships to deliver the heritage ambition and ensure that heritage is a consideration in all the city's plans, not just the Council's.**

To drive these aspirations, we will focus action and participation in four key areas of activity. We need people to consider the type and level of involvement they are happy to commit to in these areas, and so form powerful networks of interest and passion, and where appropriate, but by no means essential, expertise. Commitment to these areas of action can transform Peterborough's heritage landscape:

Conservation & regeneration

Marketing, promotion & information sharing

Skills & education

Volunteering & community engagement

The networks around these action areas will be supported by a dedicated website acting as a resource for information and point of interconnection between individuals and organisations. As activities are identified and developed in these areas, they will appear on the website, to build excitement and encourage further involvement: creating a virtuous cycle of promotion and engagement.

Each area of action will have a voluntary co-ordinator who will steer and facilitate the network. The co-ordinator will also sit on the Strategic Heritage Board. The Board will be made up of these co-ordinators, who will be able to provide a cross-city perspective on potential initiatives, along with specialists in the heritage field. Together they will be able to offer a perspective on viability and opportunities for development for new initiatives, as well as provide a focal point for collaborative leadership for the heritage of the city.

It is vital to the success of this ambition that it is responsive to all interests and reflects the entire heritage that Peterborough has to offer. For this reason, it is important that we all sign-up to Peterborough's heritage ambition to help us all understand and look after the heritage around us.

Showing commitment

In order to deliver this ambition, it is vital that our commitment is real and visible. In signing-up to the Ambition, we commit to supporting the principles of the Ambition. To deliver the actions that can transform our city, it is also vital that we build communities of involvement and engagement – and you can play a part in that:

- By signing up to this Ambition, you pledge that you agree with the principles of the Ambition, you will promote the city's heritage whenever you can and will help to achieve the goals of the Ambition through your everyday activity. To do this is a fantastic statement of intent that you value the city's heritage, and feel that it is something that should play a major part in Peterborough's future.
- You can be even more involved in the city's heritage by receiving news on what's going on and keeping in touch with the development of the Ambition. This helps to develop a real heritage community of interest in the city around heritage. For more information visit our website at (website address), where you can also sign up to an e-mail newsletter. Look out for our updates on Facebook and Twitter too!
- If you are willing to give a bit more time to support Peterborough's heritage, you might like to help to actually deliver one or more of our heritage projects, by signing up to be involved in one of the areas of action (Conservation & Regeneration; Marketing, Promotion and information sharing; Skills & Education; Volunteering & Community engagement). This might be because you have experience or skills in that field that you would like to use, or you just have a particular passion for that area of our heritage and feel that you have something to offer the city to make this Ambition a reality.

If you would like to sign-up for one of these roles please complete the enclosed postcard and pop it into the box on your way out, or email it to heritage@peterborough.gov.uk

Together we can make a difference to our city's heritage, and make sure that our heritage makes a difference to the lives of the people who live here.

