

REPORT TO:	ENVIRONMENTAL AND DEVELOPMENT SERVICES COMMITTEE	AGENDA ITEM: 10
DATE OF MEETING:	28th SEPTEMBER 2017	CATEGORY: OPEN
REPORT FROM:	DIRECTOR OF COMMUNITY AND PLANNING	NO:
MEMBERS' CONTACT POINT:	KATE ALLIES 01283 535039	DOC:
SUBJECT:	SWADLINCOTE HERITAGE TRAIL	REF:
WARD(S) AFFECTED:	SWADLINCOTE; WOODVILLE; MIDWAY; CHURCH GRESLEY; NEWHALL & STANTON	TERMS OF REFERENCE: EDS

1.0 Recommendations

- 1.1 Members approve the development of the heritage trail and the plans to complete it.

2.0 Purpose of Report

- 2.1 To update members on the ongoing development and proposals for a Heritage Trail in Swadlincote including wall and pavement plaques.

3.0 Detail

- 3.1 The local desire for a Heritage Trail and the outline content came from extensive public consultation for the Swadlincote Townscape project carried out during 2014. This is being turned into reality by the Magic Attic team's local knowledge and archive materials and work by a group of officers from Corporate Services and Planning & Community.
- 3.2 Research and the development of a Trail around Swadlincote has been overseen by a cross party working group including District and County Councillors and officers from both authorities, Swadlincote TIC and The Magic Attic, chaired by Cllr Watson.
- 3.3 To date this project has been paid for through the Swadlincote Townscape Scheme. The links to the Townscape project are now completed/ ended and this will enable applications to the Heritage Lottery Fund (and other funders) for funding to complete the project. A £700 grant from East Midlands Airport will also be used for the project.
- 3.4 42 people, buildings and/ or industries have been identified in the Swadlincote area and split into 2 sections, each represented by a leaflet currently in draft form:
 Part one- Swadlincote Town Centre
 Part two- Swadlincote Villages: Newhall, Midway, Woodville, Hartshorne and Church Gresley
- 3.5 The following are examples of people/ places/ industries included:
 Salts, The Rink, Snooker Hall (birthplace of The Magic Attic), Jack Bodell, Wraggs & Woodward's Pipeworks, Bretby, TG Green and Sharpe's Potteries, Jean Hanson, Hannah Mitchell, Joe Jackson, John Hurt, George Widdows.

- 3.6 The working group are applying for Planning Permission to celebrate half of the sites included in the leaflets with wall or pavement plaques.
- 3.7 Two sample plaque will be available for members to view at Committee.
- 3.8 A logo for the project has been designed as a result of a competition which ran at the Festival of Leisure and attracted high quality entries.
- 3.9 Burton and South Derbyshire College are working on an App for mobile phones which, when completed, will allow trail information and additional material to be viewed out on site.
- 3.10 Draft leaflets are available for the project and will be completed following consultation replies from the remaining landowner (TG Green site).
- 3.11 The project has discovered a number of high-flying former residents who have achieved success at national and international level including boxing, football, cycling, running, acting, music, women's suffrage, sports science/physics and architecture. When added to the influence of Swadlincote on the industrial stage there is significant evidence to support the Raising Aspirations agenda. For example 5 former residents of Newhall are represented on the trail

4.0 Financial Implications

- 4.1 Work to date has been funded by the Heritage Lottery Fund as part of the Swadlincote Townscape project. This includes £500 for Trail development and plaques and £500 for research, consultation and associated events (walks) led by The Magic Attic. £700 towards the cost of plaques from East Midlands Airport Fund has also been received. Burton and South Derbyshire College have funded their work on the App for the Trail.
- 4.2 The Environmental Education Project team are looking at HLF 'Sharing Heritage' fund as a possible option to deliver the Trail further.

5.0 Corporate Implications

- 5.1 The delivery of this project supports Place theme of the Corporate Plan and in particular the development of a vibrant town centre.

6.0 Community Implications

- 6.1 The Sustainable Community Strategy (2009-29) states:
- "We want to see Communities that are vibrant and active where there is a strong sense of community.
- More participation in community and voluntary action
 - Increase in the percentage of people who feel South Derbyshire is an attractive place to live."
- 6.2 The Heritage Trail for the Swadlincote area for local people to enjoy and to provide additional activity for tourists will contribute towards the delivery of these aims.

7.0 Background Papers

- 7.1 Swadlincote Townscape Activity Plan including a Heritage Trail was referenced at Committee as part of the overall submission to HLF on 9/4/15 and again in Feb 2016. The document is on the Council website at: http://www.south-derbys.gov.uk/leisure_culture_and_tourism/local_history_and_heritage/swadlincote_townscape_heritage_scheme/default.asp