

## Annex 2

### SSCSC HERITAGE 191113



# Peterborough's Heritage Ambition

## ACTION PLAN 2013/14

## Heritage Ambition Action Plan – 2013/14

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<b>PARADIGM</b>	<p><i>'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.'</i> (Peterborough's Heritage Ambition, Page 2)</p> <p><b>To summarise:</b></p> <ol style="list-style-type: none"> <li><b>1. Encourage individual and organisational commitment</b></li> <li><b>2. A resource of empowered networks that provide leadership and decision-making</b></li> <li><b>3. Establish a framework for delivering action</b></li> <li><b>4. Working with the insight of local communities</b></li> <li><b>5. Strengthen our understanding and shared sense of place</b></li> </ol> <p><i>'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.'</i> (Page 3)</p>
<b>Key Aims</b>	To build a resource of empowered networks and establish a framework of action using the insight of local communities
<b>Key Date(s)</b>	<p>Launch Date – Heritage Conference May 2013</p> <p>Action Group Launch – September 2013</p>
<b>Project Lead(s)</b>	Members of the Heritage Ambition (HA) Working Groups (AWG)
<b>Project Team</b>	<b>Roles &amp; Areas of Responsibility</b>
Claire Hardy	Heritage Service & Programme Manager, Vivacity – Facilitation of AWG and AWG Chair's meetings, preparation and development of Action Plan, key contact for action group members and supporters of the HA, support and guidance for development of project work.
Jonathan Latchford	Heritage Development Officer, Vivacity – Facilitation of AWG and AWG Chair's meetings, support the work of Heritage Services & Programme Manager, key liaison with press (including development of regular promotions), facilitation and development of website and social media.
<b>1</b>	<b>Overview / Project Launch</b>

Ref.	Actions	Dependency	Responsible Officer / Nominated AWG member	Deadline	RAG	U p d a t e d
1a	Invitation to initial meetings of all four Ambition Working Groups (4AWG) – Invitations sent and new group member lists established	CH in post	CH	08/13		2 9 / 0 8 / 1 3
1b	Liaison with Peterborough Telegraph (PT) to publish initial AWG dates and provide context, also to appear online and via e-marketing: Vivacity website, Heritage E-bulletin		JL, Laura Fanthorpe (LF) – Vivacity Marketing Officer	08/13		1 3 / 0 8 / 1 3
1c	Initial meetings held for 4AWG – dates detailed in sections 2, 3, 4 & 5 – CH to chair.	Adequate attendance	CH, JL	09/13		2 7 / 0 9 / 1 3
1d	Frequency of meetings determined	Due to low attendance at 1 <sup>st</sup> of 4AWG, a decision was made to postpone until	Establishment of AWG	4AWG	01/11/13	2 7

		next round of meetings. Attendance numbers detailed in sections 2, 3, 4 & 5.					/
1e	Level of commitment determined		Establishment of AWG	CH, 4AWG	01/11/13		0
1f	AWG Chairs elected		Adequate attendance	CH, 4AWG	01/11/13		9
1g	Reflection and analysis of all 4AWG meetings		1b	CH, JL	10/13		3
1h	Preparation of initial report of findings to feed back to second round of AWG meetings		1f	CH	10/13		1

						1 0 / 1 3
1i	Secondary AWG meeting invitations sent – dates detailed in sections 2, 3, 4 & 5 – CH to chair due to no chairs elected at this time		CH, JL	10/13		0 8 / 1 0 / 1 3
1j	Heritage Champion to attend 2 <sup>nd</sup> AWG meetings		Cllr Graham Casey	01/11/13		2 7 / 0 9 / 1 3
1k	Contact PCVS to promote 2 <sup>nd</sup> round of AWG meetings to their broad database. Preparation of HA statement and invitation to PCVS complete and sent to extensive database to encourage sign up from more community members and to provide a diverse cross section of heritage interests to all 4 groups		JL, CH	04/10/13		0 8 / 1 0 / 1 3
1l	Follow up meeting with LF and PT to establish a schedule of committed promotional drives for the HA and the AWGs. To include details of meetings, progress of AWGs, celebrations and achievements of AWGs, opportunities to experience and be part of the Peterborough's heritage		CH, JL, LF, PT	10/13		0 8 / 1

						0 / 1 3
1m	First feature in PT and subsequent features as established above	1l	CH, JL, LF, PT	From 11/13		2 7 / 0 9 / 1 3
1n	Logo promotion , sharing and use amongst HAG and other heritage venues		CH, JL, HSG, HAG	From 11/13		2 7 / 0 9 / 1 3
1o	Website development – members area (access to agendas and minutes), blog/forum, social media links and reconfiguration to accommodate pages to celebrate the work of each group and accumulatively		JL, CH, M, P & IS AWG members (+ HSG)	From 11/13		2 7 / 0 9 / 1 3
1p	AWG Chairs Steering Group to be established and held	1f	CH, JL, AWG Chairs	11/13		2 7 / 0 9

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1q	AWG Chairs to attend HSG meeting to present work to date	1p	AWG Chairs	20/11/13		0
						8
						/
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						1
						3
<b>2</b>	<b>Conservation &amp; Regeneration AWG</b>					
<b>Ref.</b>	<b>Actions</b>	<b>Dependency</b>	<b>Responsible Officer / Nominated AWG member</b>	<b>Deadline</b>	<b>RAG</b>	<b>U p d a t e d</b>
2a	First C & R AWG meeting held – 18/09/13 at Peterborough Museum 5 attendees, 6 apologies	1a, 1b	CH, JL, AWG members	09/13		2
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						0
						9
						/
						1
						3
18/09	<p>Key Areas of Discussion / Interest:</p> <ul style="list-style-type: none"> <li>Focus should be on finding and developing stories around tradition, culture, pastimes, built and natural environment, which is relevant and meaningful to a wide audience</li> <li>Important communities on the 'Edge of the Fens' including local Gypsy communities should be engaged with</li> </ul>					



	<ul style="list-style-type: none"> <li>We should endeavour to gain representation from a more diverse cross section at our working groups</li> <li>Suggestion to look at the Romany Museum and associated groups in Spalding</li> <li>'What is Peterborough', geographically and culturally? The group agreed that we need to look at the unitary authority and promote this capture area actively</li> <li>What is our current 'heritage offer'? Suggested a thorough mapping exercise has not been carried out, at least in several years, and certainly not to the extent we need.</li> <li>Group agreed and that should we undertake such a project, we should strive to seek out organisations, groups, and individuals who are not 'networked', supported within current infrastructures, and also look to those who would not normally consider themselves to be involved with, celebrating, or contributing to the city's heritage offer.</li> </ul>					
2b	C & R AWG Chair Elected	Adequate attendance	AWG members	22/10/13		2 7 / 0 9 / 1 3
2c	Minutes of all 4AWG meeting circulated to all attendees, those sending apologies, and suggested invitees from first meetings		CH, JL	10/13		1 0 / 1 0 / 1 3
2d	Secondary meeting held – 22/10/12 Present report of finding to AWG members	1h, 1f	CH, JL, AWG members	22/10/13		0 8 / 1 0 / 1

						3
2e	Chair to attend initial AWG Chairs Steering Group	2b	CH, JL, AWG Chairs	11/13		2 7 / 0 9 / 1 3
2f	AWG asked to establish up to 5 projects / ideas to feed into action plan. Each project should aim to engage with new audiences and emphasis will be on a diverse spread of focus looking at building, records, people and stories. CH, JL and AWG Chairs to co-ordinate and facilitate the initial formation of the projects alongside AWG members – progress to date to be brought to 3 <sup>rd</sup> round of meetings – see 2g	2d	CH, AWG members	22/10/13		2 7 / 0 9 / 1 3
2g	3 <sup>rd</sup> AWG meeting held, with a focus on feedback on project progress, and shaping our action plan to <b>December 2014</b>	2f	CH, JL, AWG members	12/13		2 7 / 0 9 / 1 3
2h						
<b>3</b>	<b>Skills &amp; Education AWG</b>					
<b>Ref.</b>	<b>Actions</b>	<b>Dependency</b>	<b>Responsible Officer / Nominated AWG member</b>	<b>Deadline</b>	<b>RAG</b>	<b>U p d a t e</b>

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3a	First S & E AWG meeting held – 20/09/13 at Peterborough Museum 8 attendees, 2 apologies	1a, 1b	CH, JL, AWG members	09/13		2 7 / 0 9 / 1 3
20/09	<p>Key Areas of Discussion / Interest:</p> <ul style="list-style-type: none"> <li>• It was agreed that the remit of the group is to instil an understanding of Heritage across Peterborough – this includes the whole of the Soke, or Unitary Authority area as well as the immediate hinterland beyond</li> <li>• Ideas for good practice for the group included the consideration of a focus on parents and children, with the children being instigators/early adopters, and parents following their children into heritage</li> <li>• Learning and discovery should take place through a wider age bracket; that a few key older people have a wealth of heritage knowledge about Peterborough and these people are not joined-up with others and other groups. General consensus of the need for groups to coalesce</li> <li>• There is a challenge, which is to create a tradition of interest and learning about heritage in Peterborough. The group discussed the idea of working towards a tangible outcome, such as a book or leaflet</li> <li>• This working group will provide; networking; access to the Heritage Steering Group; material for the peterboroughheritage.org website and information for the Peterborough Telegraph</li> <li>• What is our USP. Heritage is a diaphanous concept, and we all understand that it is difficult to define, however because it relates as much to industry and buildings as it does to culture and the countryside it can and will appeal to broad swathes of the population if we can work together to help them understand that their own interests and stories have as much of a role to play in the Ambition for Peterborough as does the Bronze-Age boats or the Cathedral. The USP is that it's about Peterborough people. For example the 40 years on project</li> <li>• Role of the group is to remind people of their heritage and to help people understand why Peterborough looks like it does, visually, culturally and in the socio-economic landscape.</li> </ul>					
3b	S & E AWG Chair Elected	Adequate attendance	AWG members	21/10/13		2 7 / 0 9

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3c	Minutes of all 4AWG meeting circulated to all attendees, those sending apologies, and suggested invitees from first meetings		CH, JL	10/13		1 0 / 1 0 / 1 3
3d	Secondary meeting held – 21/10/12 Present report of finding to AWG members	1h, 1f	CH, JL, AWG members	21/10/13		0 8 / 1 0 / 1 3
3e	Chair to attend initial AWG Chairs Steering Group	3b	CH, JL, AWG Chairs	11/13		2 7 / 0 9 / 1 3
3f	AWG asked to establish up to 5 projects / ideas to feed into action plan. Each project should aim to engage with new audiences and emphasis will be on a diverse spread of focus looking at building, records, people and stories. CH, JL and AWG Chairs to co-ordinate and facilitate the initial formation of the projects alongside AWG members – progress to date to be brought to 3 <sup>rd</sup> round of meetings – see 3g	3d	CH, AWG members	21/10/13		2 7 / 0 9 / /

						1 3
3g	3 <sup>rd</sup> AWG meeting held, with a focus on feedback on project progress, and shaping our action plan to <b>December 2014</b>	3f	CH, JL, AWG members	12/13		2 7 / 0 9 / 1 3
<b>4</b>	<b>Marketing, Promotion &amp; Information Sharing AWG</b>					
Ref.	Actions	Dependency	Responsible Officer / Nominated AWG member	Deadline	RAG	U p d a t e d
4a	First M, P & IS AWG meeting held – 26/09/13 at Peterborough Museum 10 attendees, 2 apologies	1a, 1b	CH, JL, AWG members	09/13		2 7 / 0 9 / 1 3
26/09	<p>Key Areas of Discussion / Interest:</p> <ul style="list-style-type: none"> <li>• Remit is to bring together and then publicise the heritage stories of Peterborough. This publicising needs to be within and without the UA; within first, externally later</li> <li>• We need to discover what we have to offer and where the gaps are in our knowledge in terms of community groups as well as heritage to publicise – difficulty in not knowing what we don't know</li> </ul>					

	<ul style="list-style-type: none"> <li>• What is attracting people to Peterborough? The following major elements: Heritage Festival, Beer Festival, Art, Cathedral</li> <li>• The group needs to determine a key area which requires marketing and publicity around which it can coalesce and provide input and momentum</li> <li>• There is a need for a mapping exercise to determine the landscape of organisations, whether overtly heritage orientated or not, in order to determine what interests are represented across the UA</li> <li>• Perhaps the Unique Selling Point (USP) of Peterborough is archaeology</li> <li>• Heritage should be meaningful and real, using real people, for example the real links between Katherine of Aragon, Old Scarlet and Hamlet</li> <li>• The group needs to be able to coherently collate information about publicity</li> <li>• Heritage is a good way of enabling newcomers to feel part of the city.</li> </ul>					
4b	M, P & IS AWG Chair Elected	Adequate attendance	AWG members	31/10/13		27/09/13
4c	Minutes of all 4AWG meeting circulated to all attendees, those sending apologies, and suggested invitees from first meetings		CH, JL	10/13		10/13
4d	Secondary meeting held – 31/10/12 Present report of finding to AWG members	1h, 1f	CH, JL, AWG members	31/10/13		08/10/11

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4e	Chair to attend initial AWG Chairs Steering Group	4b	CH, JL, AWG Chairs	11/13		2 7 / 0 9 / 1 3
4f	AWG asked to establish up to 5 projects / ideas to feed into action plan. Each project should aim to engage with new audiences and emphasis will be on a diverse spread of focus looking at building, records, people and stories. CH, JL and AWG Chairs to co-ordinate and facilitate the initial formation of the projects alongside AWG members – progress to date to be brought to 3 <sup>rd</sup> round of meetings – see 2g	4d	CH, AWG members	31/10/13		2 7 / 0 9 / 1 3
4g	3 <sup>rd</sup> AWG meeting held, with a focus on feedback on project progress, and shaping our action plan to <b>December 2014</b>	4f	CH, JL, AWG members	12/13		2 7 / 0 9 / 1 3
<b>5</b>	<b>Volunteering &amp; Community Engagement AWG</b>					
<b>Ref.</b>	<b>Actions</b>	<b>Dependency</b>	<b>Responsible Officer / Nominated AWG member</b>	<b>Deadline</b>	<b>RAG</b>	<b>U p d a t e</b>

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5a	First V & CE AWG meeting held – 18/09/13 at Peterborough Museum 5 attendees, 5 apologies	1a, 1b	CH, JL, AWG members	09/13		2 7 / 0 9 / 1 3
27/09	<p>Key Areas of Discussion / Interest:</p> <ul style="list-style-type: none"> <li>• Conference was inspirational and fantastic and the keynote speech was also inspirational</li> <li>• There are many spots, such as warehouses, which could be encouraged to grow and develop a la Portabello Road, Spittalfields, Camden Town</li> <li>• The ATC is able to provide many volunteers, it is a core component of the Duke of Edinburgh's Award</li> <li>• This group will compliment other groups, as the volunteering children may be able to encourage their parents or carers to become interested or get involved in heritage. The parents will be key in advocating the work their children have been involved in</li> <li>• Villages are under-represented in the heritage story of Peterborough</li> <li>• Projects needn't be badged as heritage, but semantics can allow much overlap</li> <li>• Big heritage is taken for granted in Peterborough, we need to talk about the little things</li> <li>• There is a need for a more coherent website offering access to all heritage in Peterborough which reflects all the disparate groups. These groups need to be mapped</li> <li>• There can be difficulty in discovering where to volunteer in Peterborough.</li> </ul>					
5b	V & CE AWG Chair Elected	Adequate attendance	AWG members	01/11/13		2 7 / 0 9 / 1 3
5c	Minutes of all 4AWG meeting circulated to all attendees, those sending apologies, and suggested invitees from first meetings		CH, JL	10/13		1 0



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5d	Secondary meeting held – 01/11/12 Present report of finding to AWG members	1h, 1f	CH, JL, AWG members	01/11/13		0
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5e	Chair to attend initial AWG Chairs Steering Group	5b	CH, JL, AWG Chairs	11/13		2
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5f	AWG asked to establish up to 5 projects / ideas to feed into action plan. Each project should aim to engage with new audiences and emphasis will be on a diverse spread of focus looking at building, records, people and stories. CH, JL and AWG Chairs to co-ordinate and facilitate the initial formation of the projects alongside AWG members – progress to date to be brought to 3 <sup>rd</sup> round of meetings – see 2g	5d	CH, AWG members	01/11/13		2
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5g	3 <sup>rd</sup> AWG meeting held, with a focus on feedback on project progress, and shaping our action plan to <b>December 2014</b>	5f	CH, JL, AWG members	12/13		2
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						/

						09/13
5h						
<b>6</b>	<b>Children &amp; Young People's AWG</b>					
<b>Ref.</b>	<b>Actions</b>	<b>Dependency</b>	<b>Responsible Officer / Nominated AWG member</b>	<b>Deadline</b>	<b>RAG</b>	<b>Updated</b>
6a	Engage with a range of YP to provide an essential voice in shaping and promoting the HA. AWG to be set up via PLP's Cultural Partnership, through local community groups, history clubs (school and independent) and voluntary sector (eg. ATC). C & YP AWG to act as a model of good practice for other areas within Peterborough's Cultural Partnership Strategy		CH	11/13		10/13
<b>7</b>	<b>Links, Influences &amp; Opportunities: To be discussed with Heritage Steering Group (HSG), and as part of Peterborough's Heritage Strategy &amp; Cultural Strategy</b>					
<b>Ref.</b>	<b>Actions</b>	<b>Dependency</b>	<b>Responsible Officer / Nominated AWG member</b>	<b>Deadline</b>	<b>RAG</b>	<b>Updated</b>
7a	Regular updates of project work to be fed into HSG and HAG meetings		CH, AWG Chairs	On going		0

						8 / 1 0 / 1 1 3
7b	Regular updates and consultation on marketing activity to promote complimentary marketing strategies across high and low levels – promotion of the AWG’s progress ties in with opportunities to promote core offer activity (events, programmes, exhibitions, workshops etc)		CH, AWG Chairs, PCC, Vivacity, HAG, HSG	On going		0 8 / 1 0 / 1 1 3
7c	Use mapping project, as identified by all 4AWGs, and strong partnership working within the current heritage landscape, to enhance our city’s Festivals as thorough representation of our rich and diverse heritage.		All	June 2015		0 8 / 1 0 / 1 1 3
7d						

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