

<b>STRONG AND SUPPORTIVE COMMUNITIES SCRUTINY COMMITTEE</b>	<b>Agenda Item No. 7</b>
<b>11 SEPTEMBER 2013</b>	<b>Public Report</b>

## **Report of the Executive Director – Strategic Resources**

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### **CULTURE AND HERITAGE**

#### **1. PURPOSE**

- 1.1 This report provides Members with the headlines of a draft new Culture Strategy and an update on plans for taking forward the City's Heritage Ambition.

#### **2. RECOMMENDATIONS**

- 2.1 It is recommended that the Scrutiny Committee comments on the headlines of the draft new Culture Strategy at Annex 1 and notes the update for driving forward the City's Heritage Ambition referred to in this report and further notes that an update report will be provided to its meeting on 19 November 2013.

#### **3. LINKS TO THE SUSTAINABLE COMMUNITY STRATEGY**

- 3.1 Culture and heritage contribute to the following priorities in the Sustainable Community Strategy:-
- Creating opportunities – tackling inequalities;
  - Creating strong and supportive communities; and
  - Delivering substantial and truly sustainable growth.

#### **4. BACKGROUND**

##### **4.1 CULTURE STRATEGY:**

The Council's existing Culture Strategy was last reviewed in around 2008 and it is now considered timely to review and refresh the cultural vision and strategy for Peterborough. For the purpose of this report, culture includes the arts, music and heritage.

Culture plays an important role in support of other Council services and our aspirations for the City, such as:-

- Tourism and visitor engagement which in turn supports the local economy;
- Supporting educational, skills and learning;
- Health and well-being by adding quality to people's lives;
- Community cohesion and engagement through being accessible to everyone from all backgrounds and walks of life to help bring our culture to life.

## 4.2 **HERITAGE:**

Heritage is one part of the City's culture.

Peterborough has a rich, diverse and exciting heritage which is unique to our City – our heritage has helped to shape how the City has grown over the years and the people and cultures within it.

## 4.3 **HERITAGE AMBITION AND CONFERENCE**

The City launched its Heritage Ambition at a Heritage Conference in May 2013. The Heritage Ambition sets out the City's vision for its heritage for the future. A copy of the Heritage Ambition is at Annex 2 to this report.

The launch of the Heritage Ambition was a culmination of many months work and input by many individuals, groups and organisations in Peterborough. The Heritage Ambition aims to explore and put into practice cohesive and coherent ways of understanding and working with heritage for the benefit of Peterborough and the people who live, work and visit here.

The Heritage Ambition is the first step in a much longer journey.

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

The City is looking to achieve its ambition through:-

- Encouraging new exciting, surprising and creative ways for the City's heritage and stories to be made accessible to Peterborough's communities and visitors;
- Developing training, education and research programmes inspired by local heritage;
- Linking up the heritage offer in the City – organisationally, culturally and conceptually; and
- Creating 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, action and participation is to be focused on four key themes which arose from ideas expressed at a series of heritage dinners in late 2012, and ratified by a group whose membership included the Council, Opportunity Peterborough, Vivacity, John Clare Cottage, Peterborough Cathedral and Peterborough Regional College:-

- Conservation and regeneration;
- Skills and education
- Volunteering and community engagement;
- Marketing, promotion and information sharing.

These four themes are broad areas around which individuals, organisations and community groups can coalesce to discuss heritage in all its forms and explore the opportunities for joint working and sympathetic stewardship of the heritage sector in the City. Heritage, therefore, being represented in its widest interpretation – from socio-cultural to sense-of-place – and from

the built environment to the natural environment.

#### 4.4 **SINCE THE CONFERENCE:**

Since the Heritage Conference, developments have been on-going, many behind the scenes, to capture and build on the momentum there is generally within the City for its heritage, from the Conference and launch of the Heritage Ambition.

#### 4.5 **NEW HERITAGE CHAMPION**

Councillor Graham Casey, Cabinet Adviser for Culture and Recreation, has been appointed as Peterborough's new Heritage Champion following Councillor Matthew Lee's decision to step down from the role. Councillor Lee wanted to ensure that there was no potential for any conflict with his new role as Chairman of Strong and Supportive Communities Scrutiny Committee, which is responsible for the scrutiny and over-view functions in respect of culture and recreation which includes heritage.

#### 4.6 **PETERBOROUGH HERITAGE FESTIVAL**

This year's Heritage Festival took place over the week-end of 22 and 23 June 2013. 24,883 people visited the festival which is a record for this event with a 9% increase on last year's visitor numbers.

There was an action packed schedule of events in the historic heart of Peterborough and the Cathedral precincts. The festival featured over 300 costumed re-enactors from some of the country's top Living History groups, live period music in the Cathedral Square, falconry displays and spectacular battle demonstrations, a children's zone, period market and particularly popular were the life sized dinosaurs outside St. John's Church which tied in with this year's theme of science and innovation in association with the Natural History Museum.

#### 4.7 **CAPTURING THE FEEDBACK FROM THE CONFERENCE WORKSHOPS**

Vivacity, as the Council's culture and leisure partner, has been capturing and analysing the ideas and feedback from the four key workshops held during the Conference day. The ideas and feedback will be used to drive forward the aims and aspirations in the Heritage Ambition.

#### 4.8 **VIVACITY APPOINTMENT OF NEW HERITAGE SERVICES AND PROGRAMME MANAGER**

Vivacity will be driving the City's heritage ambitions and co-ordinating the various activities to achieve the ambitions and they have appointed a new Heritage Services and Programme Manager part of whose role is to support the co-ordination and to drive forward the City's heritage ambitions.

#### 4.9 **PETERBOROUGH HERITAGE GOVERNANCE**

The Heritage Champion, as the Chair, has already called the first meeting of the Peterborough Heritage Steering Group, which comprises representatives of the Council, English Heritage, the Cathedral, Rail World, the Civic Society, Opportunity Peterborough, Peterborough Attractions Group and Vivacity, which will oversee implementation and further development of the Heritage Ambition.

There will then be a Heritage Ambition Working Group which will be led by Vivacity, and report to the Heritage Steering Group. The Heritage Ambition Working Group will deal with putting the Heritage Ambition in to action. Representatives from the four key workshops from the Conference will be part of the membership of the Heritage Ambition Working Group.

The Heritage Attractions Group is a separate group which comprises the major visitor attractions in the area and the Chair of that Group will sit on the Heritage Steering Group.

## **5. NEXT STEPS:**

### **5.1 CULTURE STRATEGY**

The headlines of the draft new Culture Strategy is at Annex 1 to this report and Members comments are invited.

Following this Scrutiny Committee, it is proposed that the headlines of the draft new Culture Strategy will be discussed with wider stakeholders across the City.

The Culture Strategy is part of the Council's major policy framework and will need to be approved by full Council.

### **5.2 HERITAGE**

To drive the Heritage Ambition forward:-

### **5.3 FOUR KEY THEMES FROM THE WORKSHOPS**

Vivacity will shortly be holding work stream meetings for the four key themes from the workshops. Each of these groups will be reviewing the feedback from the workshops to see where we are now, where we would like to be going forward and what the immediate priority tasks are. The outcome of these meetings will then be submitted to the Heritage Steering Group for consideration.

### **5.4 ENGAGEMENT STRATEGY**

As a key priority, Vivacity is also developing an Engagement Strategy to encourage people to sign up as volunteers to help on our heritage journey.

Presently there are limited numbers having signed up to help, as opposed to being kept informed. Peterborough's Heritage Champion is keen to encourage local people who have an interest in heritage to become involved.

A key output which is crucial to developing a robust action plan for taking the Heritage Ambition forward will be setting targets, timescales and methods of engagement and these are to be discussed at meetings of the four key work streams.

Also critical is getting the new Peterborough heritage logo recognised and the Peterborough Telegraph will be crucial in this.

Unfortunately, until Vivacity has held the work stream meetings for the four key themes referred to above and reported the outcomes to the Heritage Steering Group, officers are not able to provide a meaningful action plan for taking heritage forward. However, it is proposed that an action plan be submitted to the Scrutiny Committee's meeting on 19 November 2013.

## **6. IMPLICATIONS**

6.1 The new Culture Strategy will, if approved by full Council, become the Council's replacement strategy.

## **7. CONSULTATION**

7.1 Consultation has to date taken place on the draft new Culture Strategy with:-

- Cabinet Member for Culture, Recreation and Waste Management;

- Cabinet Adviser for Culture and Recreation and Peterborough's Heritage Champion;
- Cabinet Adviser to the Leader (Business Engagement, Tourism and International Links), Head of Commercial Operations and Tourism Strategy Manager; and
- Vivacity.

Consultation will also take place with wider stakeholders across the City on the draft new Culture Strategy following this Scrutiny Committee.

There was wide consultation previously on the Heritage Ambition referred to in this report and the action plan will be developed in conjunction with Vivacity.

## **8. BACKGROUND DOCUMENTS**

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

- 8.1 The Council's existing Culture Strategy and Peterborough's Heritage Ambition and the City's Heritage Ambition.

## **9. APPENDICES**

- 9.1 Annex 1 – Headlines for draft new cultural strategy  
Annex 2 – Peterborough's heritage ambition

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