

REPORT TO:	FULL COUNCIL	AGENDA ITEM: 11
DATE OF MEETING:	7TH APRIL 2016	CATEGORY: OPEN
REPORT FROM:	STUART BATCHELOR DIRECTOR OF COMMUNITY & PLANNING SERVICES	NO:
MEMBERS' CONTACT POINT:	KATE ALLIES (EXT. 5039) Kate.allies@south-derbys.gov.uk	DOC:
SUBJECT:	SWADLINCOTE TOWNSCAPE ACTIVITY PLAN	REF:
WARD(S) AFFECTED:	SWADLINCOTE	TERMS REFERENCE:

1.0 Recommendations

- 1.1 That the ongoing delivery of the Swadlincote Townscape Heritage Scheme Activity Plan 2016-18 is approved including reference to key elements which have a high profile (e.g. Town Crier)
- 1.2 That processes for the development of the Heritage Trail and the redevelopment of the Diana Memorial Garden are agreed in principle. This includes permission to seek further funds to make the Heritage Trail larger than the initial Heritage Lottery Fund funding would support, and permission to appoint People Express Arts to lead the public consultation on arts features and design/make those features.
- 1.3 That any additional personnel employed on a temporary / casual basis to deliver projects e.g. Town Crier, comply with the Council's HR processes and are cost neutral.

2.0 Purpose of Report

- 2.1 To gain approval from Members for the delivery of the Swadlincote Townscape Activity Plan 2016-18 which is funded by the Heritage Lottery Fund (HLF) including the appointment of a Town Crier, creation of a heritage trail and redevelopment of the Diana Memorial Garden.

3.0 Detail

- 3.1 The activity plan is based on extensive public consultation done during 2014. It includes 19 elements which are explained and timetabled in the background paper: *Swadlincote Townscape Heritage Scheme Activity Plan* Attached as Annexe No. 1 which has been approved and fully funded by the HLF grant.
- 3.2 The delivery of most of these activities will be monitored by the Townscape Heritage Project Officer but have been planned over the past 2 years and are being instigated by the Environmental Education Project team.

Town Crier

- 3.3 The suggestion to have a Swadlincote Town Crier came from the Townscape public consultation and has wide support from local businesses. Funding for a costume and 3 years of activity has been secured from HLF.
- 3.4 In order to appoint a Town Crier on a casual basis, Council approval is required as the position would be an addition to the establishment.
- 3.5 The postholder would be employed on a casual contract using the existing SDDC model and based on the time frame of the HLF grant offer. Flexibility to offer more hours would be based on full cost recovery of any bookings. If event organisers or businesses want to sponsor a Town Crier appearance, an appearance fee would be agreed based on the casual wage plus on-costs and administrative costs.
- 3.6 Although called the Swadlincote Town Crier, the Cultural Services team are looking at uniform variations to ensure they could also represent other parts of the District.

Heritage Trail

- 3.7 As part of the public consultation, the desire for a heritage trail around Swadlincote Town Centre was identified and built into the HLF bid.
- 3.8 This will represent a series of significant people, places, events and businesses that represent our Town. The final choice of sites will be based on public consultation. Ideas suggested so far include Salts, The Rink, Snooker Hall (birthplace of The Magic Attic), Foresters Pub (Jack Bodell); Wraggs and Sharpe's Pottery.
- 3.9 The final number of sites will be determined by the cost of the plaques plus installation, combined with additional funding which may be sought to supplement the HLF funds (see financial implications), but will be cost neutral to SDDC. There are also requests to extend the trail beyond the HLF boundary for example Springfield Junior School, designed by noted architect George Widdows.
- 3.10 Members are invited to submit their ideas for a 'long list' that will be converted to a 'short list' for the public consultation, by a sub-group of Swadlincote Cultural Partnership (chaired by Cllr Hewlett).
- 3.11 Support from Members is sought for a trail that is modelled on the popular Blue Plaque model which could include plaques in walls and pavements in blue, black, bronze or silver.
- 3.12 Flexibility in the final design is requested on the proviso that plaques will look professional and be hard wearing/easy to read and be slip resistant (if on pavements) plus any other conditions set by Members.
- 3.13 The actual plaques will be enhanced by a digital trail providing background information on the places and people involved. These trail details will be professionally researched by The Magic Attic. The trail will be launched by guided walks delivered by The Magic Attic due to take place in autumn 2016.

Diana Memorial Garden

- 3.14 As part of the HLF project this garden will be redeveloped and there will be public engagement in the works. This part of the project is being led by Design Excellence Officer, Richard Shaw.

- 3.15 People Express Arts were invited to support the submission to HLF, by supplying proposals and financial quotations for the consultation and arts related garden features to be developed by the public alongside their arts workers.
- 3.16 People Express Arts are the only Community Arts organisation in South Derbyshire and have a good track record of delivering arts projects to a high standard. The Townscape team would like to appoint them to run this part of the project for a fee of £5,000, fully funded by HLF.

4.0 Financial Implications

4.1 General activity plan:

The Activity Plan is funded by the Heritage Lottery Fund. The various events and activities will be funded and financial details are in the Activity Plan document.

- 4.2 **The Town Crier post** will be cost neutral. Initial funding is from HLF and any further developments/use of the Town Crier will be funded by fees and charges.

By the end of the Townscape Project (2018) we will know how viable the post is financially and Members will be able to decide how to take it forward.

- 4.3 **The Heritage Trail** will be cost neutral. The Townscape Project includes £500 for Trail development and plaques and £500 for research, consultation and associated events (walks).

The Environmental Education Project team are looking at HLF 'Sharing Heritage' fund as a possible option. The final trail will be based on the income which we attract from various sources.

- 4.4 **Diana Memorial Garden:** Redevelopment and community engagement are fully funded by HLF.

5.0 Corporate Implications

- 5.1 The Swadlincote Townscape Project supports the Council in its Corporate Plan priority for the development of a vibrant town centre within the Progress Theme.

6.0 Community Implications

- 6.1 The Swadlincote Townscape Project engages the local community in the creation of a vibrant town centre whilst protecting and enhancing the heritage of the Swadlincote Town Centre.

7.0 Background Papers

- 7.1 Swadlincote Townscape Activity Plan was referenced at Committee as part of the overall submission to HLF in February 2016 and prior to that on 9th April 2015.

The full 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

Swadlincote Townscape Heritage Scheme Activity Plan

1. Pop-up Heritage Display (being created by Environmental Education Project, EEP, team)
2. Heritage Trail Development and launch (EEP and Magic Attic)
3. Teacher Twilight Training / Drop in Sessions (EEP)
4. Swadlincote Townscape Science Sessions (EEP)
5. Townscape Quiz/ Survey Trails Walks & Talks (EEP and Magic Attic)
6. Townscape TV (Burton TV)
7. Building Maintenance 'Have a go' days, 'advice' days, events/ days, taster days in schools, secondary school industry visits (BSDC, Chameleon, Ibstock Brick & others)
8. School Engagement and Decision Days (DCC Environmental Studies)
9. Photography workshops & exhibition panels (Sharpe's)
10. Family workshops 'Our Secret Swadlincote' (Sharpe's)
11. Family Workshops - Project themes (clay & mixed media) (Sharpe's)
12. Firing Clay - Young person & family workshops (Sharpe's)
13. Glass workshops (Sharpe's)
14. Exhibition at Sharpe's Pottery Museum (Sharpe's)
15. Story Telling and Literacy Events / Activities (DCC Library Service)
16. Treasure Hunts - Mystery Trail (EEP)
17. Town Crier (EEP/ Cultural Services)
18. Redevelopment of the Diana Memorial Garden (Design Excellence Officer)
19. Bursaries for students doing heritage skills courses with BSDC and Chameleon School of Construction to enable them to buy specialist tools