

June 2017

TOWN CENTRE HERITAGE TASK GROUP – 22 JUNE 2017

A meeting of the Town Centre Heritage Task Group will be held at 5.30pm on Thursday 22 June 2017 in Committee Room 1 at the Town Hall, Rugby.

Adam Norburn
Executive Director

A G E N D A

PART 1 – PUBLIC BUSINESS

1. Appointment of Chairman – to appoint a Chair of the Task Group.
2. Apologies – to receive apologies for absence from the meeting.
3. Declarations of Interest
To receive declarations of:
 - (a) non-pecuniary interests as defined by the Council's Code of Conduct for Councillors;
 - (b) pecuniary interests as defined by the Council's Code of Conduct for Councillors; and
 - (c) notice under Section 106 Local Government Finance Act 1992 – non-payment of Community Charge or Council Tax.

Note: Members are reminded that they should declare the existence and nature of their interests at the commencement of the meeting (or as soon as the interest becomes apparent). If that interest is a pecuniary interest the Member must withdraw from the room unless one of the exceptions applies.

Membership of Warwickshire County Council or any Parish Council is classed as a non-pecuniary interest under the Code of Conduct. A Member does not need to declare this interest unless the Member chooses to speak on a matter relating to their membership. If the Member does not wish to speak on the matter, the Member may still vote on the matter without making a declaration.

4. Briefing Paper.
5. To receive a scene setting presentation from the Economic Investment Officer.
6. Dates of future meetings – please bring your diaries to the meeting.

PART 2 – EXEMPT INFORMATION

There is no business involving exempt information.

Membership of the Task Group:

Councillors Mrs Avis, Mrs Bragg, Gillias, Miss Lawrence, Sandison, Mrs Simpson-Vince and Srivastava

If you have any general queries with regard to this agenda please contact Linn Ashmore, Democratic Services Officer (01788 533522 or e-mail linn.ashmore@rugby.gov.uk). Any specific queries concerning reports should be directed to the listed contact officer.

If you wish to attend the meeting and have any special requirements for access please contact the Democratic Services Officer named above.

Town Centre Heritage Task Group

22 June 2017

Briefing Paper

1. Background

At its meeting on 12 September 2017, Whittle Overview and Scrutiny Committee considered the following motion referred by Council on 19 July 2016 on the topic of a Green Plaque Scheme:

“This Council welcomes and celebrates the rich and diverse heritage and culture offered by Rugby Town Centre which currently attracts some 80,000 visitors to the borough each year. Furthermore this Council wants to see that heritage enhanced by the provision of a green plaque scheme together with improved interpretation boards at sites of interest. These measures will enable visitors to more fully enjoy the Rugby experience. The footfall through the town centre will increase and aid our local economy.”

The committee decided that the proposal should be considered alongside wider work taking place in the town centre and that a task group should be set up to carry out this work.

Whittle approved the one-page strategy at its meeting on 13 March 2017.

Since then, on 6 February 2017, Cabinet also decided that a cross-party Visitor Economy Working Party would be established. This will provide guidance and overview on matters relating to tourism, destination marketing and the town centre.

The work of this task group is to focus specifically on representing Rugby’s heritage through initiatives to increase town centre footfall.

2. Objectives

The purpose of the review is to consider the motion alongside other options for heritage-based initiatives in the town centre. Areas for discussion and options are set out in the one-page strategy.

3. Programme of Work

A possible timetable is suggested below:

Meeting 1 – setting the scene, agree a programme of work, timescale and decide what evidence is required.

Meeting 2 – consider evidence gathered and any additional information requested by the task group.

Meeting 3 – discuss any outstanding matters and agree the review outcomes and draft recommendations.

4. Discussion for this meeting

The task group is asked to:

- appoint a chairman;
- consider a scene setting presentation from officers
- agree a programme of work and timescale; and
- decide what evidence is required.

TOWN CENTRE HERITAGE TASK GROUP

ONE-PAGE STRATEGY

What is the broad topic area?

Town Centre Heritage. The broad aims of the review are to encourage local residents and visitors of all ages to explore, to enjoy, and to take pride in Rugby town's heritage.

What is the specific topic area?

Representing Rugby's heritage through initiatives to increase town centre footfall. A number of options are available, based on initial research of initiatives in other places, each with different advantages and disadvantages – broadly these include:

1. Reviewing the extent to which the current town centre events programme focuses on heritage and making initial recommendations on how this can be improved.
2. Enhancing access to information and marketing activities for existing initiatives i.e. the Blue Plaque trail, Pathway of Fame and Town Guides.
3. Green Plaque Scheme – progress with the original proposal of a new trail focusing on heritage sites and places of interest in the town.
4. 'Augmented reality' mobile apps – this would allow people to view town centre environments through the lens of their camera phones, with additional interesting and engaging content. Examples include interaction with 3D characters, video or visitor interpretation and QR codes.

What should be considered?

The following areas are relevant to the discussion:

- Use of digital and modern technology to provide unique visitor experiences.
- The wider marketing plan for the town centre and opportunities to collect information on our customers, particularly through the free public Wi-Fi network.
- Target audiences – the extent to which initiatives are designed for different local, regional, national or international visitors.
- Promotion of the town's wider heritage links alongside Rugby's unique selling point as the birthplace of the game.
- Ways to increase footfall not only the town centre, but specifically between individual cultural assets.
- Funding opportunities.

Who shall we consult?

The Council's Economic Investment Officer, responsible for overseeing the Town Centre Action Plan 2016 – 2020, will support the Task Group to develop their recommendations.

- Arts, Heritage and Visitor Service
- Representatives of places with current good practice examples
- Local History Groups
- Rugby First Limited

- Rugby School
- Rugby Art Gallery and Museum

How long should it take?

Report to committee in either November or January.

What will be the outcome?

Recommendations on the development of heritage-based initiatives to increase town centre footfall.