

STRONG AND SUPPORTIVE COMMUNITIES SCRUTINY COMMITTEE	Agenda Item No. 7
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Report of the Executive Director – Strategic Resources

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THE HERITAGE AMBITION

1. PURPOSE

- 1.1 This report provides Members with an update on City's Heritage Ambition and Heritage Action Plan.

2. RECOMMENDATIONS

- 2.1 It is recommended that the Scrutiny Committee comments on the City's Heritage Ambition at Annex 1 and The Heritage action plan at Annex 2

3. LINKS TO THE SUSTAINABLE COMMUNITY STRATEGY

- 3.1 Heritage contributes 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 Heritage Ambition:

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.

Heritage plays an important role in support of other Council services and our aspirations for the City, the Ambition supports City Council objectives 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.

We have many heritage assets, the Museum, Flag Fen the recent discovery of bronze age boats at Must Farm, as well as high profile sites such as the Cathedral, St.John's church, John Clare Cottage, Burghley House and Sacrewell farm, all in close proximity. Work is underway to refresh our approach to tourism to ensure we realise the full economic benefit of all these

Heritage sites and attractions.

4.2 **HERITAGE AMBITION AND CONFERENCE**

The City launched a Heritage Ambition at the Cities Heritage Conference in May 2013. The Heritage Ambition set a vision for how people can engage with heritage for the future. A copy of the Heritage Ambition is at Annex 1 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 was the first step in a much longer journey.

The vision for Peterborough 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.

The Council is working and supporting the whole heritage community including Vivacity to achieve the 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 ensure momentum is maintained following the conference four working groups have been established to take the Ambition forward under the direction of the Heritage steering group.

4.3 **HERITAGE ACTION PLAN KEY THEMES:**

The project team have been working hard to drive these aspirations, action and participation into an action plan that focuses on four key themes

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

The teams were generated through consultation in 2012 and ratified by a group whose membership included the Council, Opportunity Peterborough, Vivacity, John Clare Cottage, Peterborough Cathedral and Peterborough Regional College:-

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

HERITAGE ACTION PLAN FRAMEWORK:

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.

The Heritage action plan sets out its Paradigm:

‘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.’ (Peterborough’s Heritage Ambition, Page 2 Annex 1)

‘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.’

With its key aim:

The work delivered through the action plan will encourage individual and organisational commitment, will become a resource of empowered networks that provide leadership and decision-making will establish a framework for delivering action and strengthen our understanding and shared sense of place. The plan will help to build a resource of empowered networks and establish a framework of action using the insight of local communities

The plan has been formulated by the Heritage Ambition project team in consultation with the Heritage Champion the Heritage Steering Group and Heritage interest groups detailed above and covers the period 2013 / 2014. The action plan has been divided in to four delivery areas, each assigned with an Ambition Working Group (AWG)

Heritage Steering group

- 1. Conservation & Regeneration**
- 2. Skills & Education**
- 3. Marketing, Promotion & Information Sharing**
- 4. Volunteering & Community Engagement**

Each Ambition Working Group assigned with an action area have already met twice since the Heritage conference, once in September and again in October, with a third meeting programmed for December.

Each Ambition Working Group have been asked to identify up to five potential projects to be developed within the groups. Overall, up to 20 projects will be identified with a number selected to be delivered during 2014. Each project will engage with new audiences and emphasis is put on a diverse spread of focus looking at buildings,

records, people and stories. The outcomes will then be added to the next iteration of the action plan for 2014 / 2015.

The third Ambition Working Group meeting will bring all the groups back together to share each group's outcomes and to feedback with ideas and projects that will be used to drive forward the aims and aspirations in the Heritage Ambition informing the next stage of the action plan.

One potential new Ambition Working Group has already been identified, focusing on children and young people. It has been noted throughout the consultation and through the working groups, that young people in particular find it difficult to engage and share their ideas in the working groups set up. A new group will be formed focused on young people to facilitate their engagement in the process and to express their views and generate potential projects that can link with the further of heritage and the children's university programme.

4.5 ENGAGEMENT STRATEGY

A key action plan priority for Vivacity is to develop 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, though this number is growing to 64. Peterborough's Heritage Champion is keen to encourage local people who have an interest in heritage to become involved and is working with the project team to deliver.

All working groups are looking at this key area of work and have started to formulate action points including setting targets, timescales and methods of engagement and these are to be discussed at the group meeting in December.

4.6 PETERBOROUGH HERITAGE GOVERNANCE

The Heritage Champion, as the Chair, has already chaired two meetings of the Peterborough Heritage Steering Group, which comprises representatives of the Council, English Heritage, Peterborough Cathedral, Railworld, the Civic Society, Opportunity Peterborough, Heritage Attractions Group and Vivacity, which will continue to be involved in the implementation and further development of Peterborough's Heritage Ambition.

The next meeting of the Heritage Steering Group will be held on the 20th November. The Heritage Steering Group receive regular updates and are consulted on marketing activities to promote complimentary marketing strategies across high and low levels – promotion of the AWG's progress ties in with opportunities to promote core offer activities.

5. NEXT STEPS:

5.1 HERITAGE ACTION PLAN

The Heritage Ambition is at Annex 1 and The Heritage action plan is at Annex 2 to this report and Members comments are invited.

It is proposed that the planned activity continue and outcomes from the third round of AWG meetings are discussed with wider stakeholders across the City in order to drive the Heritage Ambition forward, informing the action plan for 2014 / 2015. In the third round of meetings the AWG's will take into account the comments generated from members of this committee

All outcomes from the AWG meetings will then be presented to the Heritage Steering Group for

information. The steering group will be reviewing the feedback from the workshops and offering their support in line with the ethos of Peterborough's Heritage Ambition (in 4.4 above). This is in order to understand where we are now, how we would like to move forward and what the immediate priority tasks should be.

We have had very positive discussions with The Peterborough Telegraph and the Marketing and Promotion working group will be developing a schedule of features that will run in the paper to support and promote the Ambition.

6. IMPLICATIONS

6.1 None.

7. CONSULTATION

7.1 Consultation has to date taken place on Peterborough's Heritage Ambition Action Plan 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
- Tourism Strategy Manager;
- Vivacity.
- **Action groups:**
 - Conservation & Regeneration
 - Skills & Education
 - Marketing, Promotion & Information Sharing
 - Volunteering & Community Engagement

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

This is part of a continuum of consultation and liaison reflecting the increase in interest in Heritage; beginning in 2012 with the Heritage Dinners, developing through the drafting and writing of the Heritage Ambition itself, including positive buy-in from the Chair of English Heritage and also Visit England during the conference launch of this Ambition.

8. BACKGROUND DOCUMENTS

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

9. APPENDICES

9.1 Annex 1 – Peterborough's Heritage Ambition
Annex 2 – Action Plan

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