



Activity Plan

South Derbyshire District Council May 2015

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Section One: Introduction and background



‘No one will protect what they do not first care about.’

Sir David Attenborough, 2010

“We are only trustees for those who come after us.”

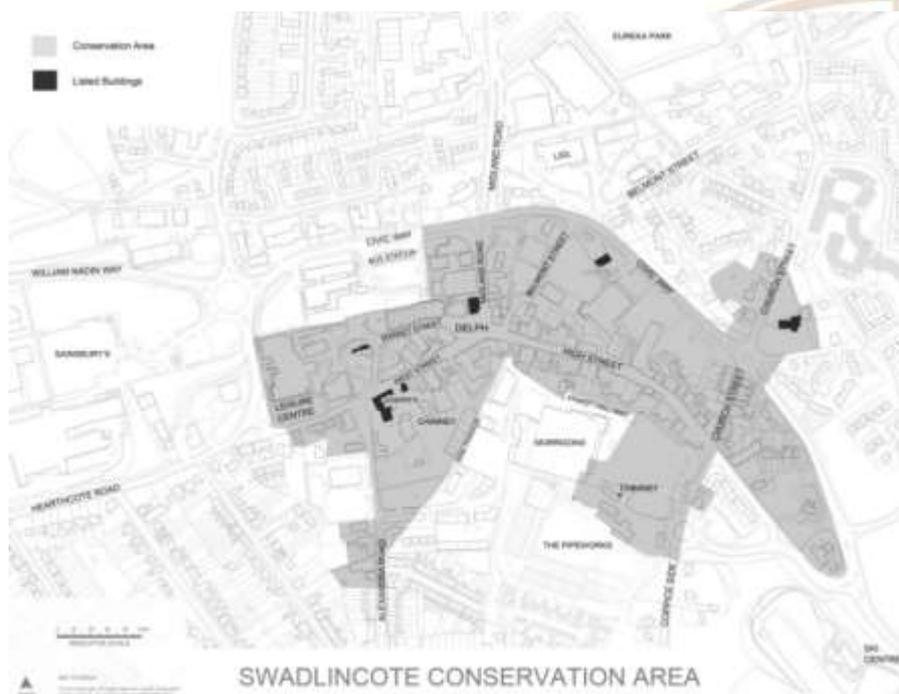
William Morris

Key elements of the Swadlincote Townscape Project

Our project will run from 2016-2018. The money will be used to help improve the special historic character of Swadlincote town centre’s conservation area and get people involved in the town’s heritage – understanding it, respecting it, enjoying it and maintaining it.

If successful with this application we intend to provide opportunities for people to engage with the Townscape capital project in a range of ways and to suit a variety of interests. This will include opportunities to build knowledge and interest from casual awareness to accredited training.

Community Engagement is a significant part of the Swadlincote Townscape project representing almost 10% of the budget. The remainder of the budget will be capital projects focussing on repairs to buildings and improving public open space in the town’s conservation area. The main focus of this activity plan is the community engagement part of our application but some background information on the rest of the bid follows:



The historic core of Swadlincote was designated as a conservation area in 1990 and was extended in 2001. Conservation areas are zones within cities, towns and villages that have a special historic character. The conservation area designation aims to protect and enhance this character.

This HLF grant will build on the excellent work that has already helped to bring new life to Swadlincote's conservation area. Past and ongoing projects include:

- the inspirational 2001 and 2012 vision and strategy documents
- English Heritage and Derbyshire County Council property improvement grant schemes
- Re-paving of The Delph, West Street, Ernest Hall Way and the jitties between them.
- major regeneration schemes such as The Pipeworks.

Grants

The Townscape project will provide grants for repairs and improvements to historic buildings, including windows, doors, shop fronts and distinctive architectural features. Eligible buildings are all within the conservation area and have been sent initial information about the project and invited to express an interest. If we are successful with the round 2 application to HLF we will write to eligible building owners with an invitation to apply for the grant scheme.

Streets and spaces

The Diana Memorial Garden (behind the Leisure Centre /off Grove Street) will be re-designed to improve this important town centre green space and encourage more people to use it.



The photo shows the garden as it is now.

People Engagement

The activities will help local people to learn about the industrial and social heritage of Swadlincote. They will include guided walks and talks, self-led town trails and 'have a go' activities. Training and education activities will be provided for people who own/ manage properties in the conservation area and for local builders. Schools groups will have their own bespoke sessions.

This activity plan is primarily about the ways we will use to engage people in this project, linking directly to the types of building work supported by the capital grants. We have incorporated feedback from HLF which suggested the activities should be linked more closely to the capital grants programme and also included activities suggested by the public and schools, for example visits to manufacturers for school pupils.

The ongoing theme of the grants and the activity plan will be maintaining, conserving, restoring and reinstating, with an emphasis on education and formal/ informal training activities to support people in their understanding and application of good building maintenance. This is an important general theme for Townscape projects.

This includes the following types of work on buildings:

- Joinery repairs to original doors and windows
- Masonry repairs, indenting with new bricks, repointing in lime mortar
- Reinstating original features that have been lost such as sliding sash windows and traditional shop fronts where evidence exists to inform the appearance and details
- Re-introducing cast iron rainwater goods, iron railings, chimney stacks
- New shopfronts in a traditional style to replace modern insertions
- Roof repairs including re-slating, re-tiling, lead work, timber dormers and fascias
- Traditional signwriting

So our 'have a go' activities, town trails, walks and talks and school visits will focus on these types of building work. After discussion with and feedback from providers and other consultees we have decided to create themes for each year. This was not in our original bid but will give some structure and focus to the engagement work as at this stage it is not possible to predict which individual buildings will apply for grants or when their work will commence.

Our project themes are:

Practical

Year 1 2016- Roofs and rainwater goods

Year2 2017-Joinery

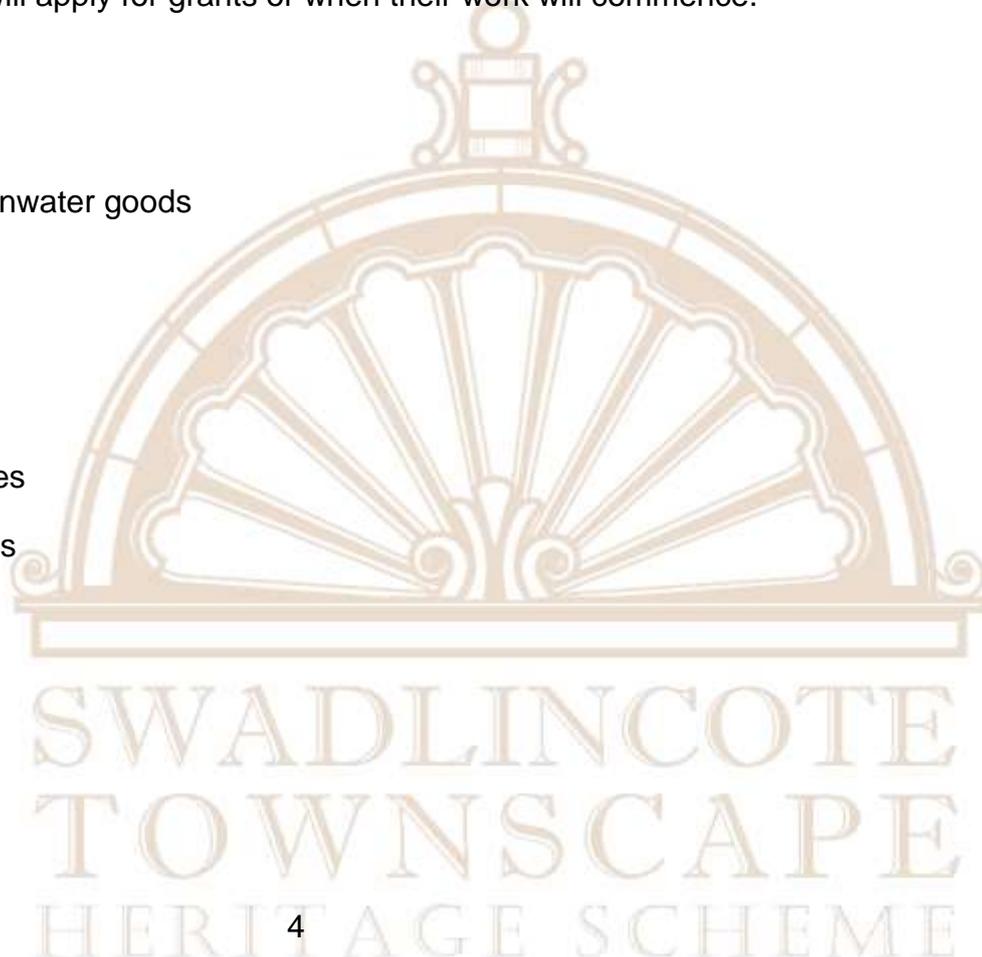
Year3 2018- Masonry

Decorative

Year1 2016-Original features

Year 2 2017-Shop frontages

Year 3 2018-Signage



Overview of our heritage and how people are already engaged

Overview

The local heritage is important to the national story of public health reform and industrial history. It is also important to the cultural identity of the district and in particular to the local people who have their roots in the traditional industries of this area.

There is a need to encourage a greater appreciation of Swadlincote's contribution to national heritage. The creation of the Sharpe's Pottery Museum has furthered this aim, but there is much more to be done to draw attention to the town centre and give it the recognition it deserves over the wider region and bring more (local and tourist) visitors into the town. Liaison with SDDC's Economic Development unit, which includes responsibility for the Tourist Information Centre will be key in achieving this end.

The objective of persuading people to enjoy, understand, value and care for the town centre is made difficult by the fact that relatively few people actually live in it, and still fewer are owner-occupiers with some incentive to take pride in their properties.

Efforts will be made to liaise with both the owners and the occupiers of buildings in the Conservation area to make sure that all opportunities for involvement are explored. For example it may be that the owner is responsible for significant works which might require a grant, but the occupier might have responsibility for minor maintenance tasks -e.g. gutters and paintwork. Therefore we need to include opportunities for both to engage with the scheme.

Local people are (mainly) positive about the work of the Council and partners in providing opportunities for activities although there is occasionally criticism about lack of notice or insufficient marketing. This will be addressed during the lifetime of this project by forward planning for example provision of literature to cover future events at the first in the series and extensive use of social media.

In April 2015 an initial meeting was convened in the Town to discuss how everyone could work together on Townscape and identifying and achieving a vision for the town centre to add to the existing 'Vision' document. This meeting was well attended and others have been planned.

How people are already engaged

An increased understanding of the relative importance of the town centre can be, and has already been, achieved through widespread improvements to intellectual access. Although a number of these proposals are currently being driven by the Townscape Heritage (HLF), this approach has been a priority in Swadlincote for many years.

The town has been successful in establishing its own small registered museum at Sharpe's (funded in part by the HLF) and programme of community activities. The passionate interest of local people for their history and their desire to share it with others is ably demonstrated by the existence of the "Magic Attic archive", an exceptional local history archive which is publicly accessible and run entirely by volunteers.

Swadlincote has an established network of local organisations which deliver public engagement activities linked to the heritage of the town already. These include Sharpe's Pottery Museum, People Express Arts, The Magic Attic, South Derbyshire Environmental Education Project and Derbyshire County Council (Library Service and Environmental Studies). They have produced joint literature for educational visits, highlighting all the opportunities in the town and already work together in a small way on public events and initiatives – particularly for this project's consultation programme.

These organisations work together through Swadlincote Cultural Partnership and have been successful in the delivery of joint projects including those for HLF. They have been consulted on the type of activities that they could deliver for this project.

Recent HLF funded examples of the partnership's work include 'The Big Dig' and 'From Shoddy to Superb' at Eureka Park/ Sharpe's Pottery Museum and the World War One Commemoration project with EEP, Magic Attic and the Tourist Information Centre coordinating walks, trails and school visits.

Partners have also delivered successful events to mark 'Heritage Open Days' for many years both in Swadlincote and the wider district of South Derbyshire.

See Appendices: 'Cultural Swadlincote – opportunities for schools and other groups'

Conservation Area Management Plan and Article 4 Direction

A Conservation Area Management Plan and Article 4 Direction have been developed to provide guidelines and direction for the way that the conservation area is managed.

The Management Plan explains in detail how the special character of the town will be preserved and enhanced. It complements the Conservation Area Character Statement (2014) which sets out what this special character consists of in Swadlincote.

The Article 4 Direction intends to tighten planning controls, giving greater protection to important historic features and helping to guide new development in a direction that will not harm, but enhance the character of the conservation area.

These documents will be used in the management of the capital grants scheme for the Townscape project and provide useful information for developing the school and public engagement activities. The associated documents provide helpful advice about how the buildings could be managed and preserved most effectively, for example by maintaining gutters correctly. In particular the new 'A stitch in Time' guidance is very clear and user friendly and will be made more accessible. Our activity plan will include advice and demonstrations to show how suggestions in the C.A.M.P. documents can be delivered in practice.



Gutter clearing by local builders, Harvey & Clarke

HLF outcomes and Swadlincote Townscape

By the end of 2018 Swadlincote's townscape will be:

Better managed *and* the townscape will be in better condition

The Swadlincote Conservation Area Management Plan and Article 4 Direction will be implemented and Building Maintenance Days will be offered to local building owners/managers and local construction firms. A gutter clearance session including actual clearance plus advice will be held each year in November as part of Building Maintenance week. Written schedules of advice will be provided for property owners in an engaging and accessible format and those applying for grants will be asked to provide a property specific maintenance plan as part of their application.

There will be conditions attached to the grants for example in the qualifications of trade persons undertaking the work and the standard of work expected. Before and after photographs will be used in publicity and town trails to raise awareness of the improvements.

People will have developed skills

There will be a range of opportunities for people to learn basic and more advanced Building Skills and to engage interest there will be 'have a go' days on the Delph (main square in the town centre) and workshops in various skills at Sharpe's Pottery museum which will be aimed at the general public/ passer-by as well as a wider audience through advertising. Progression will be possible to join in more technical Building Maintenance days or even sign up for an accredited heritage construction course with a local training provider. Primary school children will learn about buildings and how to maintain them through town trail 'spotter' activities and survey walks and be encouraged to bring their families to the 'have a go' days. Secondary school pupils will have chance to enjoy 'taster days' in school and the potential to follow up their interest with 'have a go' days and progress to Building Maintenance days or College courses which will be sequenced deliberately to enable this to happen.

People will have learnt about heritage

People in Swadlincote will have opportunities to learn about their heritage on line and in person. They will be able to have a go at basic construction skills at public events and also to sign up for subsidised workshops at Sharpe's Pottery Museum to develop their interests in more detail. As

well as the construction skills we will also provide opportunities to learn observation and map reading skills through the Town Trails, photography project and Geo-caching.

Negative environmental impacts will be reduced

Advice and direction on materials will be part of the final Conservation Area Management Plan and Article 4 Direction documents. Roosting areas for pigeons may be reduced. Better maintained buildings use less energy (through repairs to leaky windows etc), and small changes to rainwater goods can help older buildings cope with the increased rainfall and flash floods we're experiencing through climate change.

The Diana Memorial Garden consultation results included nature and biodiversity as outcomes with people requesting a wider range of plants and flowers and 'creature features' like bird and bat boxes.

More people and a wider range of people will have engaged with heritage

During the Development Phase we worked with South Derbyshire Council for Voluntary Services to make sure audiences which we had not engaged with directly before were consulted and involved. We have also been to every ward in the District with displays to meet stakeholders and discuss the project. We have been active on social media in order to promote the scheme to residents who don't necessarily use the Town Centre or access public services or events already whilst also using our existing events and activities to promote and consult on the scheme. Our greatest social media post 'reach' was 1400 in Oct 2014 which we achieved by sharing a post with various local groups and networks. We believe that we are now set up to reach and engage with as many people as possible using low cost methods and partnership working.

Your local area/community will be a better place to live, work or visit *and* your local economy will be boosted

Properties which form a visual gateway to the town are included in the capital scheme as priority buildings. We are working with the Economic Development team, Swadlincote Chamber and the new Town Team to make the most of the opportunity for the town and also to measure the results. National Surveys have proved that general perception of 'quality of life' and feelings of 'personal safety' improve when buildings are in a good state of repair.

For our scheme statistics are collated for 'hits' on the website including the Tourist Information Pages. Elements of the scheme for example School engagement and decision days include developing a sense of ownership and pride in the town amongst their outcomes. Learning about the local heritage brings people together and increases a sense of community.

Consultation

The District Council has a good track record of consulting with member of the public and special interest groups on heritage / town centre matters.

Examples include: a two stage consultation for the town centre vision and strategy (2012). This consisted of questionnaires, surveys and public exhibitions with key organisations, members of the public, local businesses and elected members.

A consultation using similar methods was held on the Swadlincote Conservation Area appraisal (Feb 2013) and the Conservation Area Management Plan/ Article 4 Direction (Feb 2015).

The Townscape project consultation used public meetings, manned and static displays, online and paper information and questionnaires, public events, social media, personal visits/post and emails to businesses and other stakeholders and a focus group to engage with local people, schools and groups. The dates and outcomes of all these activities are in a report uploaded to HLF on 10th Oct 2014.

Data recorded suggests:

- 196 people provided specific suggestions at events/ via questionnaires
- Over 900 people made direct contact with project staff at events and discussed the project with us
- Over 1800 people were 'reached' via social media and read our posts
- It is impossible to say how many people were reached via email (or read the information if they received it!). However it was in the 1000s based on the mail outs we sent out.

Our consultation was piloted in May 2014 and ran officially from June 2014 to end Oct 2014.

The consultation had 3 parts:

1. Diana Memorial Garden – people of all ages across the communities of South Derbyshire
2. General project consultation – people of all ages across the communities of South Derbyshire with a focus on the immediate Swadlincote area. Also included liaison with network groups of delivery partners e.g. Swadlincote Cultural Partnership and community groups.
3. Schools consultation – with South Derbyshire Schools

We engaged South Derbyshire Council for Voluntary Services to assist with 1 and 2 as they have established networks with community groups in south Derbyshire (including 'hard to reach' groups) via personal contact, email, a blog and printed/ electronic newsletters.

1. Diana Memorial Garden

With the Diana Memorial Garden consultation it was clear that Swadlincote people still identify the garden as being linked to Diana but also that they did want to see it changed and made lighter and brighter with more interest and possibly something to do there. All the information gathered (180 responses, some of which were from focus groups of young people/ community groups) has been

collated in the appendices and has been reviewed by a landscape designer and working group from SDDC.

2. General project consultation with the public

The outcomes were broadly consistent with the ideas in our original bid (see appendices), which was not a surprise as the Townscape partner organisations are all used to working with the public. So the activities in the original bid were examples which were known to be popular locally already or of potential interest.

We included these as options / ideas but asked participants at our public consultation events for their own ideas and opinions and had scrap paper and post it notes for people to write ideas on and stick up round the display boards for others to then comment on.

Examples of responses:

‘guided historical walks’

‘hold other events in which whole community can participate’

‘use local tile designs for inspiration and have workshops for local people/ schools to make tiles for the garden and the town centre’

‘history - do family activities please’

Some outcomes from the public consultation did not link directly to activities but have helped to form the need for the Article 4 Direction and Conservation Area Management Plan. For example although we made it clear that the consultation was not about which buildings needed work we were told that people did not like the traditional shop fronts being painted ‘badly’ (one example came up repeatedly where thick paint had slopped onto bricks) and this was useful information as it was clear that people do have a pride in the town and noticed when things changed!

Elements which we have added to the Activity Plan as a result of the consultation include having a Town Crier, doing story telling activities, widening the range of available craft/ ‘have a go’ activities and making sure that the industrial design heritage of the town is reflected in the design of the Diana Garden and that schools and the public can be involved in its creation.

3. Schools consultation

Local primary and secondary schools are interested in being part of the project and with only 37 schools in the District, less than half of which are in the Swadlincote area, it was good to have 9 schools actively interested in planning and taking part in activities.

It was interesting to note that schools were happy to contribute to the costs of their projects in order to maximise the benefit of the Townscape grant. They were keen to have a range of activities including those they could lead themselves, taught sessions, involvement in promotion (e.g. through local radio) and a chance to visit factories or building sites to see how things are made locally. We

have had some difficulty persuading local factory/ building site owners to allow school visits even when we have offered to help with the risk assessment... so an alternative would be to hold 'brick making' sessions or joinery visits to Council sites.

Some outcomes of the consultation may not be deliverable, for example local factories and building sites are more responsive to the idea of visits by older students than they are to primary schools, yet it is primary schools that have requested this activity.

Some activities like storytelling, tile making and garden design were piloted during summer 2014 at events around the town centre with positive outcomes. Sharpe's, the Tourist Information Centre, the Environmental Education Project and the Magic Attic already do talks and walks which are well attended so we are confident that the results of the consultation will result in more people becoming engaged with the Townscape project.

We have received sample activities and ideas from other Townscape projects, for example Keighley, Chesterfield, Long Eaton and these have been used to plan ideas for Building Maintenance Days and school visits.

For primary school activities we have worked with teachers from Woodville Junior School and Hartshorne Primary School on a 'Rot or Repair' Townscape programme and delivered it to 4 groups of Y4-6 pupils March- early May 2015. The session links geography (retail/ map work) to local history and science (materials) and the young 'building detectives' work out what changes have happened in the town centre as a result of repair or rot and changes in business use and discuss how the function of a building is linked to its character/ appearance. The activities in this 2 hour session have been refined after each delivery and good feedback from pupils and teachers means that they will form the start of a Townscape primary school programme should we be successful with this grant application. Activities have been developed from the start to be facilitator led AND teacher led giving maximum flexibility. We offered prizes for the best ideas from the pupils to carry the programme forward and have had the following ideas/comments, amongst others:

Townscape Visit on 29th April (Hartshorne Primary School).

Thank you for the visit as the children all loved it.

The kids had a few ideas and awarded the prizes according:

For the first activity, they thought a jigsaw puzzle of one of the building would have been nice to focus their attention on details of the buildings.

For spot the difference they would have liked a part of a picture to match to a building to challenge them to look closely at all the buildings in a small area.

They also thought a riddle of clues to match to a building for example like "What I am?"

The children though the map could have been bigger for the survey to make the key on. Maybe A3 size.

All the children loved the game at the end.

Townscape Visit on 5th May (Woodville Junior School).

Thank you for the resources too; we are enjoying our follow up work. And of course, thank you for a superb morning!





Section two: Detailed Proposals



Overview of activities and timetable

(For budget and more detail see main Action Plan later in this document)



Public 'have a go' days at different levels



School sessions



Family activities, talks and walks



Timetable 2016-2018:

Delivery Phase Timetable																	
	2016				2017				2018				2019	2020	2021	2022	2023
	Roofs and original features				Joinery and shop frontages				Masonry and signage				After project completion				
	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sept)	Q4 (Oct-Dec)	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sept)	Q4 (Oct-Dec)	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sept)	Q4 (Oct-Dec)					
Activity Plan																	
1. Pop-up Heritage Display development and staffing																	
2. Trails Development - Talks & Walks																	
3. Teacher Twilight Training / Drop in Sessions																	
4. Swadlincote Townscape Science Sessions																	
5. Townscape Quiz/ Survey Trails Walks & Talks																	
6. Townscape Radio																	
7. Building Maintenance 'Have a go' days, 'advice' days, events/ days, taster days in schools, secondary school industry visits																	
8. School Engagement and Decision Days																	
9. Photography workshops & exhibition panels																	
10. Family workshops 'Our Secret Swadlincote'																	
11. Family Workshops - Project themes (clay & mixed media)																	
12. Firing Clay - Young person & family workshops																	
13. Glass workshops																	
14. Exhibition at Sharpe's Pottery Museum**																	
15. Story Telling and Literacy Events / Activites																	
16. Treasure Hunts - Mystery Trail																	
17. Town Crier																	
Gutter clearance day during building maintenance week (cherry picker hire)				Nov				Nov				Nov	Nov	Nov	Nov	Nov	Nov
Third Part Grants																	
Grant submission deadline	end Jan		end Aug		end Jan		end Aug		end Jan								
Grant panel meetings	end Feb		end Sept		end Feb		end Sept		Final - end Feb								
Autoquip (1 West Street)																	
4 High Street																	
24 High Street																	
Methodist Church Wall																	
12 Midland Road																	
Old Mould Shop																	
23 West Street																	
Public Realm																	
Tender for landscape architect																	
Appoint landscape architect																	
Public consultation																	
Arts based project with community																	
Produce final design and working drawings																	
Tender for contractor								Jan									
Appoint contractor								Feb									
Construction																	
Opening event																	possibly end Aug

	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec
YEAR				
2016	<ul style="list-style-type: none"> • Pop-up heritage display development • Develop names and choice criteria, publicise and consult on the idea of a 'blue plaque' type trail • Secondary School visits to Harvey & Clarke builders in Swadlincote Taster Day in schools with NHTG and SPAB linked to roofs and original features • Townscape Heritage school Engagement and Decision Days • Grant Decision Panel meeting workshop with local school pupil representation • Family clay workshop • Drop-in session for 	<ul style="list-style-type: none"> • Teacher Training workshop covering roofs and original features educational activities/ packs • Staffed pop up display at Festival of Leisure (including 'blue plaque trail voting) • Advertise for opportunity photographer to run workshops • Conservation survey/ school pupil involvement activities • 2 led walks developed and delivered - Roofs & Original Features theme • Public 'Have a go' event (April) linked to roofs and original features • Building Maintenance Day (June) for property owners and trade delivered by NHTG and SPAB – linked to roofs and original features 	<ul style="list-style-type: none"> • Townscape Heritage school Engagement and Decision Days • Grant Decision Panel meeting workshop with local school pupil representation • Undertake photography workshops in conjunction with Blue Plaque heritage trail walks • Family clay workshop • Young person/family 'decorative features' workshop • Story bag/ telling workshop • Self- led trail/ quiz developed and launched – linked to climate, pests etc with additional support materials for schools to enable self-led survey work • Public 'Have a go' event (July) linked to roofs and original features 	<ul style="list-style-type: none"> • Building Maintenance Week (Nov): Cherry Picker in town centre to help clear guttering and guttering / general maintenance advice event • Building Maintenance Day (Nov) for property owners and trade delivered by NHTG and SPAB – linked to roofs and original features • Development of Blue Plaque trail and 'plaques' • 2 talks developed and delivered - Roofs & Original Features theme • Schools/classes spend a day with a local community radio provider* – linked to roofs and original features • Investigate potential geocache locations

	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec
	teachers to promote the town trails and other opportunities coming up this year			
2017	<ul style="list-style-type: none"> • Taster Day in schools with NHTG and SPAB - linked to joinery and shop frontages • Local Industry visit for school group • Townscape Heritage school Engagement and Decision Days • Grant Decision Panel meeting workshop with local school pupil representation • Family mixed media workshop • Drop-in session for teachers to promote the town trails and other opportunities coming up this year • Townscape School and Science session development and delivery 	<ul style="list-style-type: none"> • Teacher Training workshop covering joinery and shop frontages activities/ packs • Staffed pop up display and 'blue plaque' trail official launch at Festival of Leisure • 2 led walks developed and delivered -Joinery & Shop Frontages theme • Public 'Have a go' event (April) linked to joinery and shop frontages • Building Maintenance Day (June) for property owners and trade delivered by NHTG and SPAB – linked to joinery and shop frontages • Photography exhibition to coincide with launch of Blue Plaque trail and NF walking festival • 'Our secret Swadlincote' workshop to coincide with school 	<ul style="list-style-type: none"> • Self-led trail/ quiz developed and launched – linked to climate, pests etc. with additional support materials for schools to enable self-led survey work • Townscape Heritage school Engagement and Decision Days • Grant Decision Panel meeting workshop with local school pupil representation • Family mixed media workshop • Young person/family 'decorative features' workshop • Story bag/ telling workshop • Public 'Have a go' event (July) linked to joinery and shop frontages 	<ul style="list-style-type: none"> • Building Maintenance Week: Cherry Picker in town centre to help clear guttering and general maintenance advice event • Building Maintenance Day (Nov) for property owners and trade delivered by NHTG and SPAB – linked to joinery and shop frontages • 2 talks developed and delivered -Joinery & Shop Frontages theme • Schools/classes spend a day with a local community radio provider*. Session linked to joinery and shop frontages • Glass workshop • Launch new geocaches

	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec
		holidays/photographic exhibition 'virtual' exhibition <ul style="list-style-type: none"> • Glass workshop 		
2018	<ul style="list-style-type: none"> • Taster Day in schools with NHTG and SPAB - linked to masonry and signage • Local Industry visit for school group • POSSIBLE extra grant decision panel meeting (if needed) • Family clay workshop • Drop-in session for teachers to promote the town trails and other opportunities coming up this year • Townscape School and Science session development and delivery 	<ul style="list-style-type: none"> • Teacher Training workshop covering masonry and signage activities/ packs • 2 led walks developed and delivered - Masonry & Signage theme • Staffed pop up display and project achievements showcased at Festival of Leisure • Public 'Have a go' event (April) linked to masonry and signage • Building Maintenance Day (June) for property owners and trade delivered by NHTG and SPAB – linked to masonry and signage • Decision panel celebratory event/ walk 	<ul style="list-style-type: none"> • Promotional Drop in Event to promote themed school activities • Family clay workshop Young person/family 'decorative features' workshop • End of project exhibition at Sharpe's Pottery Museum • Story bag/ telling workshop • Self-led trail/ quiz developed and launched – linked to climate, pests etc. with additional support materials for schools to enable self-led survey work • Public 'Have a go' event (July) linked to masonry and signage 	<ul style="list-style-type: none"> • Building Maintenance Week: Cherry Picker in town centre to help clear guttering and guttering/ general maintenance advice event • Building Maintenance Day (Nov) for property owners and trade delivered by NHTG and SPAB – linked to masonry and signage • End of Project Exhibition • 2 talks developed and delivered - Masonry & Signage theme • 2 schools/classes spend a day with a local community radio provider*. Session linked to masonry and signage • End of project exhibition at Sharpe's Pottery Museum Review progress of the Townscape trackables • Review progress of geocache trackables

*Rink Radio: since we did the consultation and developed this plan Rink Radio have ceased trading (May 2015) but are trying to sell their mobile and static radio studios to community organisations in the local area. We have asked to be kept up to date with where those studios end up and will progress this project with the new providers.

Funded but not timetabled:

Town Crier – will be timetabled to fit in with Townscape events and activities

Diana Memorial Garden Public Engagement – will be timetabled once the capital project dates are confirmed.

Information about the activities:

‘Pop up’ heritage / information displays (mobile display) – including ‘hands on’ artefacts like bricks! This mobile display will showcase the Townscape Heritage project and variations of it will be taken to general public events, libraries, supermarkets etc. as well as being used at the Townscape Heritage events and school activities.

Town trails - This element of the project will help us to publicise interesting and significant facts about town centre buildings and their occupants.

Self-guided trails will be written on a number of themes like ‘A night out in Swadlincote’ to include the history of buildings used for leisure/ entertainment in the town to ‘Ingenious solutions’ looking at clever solutions to issues like roof water management, pest control and shop signage to attract customers (e.g. Dinnis Clock). The trails will be self-guided but will also be linked to guided walks around the Town Centre. One trail will be linked to a ‘plaque’ scheme’ (or equivalent) with a competition to choose which buildings/ features/ people to celebrate, using motifs and methods unique to Swadlincote linking with its history. Ideas on what the plaques should look like or be made of would be welcomed and there was a request from schools that the scheme should be extended beyond the Conservation Area to include notable school buildings for example Springfield Junior School (to be funded separately). This project would be run in conjunction with schools, the library service, Sharpe’s Pottery and the Magic Attic.

School Engagement Days - Building Restoration/ Repair /understanding- There will be full day and half day sessions for pupils of primary and secondary age groups looking at the buildings included in the scheme and the Conservation Area in general and assessing their restoration/ maintenance needs. It will include developing scientific understanding of the water cycle, weathering and materials. There will also be liaison with and input from pupils to the Grant Decision Panels in 2016 and 2017.

Where possible/ applicable we will apply for Crest accreditation (Construction Industry Training Board and British Association) for education sessions (I’ve commented on this in the action plan).

Activities may also include School Visits to local industries associated with the materials of the town (e.g. brick makers, Hanson Redbank, clay extraction works,) within a 10-15 mile radius of Swadlincote. This came directly from the schools consultation.

There will be informal ‘drop –in’ sessions for teachers to pick up copies of new trails and educational resources and more formal teacher training workshops where teachers can learn how to spot key architectural features and maintenance needs and interpret these to their pupils. Resources will be downloadable.

Traditional skills taster days will be held at a local secondary school and students who are interested in taking this further will be invited to attend the Building Maintenance days.

Other education activities linked to the scheme may include research sessions with the Magic Attic and practical sessions looking at factors which affect the style or design of buildings and

their maintenance -for example water - or assessing how buildings are used and how that might change over time.

All education activities will be developed to fit National Curriculum requirements as well as delivering Townscape learning outcomes.

Diana Memorial Garden – public engagement activities.

This garden will be redeveloped as part of the Swadlincote Townscape project. Consultation took place to determine how local people would like to see it developed and it was clear that people were interested in supporting the project (see Consultation section and appendix xxx for more information)

The consultation also established that local people and schools would like to be involved in designing and making features for the garden which reflect local designs from local industries – for example tiles, mosaics, murals or benches.

The public art needs to be long lasting, weather proof and reasonably vandal proof and there is a preference for it to be integrated subtly in to the garden design, for example, expressed within paving, seating or boundary treatments. .

A landscape architect will assess which capital works are needed and how much public involvement will be possible but the initial estimate is for 1 piece of public art with engagement activity in its design by schools and the public, co-ordinated by People Express Arts.

During the delivery phase, a more detailed specification for this work will be produced and this will be used to allow People Express to invite arts workers to quote for the work. Some initial research in to this field of work suggests that a budget of approximately £5,000 would be appropriate although this is still dependent on final confirmation and the work has not been timetabled.

People Express is the local community arts organisation for South Derbyshire and is based adjacent to Sharpe's Pottery Museum.

The public has shown a clear attachment to the site. Princess Diana visited the spot in 1991 and floral tributes were spontaneously left there following her death in 1997. If implemented in 2017, the project would mark the 20th anniversary.

Building Maintenance Days

Demonstrations and basic/ intermediate events related to building maintenance will be offered to property owners/ occupiers, building contractors, apprentices and young people interested in a career in the building trade. Specialists from SPAB and the National Heritage Training Group will be employed to develop these days based on our specific needs in Swadlincote. They will be planned and delivered in conjunction with the taster days at local secondary schools and the visits to industry by pupils to make sure pupils get a chance for progression.

Examples of possible subjects include the 'Repair and Maintenance of Sash Windows'. Events will include some in SPAB Maintenance Week, held in November each year. For example an

annual 'gutter clearing' day will be organized. This has been identified as a need within Swadlincote Town Centre and also fits well with SPAB advice.

These 'one-off' days will be linked to milestones in the capital grants projects and further linked to the themes of the school/ educational/ public engagement activities where applicable.

Simple advisory sessions will be organised each November to show property owners and other interested parties low-cost and straightforward actions to maintain their properties for example gutter clearance. It is expected that a local building contractor and the Project Officer will be able to deliver these sessions and provide resources for attendees. These resources can then be made more widely available via the internet. The 'A stitch in time' document produced as part of the Conservation Area Management Plan will also be disseminated widely.

Support for Accredited Training

The Project Officer will progress opportunities with Burton and South Derbyshire College and Chameleon Construction Ltd. providing support for apprenticeships at advanced and higher levels in local construction industries, which are currently not available with specialist heritage skills. E.g. L3 NVQ Diploma Heritage Skills (Construction) Brick Worker, L3 NVQ Diploma Heritage Skills (Construction) Wood Occupations. £4,000 has been set aside for this project and it is suggested that this is split into bursaries (£3000 over 2 years) and prizes (£1000 over 2 years)

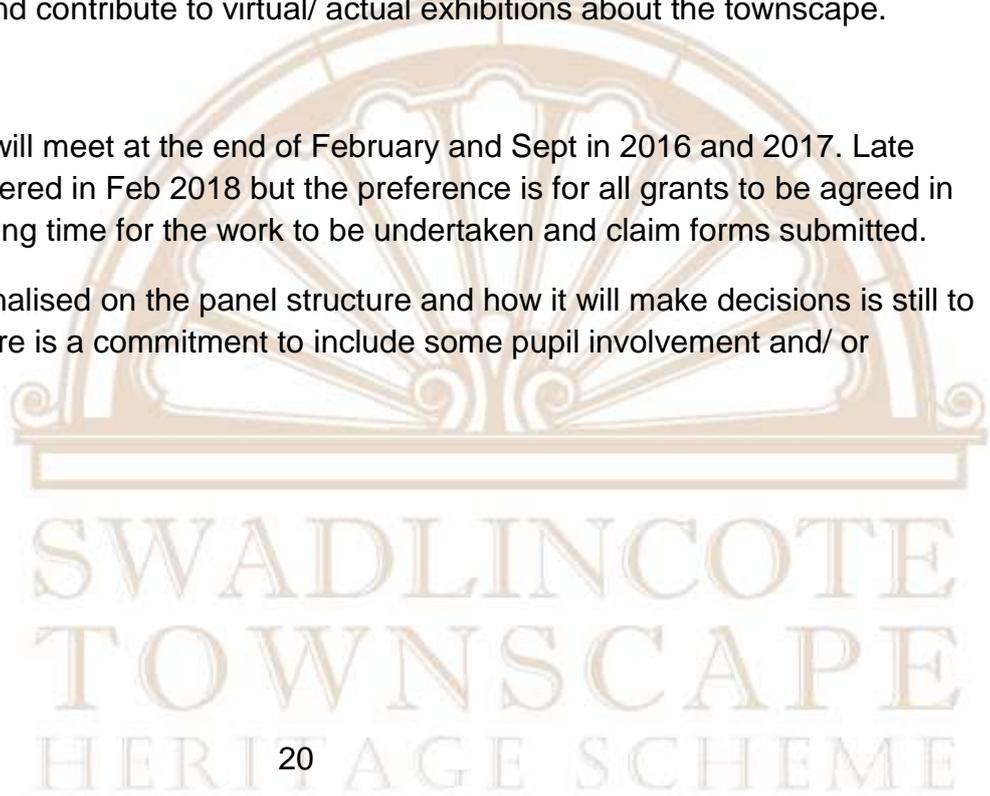
Workshops, displays and family activities

Following the annual themes for the Townscape Project, our partners at Sharpe's Pottery Museum, Chameleon School of Construction and Swadlincote Library will run workshops and activities from story-telling and photography to clay firing which will engage people of different ages and at different levels with the heritage of the town. This will include 'drop in' events on the Delph where people can watch and learn how a basic skill like joinery or tile design is done. There will also be workshops at Sharpes where people will book for a day or half-day session to learn skills in more detail and contribute to virtual/ actual exhibitions about the townscape.

Grant Decision Panels

The grant decision panels will meet at the end of February and Sept in 2016 and 2017. Late applications may be considered in Feb 2018 but the preference is for all grants to be agreed in Y1 and 2 of the project, giving time for the work to be undertaken and claim forms submitted.

Further information to be finalised on the panel structure and how it will make decisions is still to be confirmed. However there is a commitment to include some pupil involvement and/ or representation.



Swadlincote Townscape Action Plan 2016-2018:

Main Education Partners: EEP, DCC, Sharpes, Magic Attic, Chameleon,

Main Events Partners: Magic Attic, Chameleon, Sharpes, EEP

Other partners/ contributors: NHTG (National Heritage Training Group), SPAB (The Society for the Protection of Ancient Buildings).
Harvey & Clarke builders, South Derbyshire Council for Voluntary Services

Target audiences: Schools, construction colleges, families, local residents, visitors to the area teenagers/ youth clubs, local traders, local building contractors and maintenance firms, shop owners/ occupiers and property owners generally in Swadlincote Conservation Area.

Overall Theme: Conservation and Re-instating

Project Themes to be covered each year (one relating to practical features, one relating to decorative features):

- 2016: Roofs, Rainwater Goods & Original Features
- 2017: Joinery & Shop Frontages
- 2018: Masonry & Signage

Budget notes -

All costs inclusive of VAT (if charged) unless otherwise stated

£18,000 for general events, activities, trails and school visits in the plan these are referenced as Budget Pot (BP 1-72) in the plan

Additional funds:

£5,000 for 'Taster Days' in secondary schools and Building Maintenance Days for property owners and local builders. This will only fund the Y1 (2016) activities so Y2 and Y3 events are in **RED** where they are currently unfunded.

£5,000 for public engagement activities in the re-development of the Diana Memorial Garden **which are not yet timetabled**

£4,000 for bursaries/ support/ prizes for students of Burton and South Derbyshire College / Chameleon School of Construction. This is likely to run in the academic year from Sept 2016 and again from Sept 2017.

Cherry picker hire (quote obtained £730 plus VAT for first day reducing on subsequent days in same week plus materials). Work still needs to be done to determine how many days/ year will be needed and what materials should be bought (e.g. 'hedgehogs' for gutters) but the costs of hire will come from the Town Centre maintenance budget linked to additions proposed as a result of the Conservation Area Management Plan. Cost of delivering gutter maintenance advice will come from the £18,000 budget and count as 1 x BP per year i.e. £250.

Explanation of reference numbers/names:

Types of activity are referenced with a number e.g. pop-up/ mobile heritage activity is no.1.1 – 1.4 and the next type of activity: blue plaque trail and walks is no.2 and so on.

(Once finalised these reference numbers will be added to the overview and timetable document.)

The general budget for education and events, £18,000 (see above) was divided up into 72 budget 'pots' of £250 for the original grant application so as to spread the money out over the 3 years and between partners. In this working document we have retained the references Budget Pot (BP) 1-72 although in the final submission this may be deleted if no longer needed for planning purposes.

Activity: detailed description e.g. pilot activity	Audience – who will benefit?	Benefits for people e.g. learning	Outcomes – changes, impacts, benefits (see section 4)	Resources - including partners, in kind help	Costs in project budget	Timetable, activities & cost for attendees	Targets & measures of success (numbers/satisfaction)	Method(s) of evaluation	Sustainability/ Longer term benefits...
<p>1. Pop-up heritage display 4 X BP (BP1-4)</p> <p><u>Activity 1.1:</u> <i>Development of a Townscape display to be used at staffed events to promote awareness of town heritage</i></p> <p><u>Activity 1.2:</u> <i>Staffed display at events(s) – informing local people and visitors about the project, local heritage and opportunities to be involved.</i></p> <p><u>Activity 1.3:</u> <i>Staffed display at events(s)</i></p> <p><u>Activity 1.4:</u> <i>Staffed display at events(s)</i></p>	<p>General public:</p> <p>Local residents</p> <p>Visitors to the area</p>	<p>Local people and visitors will learn about the project.</p> <p>They will find out where and how they can find out more about their heritage and how they can be involved with and contribute to the development of activities.</p>	<p>A wide range of people will know about the project and opportunities that have been created through it to learn about and become more engaged with local heritage.</p>	<p>EEP</p>	<p>£250 Design and purchase of display</p> <p>£250 Staff time at events</p> <p>£250 Staff time at events</p> <p>£250 Staff time at events</p>	<p><u>Jan-Mar 2016:</u> Develop display</p> <p><u>June 2016:</u> Staffed display at Festival of leisure (including 'blue plaque' trail event voting)</p> <p><u>June 2017:</u> Project Updates at Festival of Leisure (including 'blue plaque' trail official launch)</p> <p><u>June 2018:</u> Project Achievements showcased at Festival of Leisure</p>	<p>Pop display designed and produced.</p> <p>Pop up display up and staffed at festival of leisure and other relevant events.</p> <p>At least 500 'interactions' each yr. (tally counter to be used)</p>	<p>Photos of display.</p> <p>Recording of numbers of people viewing the display and/or talking to staff about the project</p> <p>Post-it notes to be used to gather feedback.</p>	<p>Using the display throughout the project to publicise ongoing opportunities and events.</p> <p>Using elements of the display to promote trails etc. which will continue to be used after the project is completed</p>
<p>2. Blue Plaque Trail and Heritage Walks/ talks 4x BP (BP5-8)</p>	<p>General public:</p> <p>Local</p>	<p>Active involvement in decisions about which</p>	<p>Increased knowledge, awareness, sense of</p>	<p>EEP/CVS to run consultation with</p>	<p>£250 consultation time</p>	<p><u>Jan-Mar 16:</u> Develop names and choice criteria, publicise</p>	<p>'Blue plaque' trail name, design and</p>	<p>Numbers of people who 'vote' recorded.</p>	<p>Blue plaque trail will be a permanent heritage</p>

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<p>Nb also see activity 5 <u>Activity 2.1:</u> <i>The identification of heritage buildings/ locations to be marked with plaques to celebrate their significance</i></p> <p><u>Activity 2.2:</u> <i>Development trail and plaques</i></p> <p><u>Activity 2.3:</u> <i>Two Magic Attic led walks linked to the new trail</i></p> <p><u>Activity 2.4:</u> <i>Two history talks linked to the new trail held at the Magic Attic</i></p>	<p>residents</p> <p>Visitors to the area</p> <p>Schools</p> <p>Benefits also to Magic Attic volunteer doing research, sharing what they enjoy</p>	<p>locations/ buildings should have plaques.</p> <p>Learning more about the local heritage</p> <p>Wider understanding of the blue plaque scheme and an opportunity for local decision-making as to the type/design/ colour of plaque that would be right for Swadlincote.</p>	<p>ownership and pride in local heritage through involvement in decision making and participation on walks.</p>	<p>public</p> <p>Magic Attic to deliver led walks (2 volunteers, 2 walks)</p> <p>Magic Attic to deliver talks (2 volunteers, 2 walks)</p>	<p>£250 work on developing trail and cost of plaques</p> <p>£250 – Magic Attic to develop and lead two walks in 2016</p> <p>£250 – Magic Attic to develop and lead two talks in 2016</p>	<p>and consult on the idea of a 'blue plaque' type trail</p> <p><u>Jun 2016:</u> Event and voting at Festival of Leisure (part of the pop up display activity)</p> <p><u>Oct-Dec 2016:</u> Development of trail and 'plaques'</p> <p><u>April-June 2017:</u> Official launch of trail at Festival of Leisure – linked in with pop up trail (one activity)</p> <p>Plus 2 led talks and 2 led walks</p>	<p>locations for plaques determined through local consultation alongside suitable locations being identified.</p> <p>At least 250 interactions e.g. social media with the consultation including at least 100 responses/ suggestions</p> <p>.2 led walks delivered each year (x 3)..</p>	<p>Numbers of people attending the walks.</p> <p>Photos taken.</p>	<p>addition to Swadlincote, drawing attention to the heritage for locals and visitors to the area.</p> <p>Increased awareness and pride in local heritage.</p>
<p>3. Teacher Twilight Training BP x 5 (BP9-13)</p> <p><u>Activities (3.1):</u> <i>Development of educational</i></p>	<p>Local school teachers and pupils</p>	<p>Teachers will learn about the opportunities available for self-led and led activities. Pupils will</p>	<p>Teachers will develop the knowledge and skills to make the most of the heritage in Swadlincote and</p>	<p>EOP</p> <p>Sharpes/ TIC</p> <p>CVS/ Aim Awards</p>	<p>£250 – development work inc web page</p>	<p>Delivery of 3 courses - A yearly Twilight Teacher Training session to update teachers on new</p>	<p>3 teacher training sessions delivered (1 per year)</p> <p>10</p>	<p>Photos taken.</p> <p>Numbers of participants recorded.</p> <p>Feedback on</p>	<p>Twilight Teacher Training sessions can be repeated in the future to promote to new</p>

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<p><i>activities for schools including setting up a dedicated education page for the Townscape project on the website and promoting the opportunities.</i></p> <p><u>Activities (3.2-3.4):</u> <i>'After school' teacher training workshops for teachers to learn more about the learning opportunities available through Swadlincote's town heritage.</i></p> <p><i>Activity 3.5</i> <i>Offer an annual informal drop-in session for teachers to discuss the existing and new sessions incl Town Trails. Free of charge. (This can also be used to</i></p>		benefit from teachers able to arrange and deliver visits and activities and learn more about local heritage.	share this with their pupils – increasing pride and sense of ownership amongst young people		<p>£250 total to organise and staff 3 x drop in sessions over the 3 years</p> <p>£250 – 1 x accredited workshop planning/delivery and accreditation costs</p> <p>£250– 1 x accredited workshop planning/delivery and</p>	<p>opportunities for teaching and learning about local heritage throughout the project</p> <p><u>March/April 2016:</u> Drop-in Info session for teachers followed 2 weeks later by Teacher Training session covering roofs and original features educational activities/ packs</p> <p><u>March/April 2017:</u> Drop-in Info session for teachers followed 2 weeks later by Teacher Training session covering joinery and shop frontages</p>	<p>Participants booked onto and attending each twilight session</p> <p>They will all be encouraged to complete their Aim Awards Level 1 although it will be optional.</p>	<p>how useful the session was and how the teachers plan to implement opportunities with pupils recorded.</p> <p>No of schools going on to use the self-guided trails and booking onto the other sessions</p>	<p>teachers and to promote any new information.</p> <p>Charge for participants required to make this sustainable/ cover staff time/ accreditation</p>

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<i>promote the bookable workshops)</i>					accreditation costs £250– 1 x accredited workshop planning/delivery and accreditation costs Drop in Sessions will be FREE Workshop participant will also be charged £10-20 to attend each workshop to	activities/ packs <u>March/April 2018:</u> Drop-in Info session for teachers followed 2 weeks later by Teacher Training session covering masonry and signage activities/ packs			

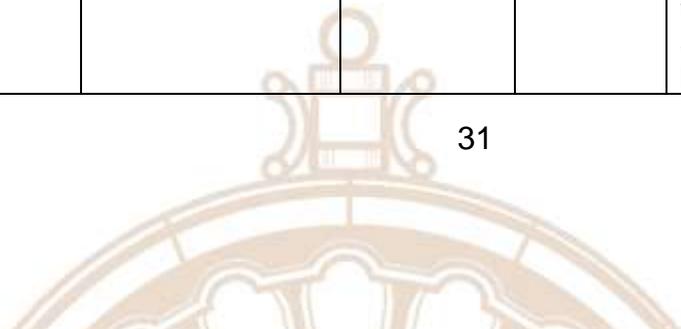
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					include their AIM fee if they choose accreditation and the remainder go towards future costs for course development and accreditation.				
<p>4. Swadlincote Townscape Science Sessions BP x4 (BP14-17) activities; 4.3-4.6 <i>looking at the use of materials, design features and the impact of the water cycle for Schools (3 days = 6 sessions per yr) Y2 and Y3.</i></p>	Primary schools	Pupils will develop their scientific knowledge and understanding through practical activities which focus on the use of specific materials for building different	Increased practical awareness for pupils and teachers of the importance of building maintenance but also the impact of choice and decisions on the manufacture of building features.	EEP Rolls-Royce plc Sharpe's	£250 x 2 for Development and delivery each of 2 days of school activities in Y2 and Y3.	<u>Mar 2017 & 2018</u> Sessions to coincide with National Science Week and Climate Week. These sessions will apply for Crest Accreditation. Fee £50/ session per group.	Group = 30 pupils and 4 adults. 4 x half day sessions in Y2 and the same in Y3	Feedback questionnaires from staff. Informal plenary with pupils Outcomes to be used to develop further sessions. photos	Charges made of £50 per half day in Y2 and 3 to subsidise costs in for 2019. This will be a pilot for whether other sessions might be self-sufficient in the longer term as it will be

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		features/ structures and the impact of weathering/ the water cycle on how long they last (and human intervention!)	Learning and applying scientific theory.			<i>Sessions in March 2019 outside the scope of this project but will be advertised at the end of it to test for future interest.</i>			advertised before the end date of the Townscape scheme. We could also take more groups in 2017 & 18 if we offer some subsidised and some at full cost (outside of scope of the project) to see how many get booked.
<p>5. Development of Townscape Walks, Talks and Trails - linked to Heritage Open Days (Sept), and Insect Week (June) BP x 8 (BP18-25):</p> <p><u>Activity 5.1:</u> Buildings/ Town Trail/ quiz developed <u>Activity 5.2:</u> School building surveys</p>	Schools, general public, visitors	A better understanding of why we need to care for our buildings and the environmental benefits of good building maintenance through reduced energy use etc.	Participants will learn about the effects of climate on buildings through weathering. Also how good building maintenance can save money in the long run and conserve energy usage.	EEP Magic Attic Sharpes	£250 – (x 3 yrs.) Development and production of self-led trails – various topics plus £250 to cover total design and print	<u>April-June 2016:</u> 2 led walks developed and delivered - Roofs & Original Features theme £2/ per person <u>June 2016:</u> Self led trail/ quiz developed and launched at Festival of Leisure – linked to annual theme	3 self-led trails / leaflets developed and launched with different versions for different age groups/ abilities and for schools and the public	Participant numbers recorded. Photos taken. Completed quiz entries recorded. Small prize presented to the winner(s).	Education sessions would be available for schools to book again in future years (subject to charges to cover staff time). Trail will be available as free download.

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<p><i>involvement using trails and additional support materials</i></p> <p><u>Activity 5.3-5: Led walks</u></p> <p><u>Activity 5.6-8: Talks</u></p>		<p>Learning about insect and other animal and plant damage caused to buildings e.g. plants growing of roofs, pigeons on roofs etc.</p>	<p>And about plant and animal damage to buildings.</p> <p>More people will have knowledge of these topics and more awareness of their surroundings, how their heritage needs to be cared for and wider environmental benefits.</p>		<p>costs =£1000</p> <p>£250 (x 3 years) develop & lead walks and talks x 2 each (per year) = £1000 total</p>	<p>and areas of interest (leisure, pests, Swadlincote's past etc.) FREE</p> <p><u>From July 2016:</u> Conservation survey/ school pupil involvement activities using trail leaflets from July onwards FREE</p> <p><u>Oct-Dec 2016:</u> 2 talks developed and delivered around the time of Heritage Open Days- Roofs & Original Features theme £2/ per person</p> <p><u>April-June 2017:</u> 2 led walks developed and delivered - Joinery & Shop</p>	<p>50 downloads expected per trail.</p> <p>2 led walks delivered each year covering relevant topics. 15 people per walks</p> <p>2 talks each year delivered on relevant topics. 30 people per talk</p>		<p>Talks/walks may be repeated in future years with small charge to cover volunteer contributions.</p>

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						<p>Frontages theme £2/ per person</p> <p><u>June 2017:</u> Self led trail/ quiz developed and launched at Festival of Leisure – linked to annual theme and areas of interest (leisure, pests, Swadlincote's past etc) FREE</p> <p><u>From July 2017:</u> Conservation survey/ school pupil involvement activities using trail leaflets from July onwards FREE</p> <p><u>Oct-Dec 2017:</u> 2 talks developed and delivered - Joinery & Shop Frontages theme</p>			

Activity: detailed description e.g. pilot activity	Audience – who will benefit?	Benefits for people e.g. learning	Outcomes – changes, impacts, benefits (see section 4)	Resources - including partners, in kind help	Costs in project budget	Timetable, activities & cost for attendees	Targets & measures of success (numbers/ satisfaction)	Method(s) of evaluation	Sustainability/ Longer term benefits...
						<p>£2/ per person</p> <p><u>April-June 2018:</u> 2 led walks developed and delivered - Masonry & Signage theme £2/ per person</p> <p><u>June 2018:</u> Self led trail/ quiz developed and launched at Festival of Leisure – linked to annual theme and areas of interest (leisure, pests, Swadlincote's past etc.) FREE</p> <p><u>From July 2018:</u> Conservation survey/ school pupil involvement activities using trail leaflets from July onwards FREE</p>			



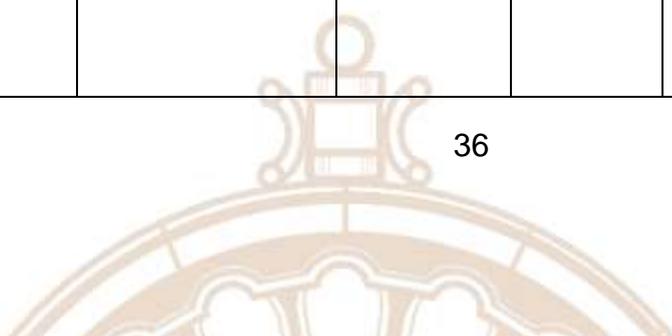
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						Oct-Dec 2018: 2 talks developed and delivered - Masonry & Signage theme £2/ per person			
<p>6. Townscape Radio BP x 3 (BP26-28)</p> <p><i>Activities 6.1-6.6: Programme creation opportunities with schools – linked to various aspects of the project</i></p>	<p>Schools/ pupils</p> <p>General Public.</p>	<p>Learning about how to create a radio programme and how to communicate information about local heritage and the project.</p> <p>Children will have a practical experience working together develop communication and planning skills.</p>	<p>Children may develop an interest in potential careers in communications, radio etc. raising their career aspirations.</p> <p>Children’s transferrable skills increased through team working and hands on experience.</p> <p>More local knowledge of the local heritage and the project.</p>	<p>Link radio*</p> <p>A local radio provider tbc</p>	<p>£125/ day / class.</p> <p>£750 in total</p>	<p><u>Oct – Dec 2016:</u></p> <p>2 schools/classes spend a day with a local Radio provider* Sessions linked to roofs and original features £125 per class per day</p> <p><u>Oct – Dec 2017:</u></p> <p>2 schools/classes spend a day with a local Radio provider* Sessions linked to joinery and shop frontages £125 per class</p>	<p>6 school visits to a local Radio provider*</p> <p>6 radio programmes created by pupils about the project.</p>	<p>Feedback from schools (evaluation forms).</p> <p>Numbers of pupils attending.</p> <p>Photos.</p> <p>Feedback from Radio organisation and their listeners.</p>	<p>Pupils will gain long term benefits from their participation – life-long skills and may develop an interest in related career opportunities.</p>

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		Local people (listeners) will learn more about the project and local heritage.				per day <u>Oct – Dec 2018:</u> 2 schools/classes spend a day with a radio provider* Sessions linked to masonry and signage £125 per class per day			
<p>7. Building Maintenance practical activities /'Have a Go' days BP x 11 (BP29-39)</p> <p><u>Activities (BPx6)</u> 7.1-7.3: 'Have a go' days on the Delph – Chameleon to deliver opportunities for the public to have a go at various traditional building maintenance skills e.g. brickwork</p>	<p>General Public</p> <p>Schools</p> <p>Property owners</p> <p>Tradesmen involved in construction and maintenance</p>	<p>Learning skills and knowledge of traditional skills.</p> <p>Participating in a fun, practical activity.</p> <p>Having fun taking part in activities relating to building maintenance.</p>	<p>More knowledge of and interest in traditional maintenance skills and related careers.</p> <p>More knowledge of past and current local industries and related careers.</p> <p>Raising aspirations.</p>	<p>Chameleon</p> <p>NHTG</p> <p>SPAB</p>	<p>£250 x 6 'Have a go' days led by Chameleon staff and students =£750</p> <p>£250 x 3 Building maintenance advice days (inc</p>	<p><u>Jan-Mar 2016:</u> Secondary School (Granville) visits to Harvey Clarke builders in Swadlincote £CHARGE tbc</p> <p><u>Jan-Mar 2016:</u> Taster Day in schools with NHTG and SPAB linked to roofs and original features</p>	<p>6 x 'Have a Go' days delivered on the Delph to 75-100 people per day</p> <p>7 school trips to visit local industries completed by 10-15 students per trip</p>	<p>Photos.</p> <p>Records of participant numbers.</p> <p>School taster day feedback via evaluation forms which will be used to plan future visits</p> <p>Feedback from participants.</p>	<p>More interest in traditional skills – more people enrolling on courses with Chameleon?</p> <p>Displays produced by pupils who attended the visits to share with other pupils, the public etc.</p>

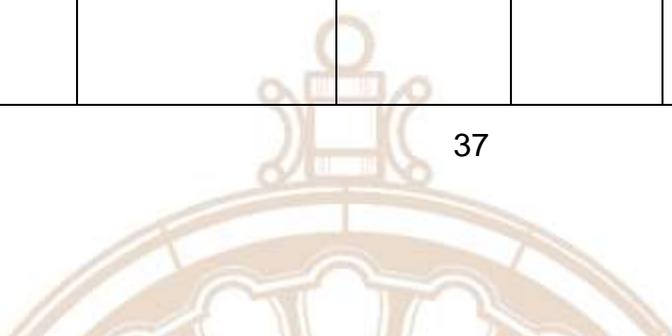
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<p><i>repointing or traditional lead work</i></p> <p><u>Activities 7.4-7.6:</u> 3 x Building Maintenance Days for property owners and trade</p> <p><u>Activities (BPx3) 7.7-7.9:</u> Building Maintenance week (Nov) gutter and maintenance advice events</p> <p><u>Activities 7.10-7.12:</u> Building Maintenance Taster Days in secondary schools</p> <p><u>Activities (BPx3) 7.13-7.15:</u> Local Industry visits linked to the pottery industry, bricks – shapes, colours, making etc.</p>			Buildings better maintained and HLF investment in third party grants protected		<p>gutters) as part of Building Maintenance week (Harvey & Clarke) =£750</p> <p>7 x Secondary School visits to local industries for tours etc £100 per visit plus resources for pupils £50 =£750</p> <p>Cherry Picker costs not included at this stage</p>	<p>£CHARGE tbc</p> <p><u>April AND July 2016:</u> Public 'Have a go' event linked to roofs and original features (Chameleon) FREE</p> <p><u>June & Nov 2016:</u> Building Maintenance Day for property owners and trade delivered by NHTG and SPAB – linked to roofs and original features</p> <p>£CHARGE tbc</p> <p><u>Nov 2016:</u></p>		(post it notes/ evaluation sheets)	<p>Could see if a display could be put up at Sharpes?</p> <p>Schools consider arranging their own school trips to local industries in the future.</p>

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					<p>(see budget summary at start of plan)</p> <p>Taster Days for Schools (Jan-March) and Building Maintenance Days (June & Nov) delivered by NHTG/ SPAB – partners hip funding sought as £5000 budget will only cover Y1</p> <p>Publications: eg</p>	<p>Building Maintenance Week: Cherry Picker in town centre to help clear guttering and guttering / maintenance advice event Harvey & Clarke). FREE</p> <p><u>Jan-Mar 2017:</u> Local Industry visit for school groups £CHARGE tbc</p> <p><u>Jan-Mar 2017:</u> Taster Day in schools with NHTG and SPAB - linked to joinery and shop frontages £CHARGE tbc</p> <p><u>April AND July 2017:</u> Public 'Have a go'</p>			

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					<p>mainten ance guides for each year's events</p>	<p>event linked to joinery and shop frontages FREE</p> <p><u>Jun AND Nov 2017</u>: Building Maintenance Day for property owners and trade delivered by NHTG and SPAB – linked to joinery and shop frontages £CHARGE tbc</p> <p><u>Nov 2016</u>: Building Maintenance Week: Cherry Picker in town centre to help clear guttering and guttering / general maintenance advice event FREE</p>			



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						<p><u>Jan-Mar 2018:</u> Local Industry visit for school groups £CHARGE tbc</p> <p><u>Jan-Mar 2018:</u> Taster Day in schools with NHTG and SPAB - linked to masonry and signage £CHARGE tbc</p> <p><u>April AND July:</u> Public 'Have a go' event linked to masonry and signage FREE</p> <p><u>Jun AND Nov 2018:</u> Building Maintenance Day for property owners and trade delivered by NHTG and SPAB – linked to masonry and signage</p>			



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						£CHARGE tbc <u>Nov 2018:</u> Building Maintenance Week: Cherry Picker in town centre to help clear guttering and guttering / GENERAL MAINTENANCE advice event FREE			
8. Schools Townscape Heritage Engagement and Decision Days: BP x 12 (BP40-51) Activities (8.1-8.6): <i>Pupil decision days based on the specific buildings 'short list' and Conservation Area Management Plan. Young people represented on the</i>	Year 5 and 6 Primary Schools Pupils from schools local to Swadlincote	<ul style="list-style-type: none"> Providing the knowledge, skills and understanding for young people to identify, evaluate and appreciate the special built heritage of the THI area in 	12 class groups take part in decision days during the life of the project (approx. 360 young people). Increased awareness, sense of ownership and engagement by young people in the historic built environment of Swadlincote and opportunity for them to truly	Expertise, resources and equipment to develop, promote, recruit and lead the sessions to be provided by Derbyshire Environmental Studies Service (DESS).	Development and delivery of the first day session = £555. Delivery of 11 additional days at £215 each = £2920. £80 for promotion	3 days each Jan/Feb and 3 each September for two years 2016 and 2017 = 12 days	12 class groups taking part in decision days during the life of the project. Grant decision panel receives feedback and input from the school groups which	Evaluation forms given to lead teachers and adult helpers of each visiting group. Comments and feedback gathered from participating young people. Reporting of the numbers who have taken part in this activity. Opportunity to	Opportunities for pupils to see the results of their decisions around the town – invites to related events, keeping them informed.

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<p><i>decision panels.</i></p> <p><i>Young people of primary age will be trained in identifying, interpreting and evaluating the historic and built environment of Swadlincote. They will look at how and why this area is of heritage value and examine the architectural features which are part of it. They will review the proposed works to buildings applying for grants and feed into the grant decision panel.</i></p>		<p>Swadlincote.</p> <ul style="list-style-type: none"> Understanding the process and decision making process involved in protecting and conserving the built environment . Enabling young people to have a voice in their local community and comment and influence the decision making process (grant approval). 	<p>engage in the processes and projects that shape their town.</p> <p>A greater sense of having their opinion valued.</p>	<p>Details about the building schemes coming forward for each panel to be provided to DESS by the project officer at SDDC periodically.</p>	<p>, recruitment and engagement activities with schools e.g. visits to schools, teacher training event. Total = £3000</p>		<p>is considered during the decision process.</p>	<p>share some of the work produced by pupils on either the project website or display in council buildings.</p>	
<p>9. Photography workshops - to contribute to 'town trail' BP x 4 (BP52-55) <i>Activities 9.1-9.2): 2</i></p>	<p>General public/ people who book onto workshop</p>	<p>Learning new skills i.e. photography</p> <p>Learning about local area</p>	<p>Increased knowledge, awareness, sense of ownership and pride in local</p>	<p>Sharpe's Pottery Museum staff</p> <p>Magic Attic</p>	<p>£500 to run two workshops – cover staffing/</p>	<p><u>June/July 2016:</u> advertise for opportunity photographer to run workshops</p>	<p>Production of trail</p> <p>8-10 attendees</p>	<p>Feedback forms from attendees</p> <p>Questionnaire sheet when</p>	<p>-Photographs from workshops are going to be part of the town trail, therefore,</p>

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<p><u>x workshops</u></p> <p>a. Attendees learn about area they will be working on, techniques for photography.</p> <p>b. Taking photographs and developing them.</p> <p>Charge £15 per person for two workshops</p> <p>Exhibition at Sharpe's of photographs</p> <p>Family workshop – 'Our secret Swadlincote'</p> <p><u>Activities 9.3-9.4): 1 x workshops</u></p> <p>1x drop-in/book onto workshop for families to take photographs of local buildings/area – bring back to instant print to take home and upload to flickr for museum's 'virtual' exhibition.</p>		<p>Public learning about local area.</p> <p>Attendees think about curatorial roles/planning/ designing exhibition.</p>	<p>heritage through involvement in decision making and participation on trails.</p> <p>Increased knowledge, awareness, sense of ownership and pride in local heritage through involvement in decision making and participation on exhibition</p>	<p>member or town conservator on officer to help with information about the local area</p> <p>Photographer to run the project.</p> <p>Sharpe's Pottery Museum staff</p> <p>Photographer to run the project</p> <p>Volunteers</p>	<p>artist/magic attic input/materials</p> <p>£500 to produce images and panels for exhibition</p>	<p><u>July/Sept 2016:</u> undertake workshops in conjunction with Blue Plaque heritage trail walks</p> <p><u>April/May 2017:</u> exhibition to coincide with launch of trail and NF walking festival</p>	<p>Exhibition produced</p> <p>Aim to have 5000 people attend the exhibition over 2 months.</p> <p>100 people to undertake trail after seeing exhibition</p>	<p>trail undertaken.</p> <p>Comments book for exhibition</p> <p>Social media</p> <p>Feedback forms from attendees</p> <p>Questionnaire sheet when trail undertaken.</p> <p>Comments book for exhibition</p> <p>Social media</p>	<p>will be in continuous use.</p> <p>-Hope to gain volunteers to help photograph SPM's collection for documentation.</p> <p>-Wider understanding of the local heritage</p> <p>-£10 per head all monies to contribute to the project completion exhibition in 2018/19</p> <p>Publicise trail – ongoing use.</p> <p>Possibility of creating 'memories pot' in the exhibition area so people have further chance</p>

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									to participate and leave their legacy. Images to be part of museum archive ?
<p>10. 'Our secret Swadlincote'</p> <p>Family workshops BP x 2 (BP56-57)</p> <p><u>Activities 10.1-10.3):</u> 1 drop-in/book onto workshop for families to take photographs of local buildings/area – bring back to instant print to take home and upload to Flickr for museum's 'virtual' exhibition.</p>	General public/families	Public/families learning about local area. Gaining skills about photography Learning about museum practice	Increased knowledge, awareness, sense of ownership and pride in local heritage through participation in 'virtual' display on Flickr and tablet in museum.	Sharpe's Pottery Museum staff Photographer to run the project Volunteers	£250 To buy blue tooth printer and other materials to produce photographs. £250 for workshop inc Photographer time and to manage the virtual site (also using volunteer	<u>April 2017:</u> workshop to coincide with school holidays/photographic exhibition. 'virtual' exhibition set up by <u>May 2017</u> and then <u>on-going</u> .	'Virtual' Exhibition produced and on view in gallery for those who do not have internet access. Aim to have 500 people view the 'virtual' exhibition on-line. Aim for 30 families to take part in the workshop. For half of	Data collected from Flickr – viewing numbers. Feedback forms from workshop attendees. Social media	Possibly encourage people to take part in 'Kids Take Over the Museum' Day. Images to be part of museum archive and available for people to create their own town trails Repeat visits to the museum through 'sense of ownership' of creating work for the exhibition.

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					time) inc upload images to Flickr/tablet		these to use new town trail to help with choosing images for 2018 and beyond.		Donations to go towards the completion of project exhibition 2018/19
<p>11. Roofs & Original Features/ Joinery & Shop Frontages/ Masonry & Signage</p> <p>Family workshops BP x 3 (BP58-60)</p> <p><i>9 family workshops over 2016-18 which will cover the themes of the project.</i></p> <p><i>Activity 11.4: 2016 – Clay Original features – i.e. terracotta flower decoration/ unusual statues/ roof decorations.</i></p>	<p>General public</p> <p>Sharpe's Pottery Museum</p> <p>Shops in area</p>	<p>Artistic skills – i.e. looking at objects and recreating/designing own.</p> <p>Families working together -</p> <p>Learning about heritage/local area</p>	<p>Increased knowledge, awareness, sense of ownership and pride in local heritage through participation in workshop.</p>	<p>Sharpe's Pottery Museum</p> <p>Volunteers</p> <p>Possible town shop staff</p>	<p>£750 - for whole of the three years</p> <p>(£75 per sessions = £675 – covering materials and staff</p> <p>£75 – promotion/ Overheads)</p>	<p>2016 – 1 activity February half-term 2xAugust</p> <p>2017 - 1 activity February half-term 2xAugust</p> <p>2018 -1 activity February half-term 2xAugust</p>	<p>30 families to each activity Total= 270 families = 2 individuals minimum in each family = 540</p>	<p>Feedback forms at activities – both adult and child version</p>	<p>Attendees will hopefully return to museum and attend each workshop and more.</p> <p>Attendees will be encouraged to attend the paid for sessions which will contribute to a display of work at the museum during each year and at the end of the project. Donations will go towards completion of project</p>

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<p><i>Activity 11.5: 2017 – Mixed Media - shop frontage – looking at encaustic tiles/glass patterns/ unusual lettering/bells. Using mosaic,</i></p> <p><i>Activity 11.6: 2018 – possibly clay - signage – produce their own sign for ‘own’ shop.</i></p>									exhibition 2018/19
<p>12. Firing Clay - 3 x Young person/family workshop BP x 2 (BP 61-62)</p> <p><i>Activities 12.1-12.2: to make items to be displayed in museum relating to the yearly themes of project</i></p>	<p>General public</p> <p>Attendees of workshops</p> <p>Sharpe’s Pottery Museum</p> <p>Shops in area</p>	<p>Learning traditional skills of the local area – i.e. pottery making techniques</p> <p>Artistic skills – i.e. looking at objects and recreating/designing own.</p>	<p>Increased knowledge, awareness, sense of ownership and pride in local heritage through participation in workshop.</p>	<p>Sharpe’s Pottery Museum</p> <p>Volunteers</p>	<p>£500</p> <p>Divided in materials / staffing of each activity</p> <p>Charge £5 per child to go towards final exhibition</p>	<p>October – December 2016 – ‘decorative’ looking at unique designs on buildings in Swadlincote i.e. terracotta tiles which will form part of a permanent structure.</p> <p>October – December 2017 – ‘decorative’ – shop frontages –</p>	<p>10 young people at each event = 30 young people (extra if parents attend)</p>	<p>Feedback forms at activities – both adult and child version</p> <p>Exhibition comments book</p> <p>Social Media</p>	<p>Monies will go towards completion of project exhibition 2018/19</p> <p>Possibility of creating ‘memories pot’ in the exhibition area so people have further chance to participate and leave their legacy.</p>

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					2018/19	encaustic tiles/ glass patterns/ unusual lettering/bells. October – December 2018 – ‘decorative’ – create their own signage or Sharpe’s sign/sign to promote town			Repeat visits to the museum through ‘sense of ownership’ of creating work for the exhibition. Possibly encourage people to take part in ‘Kids Take Over the Museum’ Day. Attendees will hopefully return to museum and attend each workshop and more. Publicise trail – ongoing use.
13. 2 x Glass workshops BP x1 (BP63) <i>Activity 13.1: Theme</i>	General public Attendees of	Learning glass making skills Learning about heritage of the	Increased knowledge, awareness, sense of ownership and	Town Trail Possible Magic Attic pictures	£250 to cover cost of exhibition	Spring 2017 – first workshop Autumn 2017 - second	15 = attendees on each workshop	Feedback forms at activities Exhibition	If popular more sessions can be provided – as can charge.

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<p><i>of looking at glass frontage of shops – recreating own/learning skills/ techniques of glass making</i> <i>One item produced to contribute to final exhibition in 2018/19</i></p> <p>£12 per person per session</p>	<p>workshops</p> <p>Sharpe's Pottery Museum</p> <p>Businesses in area</p>	<p>area</p> <p>Artistic skills – i.e. looking at objects and recreating/designing own.</p>	<p>pride in local heritage through participation in workshop and exhibition.</p>	<p>etc</p>	<p>materials and images needed.</p>	<p>workshop</p>	<p>Total =30</p> <p>Produce one item each to go towards exhibition in 2018/19</p>	<p>comments book</p> <p>Social Media</p>	<p>Repeat visits to the museum through 'sense of ownership' of creating work for the exhibition.</p>
<p>14. Exhibition at Sharpe's Pottery Museum BP x1 (BP64):</p> <p><u>Activity 14.1:</u> <i>Celebrating the end of the project and all the achievements, improvements made to the town and items and activities people have taken part in.</i></p> <p><i>Possible interactive activities throughout the exhibition – promotion of the trail.</i></p>	<p>General public</p> <p>All businesses involved</p>	<p>Learning about heritage and work undertaken during project in the area</p> <p>Could extend this to produce a booklet (from exhibition artwork) which can be given away free as a memento, and / or ask people to vote for the 'most improved project' with a</p>	<p>Increased knowledge, awareness, sense of ownership and pride in local heritage as visitors will know what was achieved.</p>	<p>Exhibition launch event (party) – inc costs for nibble & drinks</p>	<p>£660 generated from previous chargeable activities + £250 from project fund to contribute to producing boards/activities and promotion of the</p>	<p>Exhibition to be shown between August – October 2018 or into 2019 depending on project length. Interactive to run throughout.</p>	<p>Aim for 1000 people to view the exhibition</p>	<p>Feedback forms at activities</p> <p>Exhibition comments book</p> <p>Social Media</p>	<p>Repeat visits to the museum through 'sense of ownership' of creating work for the exhibition or pride in the town.</p>

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		prize for the winner			exhibition.				
15. Story Telling & Literacy Events/Activities/ story sacks BP x 2 (BP65-66) <i>Previous original uses of buildings Local stories – 3 x story telling sessions on the Delph or in the library</i>	Local families Young children	Discovering local stories related to the buildings in Swadlincote	Increased interest and knowledge	Swadlincote Library EEP	£250 for 3 story telling/ story bag sessions over 3 years £250 to produce 3 x story sacks	<u>July-Sept 2016:</u> Story telling workshops <u>July-Sept 2017:</u> Story telling workshops <u>July-Sept 2018:</u> Story telling workshops	5+ families attending each story telling session Positive participant feedback	Photos Attendance numbers Comments from participants	Workshops maybe delivered again in the future. Workshops could be developed to be delivered in different settings e.g. children's centres, early years settings in the area
16. Treasure hunts/ Mystery Trail – where is...? BP x1 (BP67) <i>Develop plan for town Geocaching trail linked to the project – investigate suitable locations for geocaches and possibilities for 'trackables' to go into the geocaches</i>	Families Retired people Local residents Visitors to the area	Exploring lesser-known parts of Swadlincote and Swadlincote's heritage Increased general knowledge of the Townscape project	Learning more about Swadlincote Townscape	EEP Geocaching	£250 to purchase and set up Geocaches	<u>Oct – Dec 2016:</u> Investigate potential geocache locations <u>Oct – Dec 2017:</u> Launch new geocaches <u>Oct – Dec 2018:</u> Review progress of the Townscape	A series of Swadlincote Townscape geocaches set up Participants logging that they have found the geocaches on the geocaching website	Logs and comments from geocaching website Tracking the trackables from the geocaches to see where they end up!	Ongoing maintenance of the geocaches and log books for ongoing activities

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<i>which will promote the project and trails etc as they travel e.g. trackable that looks like local tile or brick with website address and Townscape header on it.</i>		Having fun!				trackables			

Activities which are funded but not timetabled:

Town Crier: 4 days/ year for 2 years BPx4 (BP 68-71)

9-2pm estimated at £25/ hr = £125 / day = £500/ yr based on a review of other Town Crier hire-fees.

Costume = £150 so there may be 3 days in Y1 to take that cost into account

If this is successful then Swadlincote Traders may wish to contribute to the cost of employing a Town Crier for more days and/ or in the future.

Unallocated funds = 1 x Budget Pot = £250 (BP 72)

Further information may come forward from Sharpe’s as their events officer will be appointed in the next few months. This may need to be match-funded from other sources.

OR this funding will be re-allocated to Building Maintenance Days/ School taster days.

Partner update:

***Rink Radio (Activity 6):** since we did the consultation and developed this plan Rink Radio have ceased trading (May 2015) but are trying to sell their mobile and static radio studios to community organisations in the local area. We have asked to be kept up to date with where those studios end up and will progress this project with the new providers.

It may be that these budget pots (BP26-28) are re-allocated but we have left them in as community radio days for now as that request came from the consultation.

Additional activity and funding potential: school visits and other activities.

Once school visit and possibly workshop activities have been developed we may 'sell' these to customers outside the South Derbyshire area. As South Derbyshire is on the border of NW Leicestershire and East Staffs, and we already work directly with groups from those Districts on our other projects, it is likely that other groups may be interested in taking part. In particular, some schools from other Districts are very close to Swadlincote and may be interested. They already come across the border from these and 2 other authority areas on a regular basis to do activities with the Townscape partners. This means that we may also have more local schools interested in taking part than the outputs we have estimated (or less!).

Therefore we intend to take a customer-orientated approach to this project whilst keeping within the framework of HLF outputs and 'see what sells'. Once we have worked that out it will:

- a) potentially enable us to generate more income towards the sustainability period post-2018 and
- b) show us what will be popular and be worth developing further in the post-2018 period.

Audiences

Community Engagement Plan: Audience development working with CVS (Council for Voluntary Services)

	General Public – methods, venues and events to use as promotional tools	Community Groups / parish councils	Children inc families	Young People – venues/ methods of advertising	Older People – groups & networks to contact	Individuals/ Groups with Physical Disability	Individuals/ Groups Learning Disability
Public Events – general activity days, workshops, talks, walks, Pop Up Heritage events	Local Press Social media inc local groups/ FB and Twitter feeds; Poster venue circulation list (140 local venues, supermarkets etc.) What's On guide; Festival of Leisure; Partner web sites; Library activity and event folders;	CVS E-bulletin & paper bulletins; Voluntary Sector Forum; Magic Attic networks & noticeboard; Healthier S Derbyshire network; Safer S Derbyshire network;	Surestart; Homestart; 'what to do with the kids' network groups. Advertise at partner events e.g. Sharpes; School book bags (e.g. Belmont School); 'Early Yrs' mail list;	Greenbank Leisure Centre; 3 x Secondary Schools; BSD College; Stephenson College; Chameleon; Skate parks; Park noticeboards; ask work experience students to share with their preferred social media networks (Feb, May, July) Community	Swadlincote Forum network/; newsletters; Travelling Lunch Club; Church Groups; Alzheimers Soc; Derbyshire Carers; Liberation Day; Link to Care Homes Project; Oakland Village; Bus Park Café;	Shopmobility; Sight Support Derbyshire; Derbyshire Carers; Alzheimers Society; GP Surgeries ShoutOut Friday Night Project; Shout Activity Days/Youth Club; Swadlincote Forum; BankGate (via CVS)	ShoutOut; Shout; Swadlincote Special Needs Group; GP Surgeries; Learning Disability Partnership Board; Harmony Group; Bank House BankGate (via CVS)

	General Public – methods, venues and events to use as promotional tools	Community Groups / parish councils	Children inc families	Young People – venues/ methods of advertising	Older People – groups & networks to contact	Individuals/ Groups with Physical Disability	Individuals/ Groups Learning Disability
				Safety /Sports and Health team Holiday Activities booklet (Jul/ Aug); Youth groups e.g. Scouts (Gresley) ATC (Eureka) D of E (Woodville). Pupil Referral units at Woodville and Newhall.	(via CVS)		
Building Maintenance Days; Grant decision panel outcomes	Chameleon School Local Press BSD College Econ Devel team, SDDC	As above	Direct mail/email to ward councillors;	3 x secondary Schools; BSD College; Stephenson College; Chameleon; Local building contractors;	As above	as above	as above
Town Trails	As above	As above;	As all above	As all above	As above	as above	as above

	General Public – methods, venues and events to use as promotional tools	Community Groups / parish councils	Children inc families	Young People – venues/ methods of advertising	Older People – groups & networks to contact	Individuals/ Groups with Physical Disability	Individuals/ Groups Learning Disability
(on- line), Geocaches and blue plaque project	<p>plus QR codes or equivalent on posters around town. Use geocaches to provide extra promotion for trails and visa versa etc.</p> <p>Use specific websites e.g. Geocache site and 'Everytrail', etc.</p>		<p>plus Schools mail list of 37 S. Derbys schools and 100+ from neighbouring Districts; twilight sessions for teachers School Events e.g. 'dance in the forest'</p>				
Bespoke School activities	<p>Local Press Social media Web site</p>	<p>CVS E-Bulletin</p>	<p>South Derbyshire Schools SIP networks; direct mail/ emails 2 x private/</p>	<p>Schools BSD College Stephenson College Pupil referral units</p>		<p>Make contact with Elmsleigh Infants, Springfield Jrs and Pingle</p>	

	General Public – methods, venues and events to use as promotional tools	Community Groups / parish councils	Children inc families	Young People – venues/ methods of advertising	Older People – groups & networks to contact	Individuals/ Groups with Physical Disability	Individuals/ Groups Learning Disability
			parent run schools			Special Needs units	

In addition:

Building owners/ occupiers and local builders would be contacted via direct mail and via the Swadlincote Chamber of Trade and SDDC Economic Development networks, and the ‘town team’ network (Swadlincote Tourist Information Centre/ SDDC Economic Development Officer)

Other stakeholders and partners would be kept informed/ consulted via South Derbyshire Partnership Board; Swadlincote Cultural Partnership; Sharpe’s Partnership Board, Parish Council liaison Meetings, Local Area Forums and other similar networks.

There are plans to install new noticeboards in the Town Centre before the commencement of the project.

Over the course of the project it is likely that activities which are unsuccessful in year 1 will be revised or dropped in subsequent years and the Project Officer will have the freedom to edit the Action Plan based on feedback as the project develops.



Budget Plan (nb the complete spreadsheet is on the CD for HLF)

Townscape Activity Plan Budget Planner:																						
Activity Topic	Lead Organisation	BPs	2016				Cash Income	2017				Cash Income	2018				Cash Income*	Total for Organisation this Activity	BP Total	Total for Organisation	Total for Activity	Notes for sustainability
			capital	other	total	****	capital	other	total	****	capital	other	total	****	capital	other	total					
1. Pop-up Heritage Display development and staffing	EEP	4	250	250	£500	£0	£0	£250	£250	£0	£0	£250	£250	£0	£0	£250	£250	£1,000	£1,000	£1,000	£1,000	this display will be available to take to events which are funded
2.2 & 2.3 Blue Plaque Trails development	EEP	2	200	300	£500	£0			0	£0			0	£0			£500	£500	£1,500		£1,000 from other sources 2019-23	
2.3 & 2.4 Blue Plaque Trail Walks/Talks	MA	2	0	500	£500	£160			0				0				£500	£500	£500	£1,000		
3. Teacher Twilight Training*	EEP	5	150	600	£750	£200	£0	£250	£250	£200	£0	£250	£250	£200	£0	£250	£250	£1,250	£1,250	£2,750	£1,250	30 participants trained over 3 yrs. £150 for web page development
4. Swadlincote Townscape Science Sessions	EEP	4	0	0	£0	£0	£0	£500	500	£320	0	£500	500	£320	0	£500	500	£1,000	£1,000	£3,750	£1,000	
5.1 & 5.2 Townscape Quiz/ Survey Trails	EEP	4	50	450	£500	£0	£50	£200	£250	£0	£50	£200	£250	£0	£50	£200	£250	£1,000	£1,000	£3,750	£3,750	
5.3 & 5.4 Townscape Walks & Talks	MA	4	0	333	£333	£180	£0	£333	£333	£180	£0	£333	£334	£180	£0	£333	£334	£1,000	£1,000	£1,500	£2,000	
6. Townscape Radio	CR	3	0	250	250	160	0	250	250	160	0	250	250	160	0	250	250	£750	£750	£750	£750	
7.1 Building Maintenance 'Have a go' days	CC *****	6	0	500	500	0	0	500	500	0	0	500	500	0	0	500	500	£1,500	£1,500	£1,500	£1,500	
7.2 Building Maintenance 'advice' days	HC	3	0	250	250	0	0	250	250	0	0	250	250	0	0	250	250	£750	£750	£750	£750	
7.3 Building Maintenance events/ days***	SPAB	0	0	2500	2500	1000			0				0				£2,500	£0	£2,500		charging £75 per person with £25 of that going directly to refreshment and venue hire leaves £50 pp cash income to be re-invested	
7.4 Building Maintenance taster days in schools***	NHTG	0	0	2500	2500				0				0				£2,500	£0	£2,500			
7.5 Building Maintenance secondary school industry visits	HC?	3	0	250	250	150	0	250	250	100	0	250	250	100	0	250	250	£750	£750	£1,500	£8,000	charging £50 per visit (which may be for more than 1 group). No coach costs as local school/ local industry
8. School Engagement and Decision Days	DESS	12	0	1750	1750	600	0	1250	1250	600			0				£3,000	£3,000	£3,000	£3,000		
9. Photography workshops & exhibition panels*	SPM*****	4	250	250	500	160	250	250	500	50			0				£1,000	£1,000	£1,000	£1,000	£15/ head charge (£5 of which to cover course costs eg refreshments and NOT included here) £10/ head to go into sustainability pot)	
10. Family workshops 'Our Secret Swadlincote'*	SPM*****	2			0		250	250	500	50			0				£500	£500	£1,500	£500		
11. Family Workshops - Project themes*	SPM*****	3	0	250	250	50	0	250	250	50	0	250	250	50	0	250	250	£750	£750	£2,250	£750	
12. Firing Clay - Young person & family workshops*	SPM*****	2	0	166	166	50	0	167	167	50	0	167	167	50	0	167	167	£500	£500	£2,750	£500	
13. Glass workshops*	SPM*****	1			0		75	175	250	360			0				£250	£250	£3,000	£250		
14. Exhibition at Sharpe's Pottery Museum**	SPM*****	1			0				0		250	0	250	0			£250	£250	£3,250	£250	£660 of cash income generated so far by sharpe's goes towards this project. The remaining £260 goes towards sustainability pot	
15. Story Telling and Literacy Events/ Activites	SL	1	0	84	84		0	83	83		0	83	83				£250	£250	£250	£250		
15. Story Telling and Literacy Events/ Activites	EEP	1	75	50	125	0	75	50	125	0			0				£250	£250	£4,000	£500		
16. Treasure Hunts - Mystery Trail	EEP	1	75	175	250	0			0				0				£250	£250	£4,250	£250		
17. Town Crier*****		4	150	183	333	0	0	333	333	0	0	334	334	0			£1,000	£1,000	£1,000	£1,000	Cash income (amount to be carried over minus £660 for Sharpe's Exhibition):	
						£2,710				£2,120				£1,060								£5,890.00
TOTALS:		72			12791				6291				3918				23000	18000	23000		Total 'carry forward' to sustainability fund: £5320	

ALL COSTS INCLUDE VAT - if applicable	Key	VAT status of their activities:
* Payments to lead organisation will cover payments to other partners for room hire, accreditation etc	EEP	Environmental Education Project
** Also funded by £660 generated from previous chargeable activities (red/underlined on budget table). The £660 will NOT be carried over to sustainability fund	MA	Magic Attic
***7.3 and 7.4 are referenced in Y2,3 but there is no budget allocated to them (not enough in the pot) so external funding required	CR	Community Radio
**** cash income to be carry forward to 2019-23 see sheet 2 'Sustainability' nb for teacher training £35 per participant will go directly to 'Aim' for accreditation costs and for Building Maintenance training £25 pp will go towards refreshment and venue hire. This has not been included in our cash income	CC	Chameleon Construction
*****VAT is applicable to this part of the project/ these suppliers ONLY which means of the total project costs only £950 will be paid in VAT (to Sharpe's and Chameleon)	HC	Harvey and Clarke
Cash income to be carried forward to 2019-23 is £5980 minus £660 used for Sharpe's Exhibition in Y3 = £5320	NHTG	National Heritage Training Group
	SPAB	Society for the Protection of Ancient
	DESS	Derbyshire Environmental Studies S
	SPM	Sharpe's Pottery Museum
	SL	Swadlincote Library

OTHER COSTS NOT ON BUDGET PLANNER	Organisation	Amount	VAT?
Diana Garden arts development work	People Express	£5,000	People Express not registered and SDDC will be paying for educational activities.
College/ apprentice bursaries	Burton & South Derbys College		
	and Chameleon Construction	£4,000	Exempt - SDDC will be paying donation for educational purposes

Budget Plan notes

The outline costs are included in the action plan document and the budget plan will be included here when the second draft of the action plan is produced.

Overall budget costs:

£18,000 for general events, activities, trails and school visits in the plan these are referenced as Budget Pot (BP 1-72) in the plan

£5,000 for 'Taster Days' in secondary schools and Building Maintenance Days for property owners and local builders. This will only fund the Y1 (2016) activities so Y2 and Y3 events are in **RED** where they are currently unfunded. There may be some support from SDDC's Economic Development team to find additional funding.

£5,000 for public engagement activities in the re-development of the Diana Memorial Garden **which are not yet timetabled**

£4,000 for bursaries/ support/ prizes for students of Burton and South Derbyshire College / Chameleon School of Construction. This is likely to run from Sept 2016 and again from Sept 2017

Cherry picker hire (quote obtained £730 plus VAT for first day reducing on subsequent days in same week plus materials). Work still needs to be done to determine how many days/ year will be needed and what materials should be bought (e.g. 'hedgehogs' for gutters?) but the costs of hire will come from the Town Centre maintenance budget/ CAMP delivery budget.

*(nb the costs of delivering gutter/ general maintenance advice for 1 day/ yr 2016-18 will come from the £18,000 budget and **are** included in the Action Plan).*

Notes:

All costs/ budget pot (BP) totals include any VAT costs. Some partners are VAT registered and charge VAT, others are VAT registered but able to reclaim it and do not charge it for educational activities. Others still are below the VAT threshold so do not charge VAT. For details see budget section.

Partners will make a charge for most activities and this will be re-invested in the project in years following the end of the scheme (unless otherwise stated).

Where a session is not booked or cancelled at short notice then partners will be able to re-allocate those funds to later years to carry out more of the same activities at a later date. Where this is not possible the money will be re-allocated to new ideas which come forward during the lifetime of the project or to activities which the Project Officer or other SDDC staff deem most appropriate.

Personal progression and development opportunities

Overall the project aims to be developmental so that knowledge skills and experience gained by people in year one can be built on in years two and three. The themes enable those involved to understand the journey and to also allow those delivering activities each year to build on prior

activities. We have timetabled our activities carefully within each year as well so that they link together. For example young people doing taster days at the local secondary schools in Jan-March would also be invited to the workshops at Sharpe's and the 'Have a go' sessions on the Delph / Building Maintenance Days in April-June and potentially could sign up for courses with B&SD College or Chameleon starting in September (this last option is not in the timetable yet as it has not been finalised).

Management Structure

South Derbyshire District Council will be responsible for the management and delivery of the capital grants programme and the activity plan. The responsibility for the project sits within the Community and Planning Directorate with additional support from other departments including Economic Development.

A management structure document and staff CVs will be submitted with the application. If successful with the bid then a Townscape Project Officer will be appointed who will report to the Heritage Officer and liaise with the Design Excellence Officer (Richard Shaw) on the capital works and aspects of the activity plan; Environmental Development Manager (Kate Allies) on the public and schools engagement; Open Spaces and Facilities Development Officer (Zoe Sewter) on the Diana Memorial Garden and the Economic Development team (Mike Roylance and Nicola Lees) on a co-ordinated approach to public engagement and economic development.

The Project Officer will be responsible for ensuring that the activity plan runs smoothly, making changes where applicable, and ensuring that monitoring and evaluation take place.

Our delivery partners

Environmental Education Project (EEP), part of Cultural Services Unit, South Derbyshire District Council

Unit 1a, Rosliston Forestry Centre, Rosliston Swadlincote DE12 8JX

rosliston@south-derbys.gov.uk 01283 535039

www.south-derbys.gov.uk/EnvironmentalEducation

www.south-derbys.gov.uk/SwadlincoteTownscape

www.roslistonforestrycentre.co.uk

The Environmental Education Project team will be liaising with the Townscape Project Officer and delivery partners to ensure that public engagement activities are delivered to time, budget and to a high standard.

Based at Rosliston Forestry Centre, the Environmental Education Project has been organising a range of public events, environmental courses and school visits across the District and The National Forest since 1994. They also deliver teacher training activities.

They promote involvement with the natural environment working with schools, the public, parish councils and South Derbyshire Environmental Forum. They wrote the education programme for the Woodland Trust's Diamond Jubilee School tree planting events around the country.

Their work also promotes the built environment and the District's cultural and industrial heritage linked to Swadlincote Cultural Partnership and Sharpe's Pottery Museum plus other organisations like Melbourne Civic Society.

The team works for South Derbyshire District Council and works closely with the National Forest Company and with Rolls-Royce PLC, who support their work financially and 'in kind' with volunteers to help with tasks and projects.

They received national awards for outdoor learning in 2004 and 2014.

They have held the 'Learning Outside the Classroom' Quality Badge, the national standard for delivering high quality outdoor learning programmes, since 2013. They worked with the Construction Industry Training Board (CITB) on bespoke sessions in Swadlincote when the CITB led on primary school activities and more recently have held Crest-accreditation for some of their science-based education sessions since 2011.

Their aim is to provide opportunities for people to learn whilst having fun!

All activities are risk assessed, and all staff have 'Disclosure and Barring Scheme' checks.

Teaching and activity leaders have a first aid qualification.

The team has extensive experience of partnership working and delivering grant funded projects including small-scale Lottery Projects (3 x £10k).

Sharpe's Pottery Museum:

Sharpe's Pottery Museum, West Street, Swadlincote, Derbyshire, DE11 9DG. Open Monday-Sat 10-4.30 (10-3 Bank hols; closed some Bank Hols)

Phone: 01283 222600 Email: info@sharpepotterymuseum.org.uk Also on Facebook

<http://www.sharpepotterymuseum.org.uk/>

The museum will be delivering workshops, exhibitions, events and school visits.

Sharpe's Pottery Museum is housed in a restored pottery works and is a registered and accredited museum with exhibits and displays which reveal the hidden treasures and fascinating facts behind a South Derbyshire pottery.

In its original life as a factory, Sharpe's Pottery made cheap household pots known as "yellow ware" and "mocha ware". The factory later switched to making water closets and wash basins. It closed in 1967 after a working life of 146 years.

Opened in 2003 Sharpe's Pottery Museum houses a fascinating collection of pottery items - including water closets (toilets!), bricks, Cornish Ware and Bretby Art Pottery - all of which were designed and made locally, and exported around the world.

Exhibitions highlight the importance of the local heritage and are designed to appeal to all age groups and to make learning accessible and fun.

Sharpe's is committed to building a strong relationship with local young people to encourage them to be proud of their heritage. Our current sessions are aimed at KS 1 and 2 and they vary from teacher led activities to museum delivered days, adaptable for all abilities and budgets.

Our main curriculum links are with art and design, science and technology and history.

Sharpe's is a member of the various museums and heritage education /interpretation networking groups and shares information with the wider partnership through Swadlincote Cultural Partnership.

Their staff have a wealth of information and knowledge about the history of the District and the leisure and recreation opportunities today. They also have experience of delivering HLF Projects (e.g. The Toilet Story)

The centre also houses Swadlincote Tourist Information Centre, People Express and The Magic Attic Archives and staff are used to working together and with external partners such as SDDC.

The Magic Attic Archives (based at Sharpe's)

OPENING TIMES:- Monday 7:00 - 9:30pm; Tuesday 2:00 - 5:00pm; Thursday 2:00 - 5:00 & 7:00 - 9:30pm; Saturday 10:00 - 1:00

Telephone 01283 819020 (when open) email: magicatticarch@googlemail.com . Also active group on Facebook

<http://www.magicattic.org.uk/>

The Magic Attic will be delivering talks, some guided walks, supporting school visits and supplying photographs of the town centre buildings at various stages in their history.

The Magic Attic is a large archive containing newspapers, photos, maps and family history information for South Derbyshire and its surrounding areas. It is a registered charity run entirely by trustees and volunteers. It is based in the same building as Sharpe's Pottery Museum and the Tourist Information Centre, with its own entrance and its own opening hours. It works in close association with the libraries of Swadlincote and Burton on Trent and with most of the local history groups.

Entrance is free but donations are welcome.

Staff have many years of experience in developing and delivering events, activities for schools and printed literature about Swadlincote and surrounding areas, including working on HLF Projects (e.g. World War One Commemoration).

Derbyshire Environmental Studies Service (DESS)

1a – 1d Market Hall, Market Square, Chesterfield Derbyshire S40 1AR

Tel: 01629 533439

email: environmentalstudies@derbyshire.gov.uk

http://www.derbyshire.gov.uk/education/schools/your_child_at_school/school_visits/environmental_studies_service/default.asp?VD=environmentalstudies

DESS will be delivering some of our school activities.

Based in Chesterfield's historic Market Hall in the heart of Chesterfield, the team has a great deal of experience in delivering heritage education in an urban setting. They have delivered highly regarded Townscape sessions in Chesterfield, Glossop and Long Eaton. They also represent the County on various network groups.

All their visits are fully risk-assessed and led by qualified teachers.



Swadlincote Library (Derbyshire County Council)

Derbyshire County Council Swadlincote Library, Civic Way Swadlincote Derbyshire DE11 0AD.

Tel: 01629 533013. Fax: 01283 216352

email: swadlincote.library@derbyshire.gov.uk

The library may be involved with school visits and events: delivery and promotion. It has a comprehensive local history section including old maps.

General info:

https://derbyshire.gov.uk/leisure/libraries/find_your_local_library/swadlincote/default.asp

Local Studies section:

https://derbyshire.gov.uk/leisure/local_studies/local_studies_libraries/local_libraries/swadlincote/default.asp

People Express Arts

<http://www.people-express.org.uk/>

People Express Arts will be commissioned to deliver the community engagement part of the Diana Memorial Garden re-development.

People Express is a well-established arts organisation (25 years old in 2015), with complex, far-reaching and deep-rooted relationships with the communities in the district where it has grown, and a track record of innovative and high quality participatory and community arts projects that have attracted national and international acclaim.

Empowering people through the arts, creativity and fun! People Express builds relationships for deeper level socially engaged work between artists and participants, excluded communities and groups with shared interests, resulting in well-made, ambitious and original projects producing artwork that moves, inspires and resonates with audiences.

People Express is an unincorporated association registered as a charity with the Charity Commission (Charity number 1005753) run by a board of voluntary committee members. We are currently revenue funded by Derbyshire County Council and South Derbyshire District Council and we are an Arts Council NPO (National Portfolio Organisation). We are a key member of EMPAF, championing the promotion of the region's strength in the range, quality and diversity of arts engagement.

They have extensive experience in delivering grant funded projects.

Chameleon School of Construction Ltd

Swadlincote Centre: 4a Boardman Road, Boardman Industrial Estate, Swadlincote, Derbyshire. DE11 9DL. Call: 01283 213427

<http://www.chameleonschoolofconstruction.co.uk/enquiries@chameleonschoolofconstruction.co.uk>

Chameleon School of Construction Ltd will be delivering 'have a go' family activities and awarding bursaries to students taking part in heritage-related construction courses.

Chameleon is a recognised training centre offering construction courses, CSCS Card Testing, Plastering courses, Bricklaying courses, Wall and Floor Tiling courses, Electrical, Painting and Decorating and Building Maintenance courses. These are offered at all levels from basic to advance and from short courses to fully accredited courses leading to industry recognised qualifications.

The centre offers funded courses for unemployed people of all ages who need a change of direction and courses for construction professionals who want to add another construction skill.

Chameleon School of Construction courses are well recognised locally having won Burton Mail Business Awards in 2011, 2012 & 2013, Derby Telegraph – Contributing to the Community Award 2014. Our construction course training centre was chosen as the local Business Accelerator finalist in 2012, Birmingham Chamber of Commerce finalist in 2013 & 2014, British Chamber of Commerce Finalist 2013. Chameleon was chosen to be one of 12 Conservative Party Business Hub exhibitors in 2012 and has also represented small businesses at No 10 Downing Street.

Head of Quality and Training Jason Duncan APC and his team have many years of experience between them in various sectors of the construction industry and in teaching construction at all levels.

Jason is qualified to teach and assess the NVQ (National Vocational Qualification) Level 3 Heritage Qualification. He is a member of the IFL (Institute for Learning) and a Member of the Worshipful Company of Plasterers.

Chameleon is run by husband and wife team Angelica and Jason Duncan and they are very experienced in working with partners and fulfilling the delivery objectives of grant funded projects. The team also have years of experience in running activities at public events designed to engage people in various building trades and encourage them to take their interest further.

Burton and South Derbyshire College (BSDC)

South Derbyshire Campus, 21 Tetron Point, William Nadin Way Swadlincote Derbyshire DE11 0BB Tel: 01283 49 4400

BSDC will be awarding bursaries to students taking part in heritage-related construction courses.

The College offers over 100 full-time vocational courses at a range of levels in a wide selection of subjects from Art & Design to Sports Development. There are over 2000 full time students and many part-time learners of all ages.

There is a purpose-built Construction Academy in Swadlincote. The construction team offer apprenticeships and courses at all different levels for those already in the construction industry as well as students still in full time education. They are also used to providing opportunities for public engagement in heritage and construction at their open days for example:

- Have a go activities
- DIY master classes

The College has a well-established relationship with the District Council and other partners and experience in working with grant funded projects.

The Society for the Protection of Ancient Buildings (SPAB)

SPAB has been invited to work with us on Building Maintenance Days and taster days for secondary school pupils.

The Society for the Protection of Ancient Buildings was founded by William Morris in 1877 to counteract the highly destructive 'restoration' of medieval buildings being practiced by many Victorian architects. Today it is the largest, oldest and most technically expert national pressure group fighting to save old buildings from decay, demolition and damage.

They represent the practical and positive side of conservation. They have a firm set of principles about how old buildings should be repaired and the practical knowledge to show how these can be put into effect. Thousands of historic buildings would have been lost, mutilated or badly repaired without their intervention.

Training has always been an important part of the Society's work: training the next generation to do the job with discernment and care and helping many others, who own or live in old buildings, to understand them better. They are experienced deliverers of high quality training as part of Townscape Heritage Projects.

SPAB has a statutory role as adviser to local planning authorities.

National Heritage Training Group (NHTG)

Unit 26, Coney Green Business Centre, Wingfield View, Clay Cross, Derbyshire, S45 9JW
Call **01246 252 363** info@the-nhtg.org.uk
<http://www.the-nhtg.org.uk/>

NHTG has been invited to work with us on Building Maintenance Days and taster days for secondary school pupils.

The NHTG is a voluntary organisation responsible for coordinating the ongoing development and delivery of traditional building crafts training and qualifications in the heritage sector of the UK. It is funded by the Construction Industry Training Board (CITB), English Heritage and Historic Scotland. The NHTG runs a telephone helpdesk offering Heritage Building Skills training guidance.

Our Contact Details

This Activity Plan has been designed and written by the Environmental Education Project team

part of Cultural Services Unit

South Derbyshire District Council

Content: Kate Allies / Felicity Towns

Design: Alan Bates

EEP, Unit 1a, Rosliston Forestry Centre, Burton Rd, Rosliston
Swadlincote Derbyshire DE12 8JX

rosliston@south-derbys.gov.uk **01283 535039**

www.south-derbys.gov.uk/EnvironmentalEducation

www.south-derbys.gov.uk/SwadlincoteTownscape

www.roslistonforestrycentre.co.uk

On Twitter: www.twitter.com/roslistonenved and www.twitter.com/sddc



<http://www.facebook.com/EnvironmentalEducationProject>



<http://www.facebook.com/SwadlincoteTownscape>



Appendices



1. The activities we included in our original bid document (31/8/13)
2. Consultation results
3. 'Cultural Swadlincote – (current) opportunities for schools and other groups'
4. Pilot School Activities (tested and revised March/April/ May 2015)
5. Letters / emails of support from partners

Appendix 1: The activities we included in our original bid document (31/8/13)

Public Engagement intentions from our original bid document:

Where possible, we wish to engage the public via "hands on" activity that involves them as an active participant. However we wish to include some conventional heritage interpretation as well in the form of:

Published literature, exhibitions and talks.

Activities to widen the range of audiences may include:

"Pop-up heritage". This involves staffed displays in well-trafficked places where people are not really expecting to encounter them. Examples include the Library foyer, the District Council foyer, the Health Centre foyer, the entrance foyers at Morrison's and Sainsbury's Supermarkets, or in the High Street on a fine market day.

Simple pairs of "then and now" photographs are a popular and accessible approach to work of this kind.

Viewers with an initial nostalgic interest can be encouraged to take a more analytical look at the differences, and decide whether the changes are beneficial or damaging.

Heritage Open Days. Sharpe's Pottery Museum takes part in these already, but there is considerable scope to extend involvement in conjunction with the "Magic Attic".

Ideas include:

"Find yourself at the Magic Attic" An introduction to family history with the experienced Magic Attic volunteers.

Summer evening tours of the town centre, followed by supper in the Sharpe's Museum cafe.

Magic Attic film night. Showing of local film footage, followed by supper in the Sharpe's cafe.

"Storeroom stories" A behind the scenes looking at selected items not normally on show, and explanation of the stories behind them.

Building Maintenance Days. As with Heritage Open Days, these can be linked to a national event. These days would be open to owners and occupiers in the area generally, but owners of TH eligible buildings would be specially targeted. We would attempt to make these interesting

by including accessible presentations on locally-produced building materials such as lime, moulded brick and terracotta, and by sessions such as sash window upgrading or thermal improvements to historic buildings.

New learning and training opportunities include:

School and college activities led by key partners with extensive experience in writing and delivering education sessions for different age groups. These are: Sharpe's Pottery Museum, South Derbyshire Environmental Education Project, Chameleon Construction, Derbyshire County Council Environmental Studies and the Magic Attic. These would include practical sessions, e.g. by locally-based Chameleon Construction who already run women only DIY courses - "Sisters are doing it for themselves".

Decision making days and public awareness activities to engage local people and school classes in deciding which buildings most deserve the grants that are applied for, and why. We would also run a scheme to vote which two buildings out of seven or eight are most worthy of commemoration with a blue plaque.

Series of free public talks at Sharpe's Pottery, e.g.:

? Janet Spavold – Swadlincote's role in world sanitation.

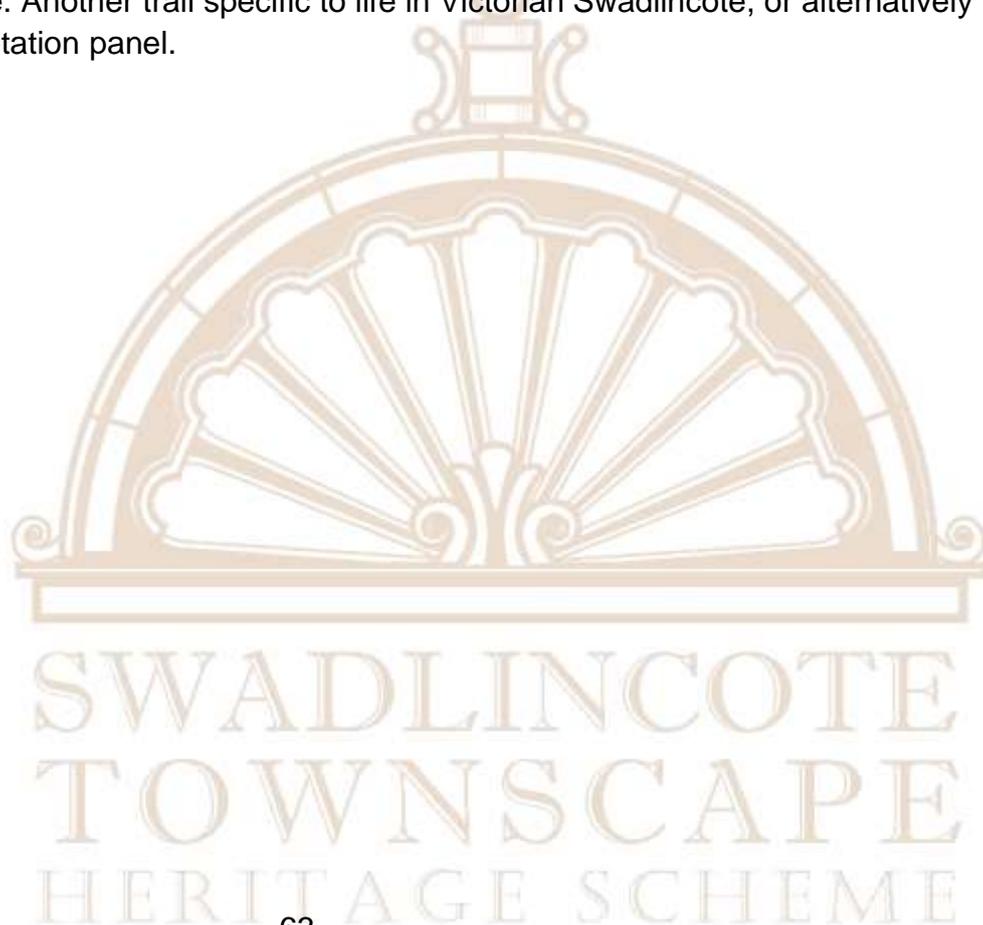
? Richard Doughty ("the Lovejoy of Bathrooms") – on the fascinating story of the development of the water closet.

? Graham Nutt – Social heritage of the coal and clay industries in the Swadlincote area.

? Paul Atterbury – T. G. Green and the Art Potteries

A photography workshop followed by a photographic exhibition at Sharpe's, focusing on the built heritage.

A Town trail based on old photographs of shops, challenging families to identify the old pictures with the shops as they look now, and inviting comment on how/why they look different, and what aspects are better or worse. Another trail specific to life in Victorian Swadlincote, or alternatively a general historical interpretation panel.



Appendix 2: Consultation reports:

- 1. Diana Memorial Garden consultation**
- 2. General project consultation**
- 3. Schools Consultation**

1. Diana Memorial Garden consultation

Summary of Questionnaires returned

Total number of Questionnaires returned is 164.

Totals for responses to the following questions do not necessarily add up to the number of questionnaires returned: not all respondents answered all questions, and in some cases gave multiple comments (such that total responses may be greater than the number of questionnaires received). Percentages may not total 100% due to rounding.

There were five variations of the Questionnaire, such that not all questions were always included.

- In particular, “Where do you live?” was included only on the most recent versions, and as this totalled only 48 of the 164 questionnaires returned (29%), this has not been analysed. Of these one respondent commented he did not live in Swadlincote or South Derbyshire but worked in Swadlincote – the survey did not differentiate this.
- Of the 164 responses received, 33 questionnaires excluded the question “What would you keep the same?” – which at least part explains why the number of responses to this question is lower than to most other questions.

WHAT DOES THIS GARDEN MEAN TO YOU?

<u>No.</u>	%	
40	23.7	Reminder/memories of Diana’s visit and the history of the town
16	9.5	Nothing
15	8.9	Not a lot
15	8.9	Not aware of it/Where is it
13	7.7	A place to relax
12	7.1	Somewhere to sit
11	6.5	Pretty place/Nice
7	4.1	Green space
6	3.6	A walk through
6	3.6	Tranquil
6	3.6	Place of reflection/remembrance
5	3.0	A meeting point/waiting point
3	1.8	Fire Assembly point (for the CVS)
3	1.8	Dark dingy place
3	1.8	A lot
3	1.8	Not maintained/signed/cared for

1	0.6	A place to picnic
1	0.6	It has little going for it
1	0.6	Hidden by trees
1	0.6	Place to sit down out of the sun
1	0.6	Fun and enjoyment

169

DO YOU USE THE DIANA GARDEN?

No.	%			
87	52.4	No		
79	47.6	Yes*	of which	13 to walk through 12 to sit and reflect 6 as a meeting point 2 as a fire assembly point 1 to play

166

[* Many respondents indicating they used the garden stated they did so only occasionally].

IF YOU ARE FAMILIAR WITH THE GARDEN, IS THERE ANYTHING THAT YOU WOULD LIKE TO KEEP THE SAME?

No.	%	
18	23.4	Nothing
18	23.4	Walls and benches
16	23.4	Trees
7	9.1	Greenery
7	9.1	Plaque/Diana
7	9.1	Everything
4	5.2	There were 4 single references each to Spring bulbs; Use as a quiet Space; the 'private' aspect; and, Peacefulness and quietness

77

WHAT WOULD YOU LIKE TO SEE IN THE NEW GARDEN?

No.	%	
76	28.5	Flowers/Plants
31	11.6	More Seating
30	11.2	A Feature (Water feature/Fountain most popular, then Sculpture, or Mural)
28	10.5	References to Colour and/or Brighter
18	6.7	Play equipment (mainly for children but also includes single references to a climbing wall, a rollercoaster, a swimming pool, water slides a bouncy castle, go carting and 'find facts' game)
14	5.2	Shrubs/bushes/trees
13	4.9	More wildlife (includes references planting to attract butterflies/birds, bat boxes, bird houses and a pond)
11	4.1	Better signage to explain the meaning of Diana's garden
8	3.0	Picnic benches
6	2.2	A Sensory Garden
4	1.5	A picture or statue of Diana

- 3 1.1 Better maintenance
- 3 1.1 Litter bins
- 2 0.7 An interactive feature/sculpture
- 20 7.5 [17 no. single references to: Scooter/Skate/BMX facility; feature Lighting for evenings; Exercise equipment; a Lake; Bands; WiFi; a Community Orchard; Vegetables for children; a Barrier to keep young children away from the road; link to Sharpe's Pottery; keeping the garden as it is; a Community garden cared for/tended by volunteers; tables; Statues, maybe of soldiers; a war memorial to fallen service personnel; something to reflect the history of Swadlincote; lighting; places to light candles].

267

HOW WOULD YOU LIKE TO USE THE NEW GARDEN?

No.	%	
56	30.3	To Sit
53	28.6	To Relax/Rest/Reflect/Chill
16	8.6	For Picnics/to eat
10	5.4	As a Meeting place
10	5.4	To enjoy butterflies/wildlife/plants
7	3.8	To Play
5	2.7	As a walk through
5	2.7	A place to Remember
3	1.6	To take the kids
2	1.1	A place to look at
2	1.1	To remember Princess Diana
2	1.1	To ride Scooters/a Scooter park
2	1.1	Prayer
12	6.5	[12 no. references each to: using it for looking at Sculptures; Biking; Walking; using Exercise machines; as a Fire Assembly point; picking fruit and nuts; use as a Community garden cared for and tended by volunteers; tourism; educating; remember those lost in all wars; don't think I would; and, maybe a plot for children to come and plant flowers].

185

PLEASE TICK WHETHER YOU LIKE OR DON'T LIKE THE FOLLOWING IDEAS:

	<i>Like</i>	<i>Don't like</i>	<i>No view</i>
Reflect Diana's personality and values within the space	100 64.1%	25 16.0%	31 19.9%
Use the space as a war memorial	76 48.1%	49 31.0%	33 20.9%
Give the space a fun element aimed at children	88 56.8%	35 22.6%	32 20.6%
Create lots of space to sit down	126 80.3%	12 7.6%	19 12.1%
Use the space for wedding photographs			

for Town Hall weddings	90 57.0%	35 22.2%	33 20.9%
Create a new garden but without a strong Diana focus	58 36.3%	74 46.3%	28 17.5%

Note: There was some uncertainty in how respondents had interpreted the first and last of the above tick-box questions, insomuch as a noticeable number had ticked "Like" for both.

What is not clear is whether this had been an error and they actually had a preference for one or the other, or whether they were indicating they would be happy at either option so long as something happened.



PLEASE ADD ANY FURTHER COMMENTS AND THOUGHTS HERE:

No.	%	
6	16.2	Better signage needed (= Interpretation)
5	13.5	Make space Brighter and more cheerful
2	5.4	No to War Memorial
2	5.4	Aim to make the space more suitable for children
2	5.4	Make sure the space is maintained
2	5.4	Publicise the re-launch – invite Kate, William and George to open it
1	2.7	Unsuitable for children (road)
1	2.7	Good idea
1	2.7	Make good for all ages
1	2.7	No graffiti
1	2.7	Make safe for children
1	2.7	Wi-fi
1	2.7	Quiet use, not children
1	2.7	Lots of seating
1	2.7	Is more of a passing area at present
1	2.7	Thin the trees so not quite as dark and cold
1	2.7	Not a place I would think about coming to, easily forgotten
1	2.7	Almost always in deep shade
1	2.7	The link with children would reflect Diana’s values
1	2.7	Consider moving it opposite the CVS building, more potential, gets more sun
1	2.7	Too close to the road for fun space for children
1	2.7	Youths and children would vandalise a War Memorial
1	2.7	It would be nice to have a picture of Diana as a visual for the younger generation
1	2.7	The town should enter “Britain in Bloom” with more flower beds in and around the town

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INITIAL CONCLUSIONS

The existing garden is strongly associated with Princess Diana’s visit and the more recent history of Swadlincote (23.7% of respondents). Similarly a majority of people would like the new garden to reflect Diana’s personality and values (64.1%) and Don’t Like creating a new garden without a strong Diana focus (46.3%).

Slightly more people make some use of the Diana Garden (52.4%) than do not (47.6%). However, it should be noted that many respondents indicated they used the garden only occasionally.

The most popular things people would like to see in the new garden are:

- Flowers/plants (28.5%)
- More seating (11.6%)
- A Feature (11.2%)

- Making it more Colourful and/or Brighter (10.5%)

The things most respondents would like to use the new garden for are:

- To sit (30.3%)
- To Relax/Rest/Reflect/Chill (28.6%)

Creating lots of space to sit down is most highly ranked (80.3%), and more than half of respondents thought using the space for wedding photographs (57.0%) and giving the space a fun element aimed at children (56.8%) are good ideas. Using the space as a War Memorial was however less clear cut, with 48.1% in favour and 31.0% not liking this idea.

Looking at individual comments made, there seems to be a potential conflict between people who want the future of the space to be as a quiet, reflective area, and those who would like it to be a place for greater activity and/or use by children and younger people, and achieving a design solution to meet both needs could be an interesting challenge.

Also from assessing individual comments made, it is highlighted that many people are unaware of the significance of the space, and feel it needs more interpretation and promotion.

The most popular responses (reflecting Diana’s personality and values; more flowers, colour, brightness; installing a Feature; and more seating) can be seen as mutually inclusive, as are elements aimed at children. All these could in themselves be seen as expressions of how Diana is still regarded by many.

Kevin Mason SDDC 04.11.2014

Additional results regarding the Diana Garden from general project consultation:

Strong interest from public and schools in being involved in the design of some feature of the garden (tiles, mosaics, murals) which would be linked to the industrial/ economic heritage of the town.

2. General Consultation:

Comment number participant no. event/ venue date media detail other notes action needed by

1	1	Fest Leisure	28/07/2014	post it note	bird boxes and bird feeders in town		
2	2	fest Leisure	28/07/2014	post it note	guided historical walks		
3	2	fest Leisure	28/07/2014	post it note	bring the character back to Swad by re-opening the High St to traffic		
4	3	Fest Leisure	28/07/2014	post it note	guided walks and talks esp on pottery/ coal		
5	3	fest Leisure	28/07/2014	post it note	relaxation on cycling within High St area to promote cycling in a sensible manner and add guided rides as a possibility (NB this is not viable in the pedestrianized core of Swadlincote)		

6 4 fest Leisure 29/07/2014 post it note recycling around Swad to be re-introduced due to the extra litter

7 5 Fest Leisure 29/07/2014 post it note get local schools and churches involved in scarecrow competition. Make it more of an event

8 5 Fest Leisure 29/07/2014 post it note hold other events in which whole community can participate

9 6 Fest Leisure 29/07/2014 post it note Find the locations for the wells/ pumps around Swad and start a Well Dressing

10 7 delph event 15/08/2014 post it note use local tile designs for inspiration and have workshops for local people/ schools to make tiles for the garden and the town centre

11 8 delph event 15/08/2014 post it note history - do family activities please

12 9 delph event 15/08/2014 verbal/ clipboard something to bring people back into the Town centre

13 10 delph event 15/08/2014 verbal/ clipboard history talks and trails

14 11 delph event 15/08/2014 verbal/ clipboard local history talks/ names eg mining, pubs, pipeyards NB Keith Gillivers contact info he would do them for us.

15 12 delph event 15/08/2014 verbal/ clipboard link in the mining heritage

16 13 delph event 15/08/2014 verbal/ clipboard link in the history of the shops eg Salts

17 14 delph event 15/08/2014 verbal/ clipboard use one of the empty shops to promote the project

18 15 delph event 15/08/2014 verbal/ clipboard get people into the town centre

19 16 delph event 15/08/2014 verbal / clipboard activities/ events appealing to teenagers

20 17 delph event 15/08/2014 verbal / clipboard guided walks/ leaflets to do walks yourself

21 18 delph event 15/08/2014 post it note more activities for families

22 19 delph event 15/08/2014 post it note doesn't like different levels of pavements

23 19 delph event 15/08/2014 post it note doesn't like pink shop front - doesn't fit in with conservation area

24 20 delph event 15/08/2014 post it note TG Green gone- shame

25 21 delph event 15/08/2014 post it note more involvement from council - doing more of what we are doing today!

25 22 Oaklands short consultation with dance group members 21/08/2014 verbal history talks

- 26 23 Oaklands short consultation 21/08/2014 verbal treasure hunts learning about the town and buildings using phone apps NB could link to geocaching
- 27 24 Oaklands short consultation 21/08/2014 verbal involve youth clubs
- 28 25 Oaklands short consultation 21/08/2014 verbal have spooky buildings halloween walks
- 29 26 Oaklands short consultation 21/08/2014 verbal have bonfire night event with 'guys' of past villains...
- 30 27 Delph event 15/08/2014 verbal/clipboard create tiles - activity for school groups
- 31 28 Swadlincote Area Meeting 23/09/2014 verbal History Walks please

Facebook comments

Most posts had likes and good reach (up to 1400) but there were very few comments. Of the comments most were via shares with the 'I love Swadlincote' group and centred around asking for enough notice of events and also likes/ dislikes about the town centre in general rather than this scheme. People enjoyed looking at the old and recent photos.

Public Meetings – general enthusiasm and a lot of clapping but few direct comments or suggestions. Facebook and website promoted at meetings.

Sue Jones (Overseal) commented on rubbish and weeds on Ernest Hall Way and the untidy appearance of fencing, bins etc on the route between Morrisons and the town centre.

INFO FROM PILOT STUDY (BEFORE OFFICIAL START DATE)

Liberation Day 21st May 2014 (older peoples' Safer South Derbyshire/ CVS event

- All positive interest.
- Suggestion that the map has road names on it
- Very useful to have the photo showing the auto equip shop/ Sharpe's window.
- More photos useful
- Add picture and location/address of the garden to the questionnaire
- Add space for people to put their address or email address if they want to know outcome of consultation
- Offer of CVS meeting room for a period of the consultation
- CVS will send consultation questionnaire out to their contacts
- Several people took questionnaires to share with colleagues Linton Area Meeting 28th May 2014
- Parish/ District/ County councillors present from Linton area villages

☐☐All interested in project, all positive responses

3. Schools Consultation

Circulation:

- to all S Derbyshire Schools by post in June 2014 and Sept 2014
- by email to community groups and council contacts June, July, August 2014
- using social media and asking people to tag or share with S Derbyshire school staff Oct 2014 (reach: 1400+)
- by press release promoting the online version July 2014

Questionnaire Results:

Are there areas from your School improvement Plan (SIP) which could be supported by this project?

Pingle Secondary School – not really but community is a priority.

Eureka Primary School – Nature garden & Pond being moved

Measham Primary School - blank

Andy Chalmers (local teacher but not working in a school at present) – blank

Overseal Primary School – Local history, Geography-new curriculum

Belmont Primary School – blank

Hartshorne C of E Primary School - Projects to lead to external writing through the curriculum

St Edward’s Catholic Primary School – Geography-using maps and orientating themselves within the local area and the wider world. History-local investigation. Art-observational drawing from the environment.

Springfield Junior School – blank

St Georges Primary School – blank

Woodville Junior School- blank

Your priorities for educational activities for the main project 2015-18 (please number, 1 = highest)

	<i>Work with pupils</i>	<i>Teacher training</i>	<i>Both</i>
Pingle Secondary School	1	2	3
Eureka Primary School	1	2	-
Measham Primary School	1	2	3
Andy C.	1	-	-
Overseal Primary School	-	-	-
Belmont Primary School	3	2	1
Hartshorne C of E Primary School	1	-	2
St Edward’s Catholic Primary School	1	2	-
Springfield Junior School	1	-	-
St Georges Primary School	1	-	-
Woodville Junior School	1	-	2

Preferred subject areas for overall project 2015-18, please prioritise if choosing more than one

Pingle Secondary School: for pupils -Geography - surveying/tourism- National Forest impact-
 -redevelopment - employment patterns – migration
Eureka Primary School: for pupils & staff: -History of school site - links with pottery industry
for pupils: -Outdoor learning
Measham Primary School: for pupils: -Science eg.materials – Art eg.pottery –
 Cross-curricular activities
Andy Chalmers: for pupils & staff: -all activities

Overseal Primary School :for pupils & staff: Geography – Local history – Art – cross-curricular

Belmont Primary School :for pupils: -Local History – History WW1 in Swadlincote – Literacy

Hartshorne C of E Primary School :for pupils & staff: Geography- Town trails in Swadlincote

- Local History/bricks used in building/pottery links

: for pupils: -cross-curricular activities

St Edward’s Catholic Primary School : for pupils: -Geography/around local area & in school

Where places are and how they fit in Local History/make investigations into

past &

ask questions find out for themselves. Art eg pottery

Springfield Junior School :for pupils & staff: -Geography eg.mapping/Both in school & locally

Local history

St Georges Primary School :for pupils & staff: -Geography – Local History –both around school & local area/school does major history topic in all year groups – Art eg.pottery

Woodville Junior School: for pupils: -Geography-History(local)-History-Science
 -Art eg. Pottery Cross-curricular activities

What factors might limit your involvement with the project? Suggestions for reducing barriers from start

Pingle Secondary School: staff too busy/coach costs/pupil to teacher ratios

‘Small group activities will reduce this impact’

Eureka Primary School: possible charge/coach costs

‘Funding/grant/sponsorship?’

Measham Primary School: staff too busy/possible charge/coach costs

Andy Chalmers:

Overseal Primary School: possible charge/coach costs

Belmont Primary School: possible charge/coach costs

Hartshorne C of E Primary School: coach costs

St Edward's Catholic Primary School: Possible charge/coach costs
'We already use Sharpe's Pottery as it's in walking distance and other walks in the locality the park but we are severely hampered by cost otherwise. We tried to work out a way to use public transport but found the bus company unhelpful & the whole thing impractical'

Springfield Junior School: possible charge/coach costs/staff too busy
'Keeping events local will be of huge benefit'

St Georges Primary School: staff too busy (national curriculum pressures)

Schools interested in doing building/public survey work.

Others: blank

**School Consultation Event Held at Sharpe's Pottery Museum
on 21st October 2014**

Attendees: Tanya Sutcliffe - Hartshorne Primary School
Wayne Simmons – Woodville Junior School
Celia Anderson – St Edwards Catholic School
Karen Kreft - " " " "
Julie Williams – Springfield Junior School
Lucy Charlton – Belmont St. School
John Richardson – Swadlincote Chamber of Commerce & Trade/ Rink Radio
Dillon Jones - Rink Radio

Apologies received from other teachers who had filled in questionnaires but could not attend the meeting.

Further comments/ideas/proposals –

Rink Radio (Dillon): www.rinkradio.co.uk

£125/day for a class either at base or at school. Could use Townscape surveys etc as a theme for creating radio programmes. All attendees very interested in linking with Rink Radio.

- Radio station for young people (rinkradio.co.uk)
- Everyone keen to involve them!
- £125/ day for class either at their base or in school

WAYNE SIMMONS – Woodville Junior School

- Mosaic of tiles, each school could have a section

LUCY CHARLTON – Belmont School

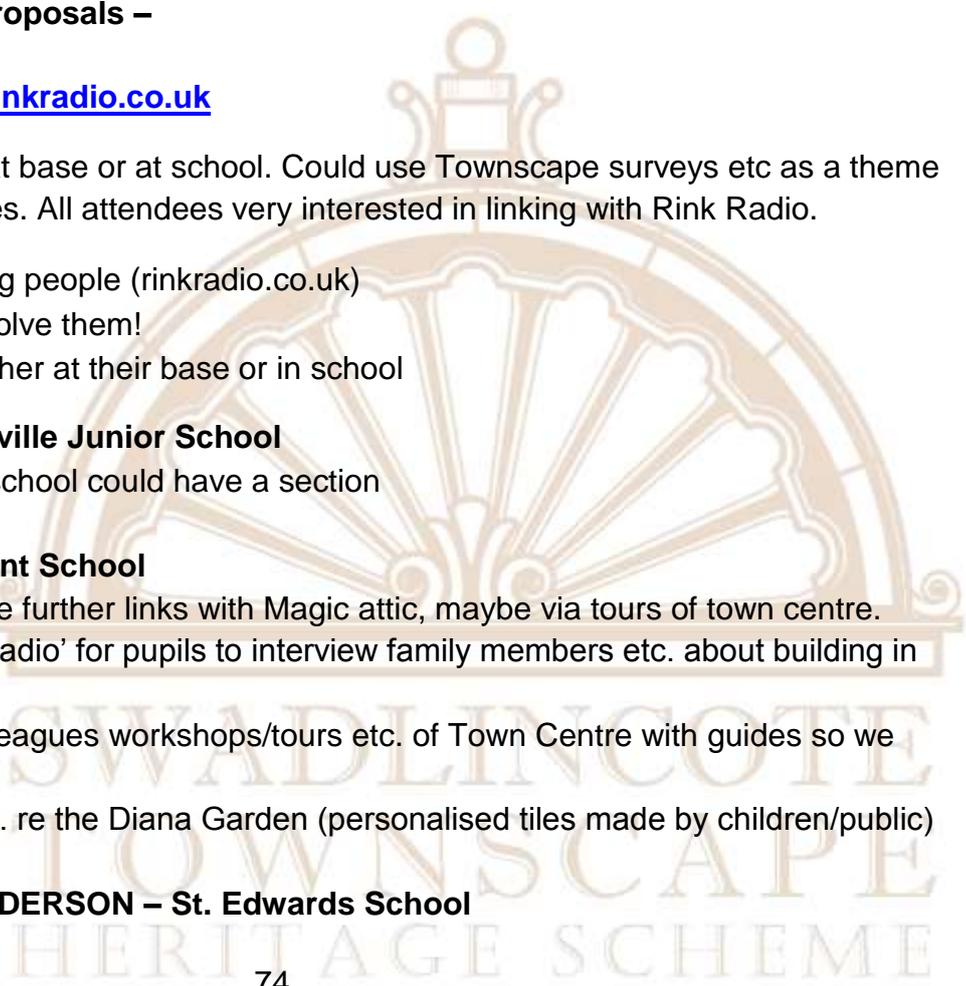
Written comments: Would like further links with Magic attic, maybe via tours of town centre. Like idea of involving 'Rink Radio' for pupils to interview family members etc. about building in Swadlincote etc.

Would like to attend with colleagues workshops/tours etc. of Town Centre with guides so we can do this with the children.

Also like the idea of 'tiles' etc. re the Diana Garden (personalised tiles made by children/public)

KAREN KREFT / CELIA ANDERSON – St. Edwards School

Verbal comments:



- Tiles Project
- Using primary sources for design

Written comments: Guided Town Trail.

Include activities for the children eg. spotting certain building features / sketching opportunities / then and now photos / even just old photos and get the children to find the same building or aspect to take their own photos to compare.

Drawing own maps of Town Centre/High Street.

TANYA SUTCLIFFE – Hartshorne Cof E School

Verbal Comments:

We are particularly interested in:

- Geography
- Local surveys
- History
- Link into another activity

Written comments/ ideas: Sculptures park – What brick I am / brick monsters

Mini village (town) – Geography link. – Create the buildings.

JULIE WILLIAMS – Springfield Junior School

Verbal comments to add to questionnaire comments:

- Liked Toilet making activity done at Sharpes
- 'Then and now' trails also link in building survey work to trails
- Geography:
 - usage of buildings
 - position of surveys
 - making own maps – pedestrian, trams
- Trail guides to take you round the town centre
- Magic Attic
- Teacher training
- Training for pupils
- Springfield architect – George Widdows, Nationally acknowledged as a leading designer of schools (inc Open Air Schools) – deserves a Blue Plaque (can we extend scheme outside conservation area?)
- School buildings

ALL of the teachers:

- Blue plaques idea – popular and school want their own!
- Like the idea of visits to see how things are made as well as seeing them in situ in Swadlincote eg visit to brick factory e.g. Hanson brick
- Would prefer subsidies rather than free activities as it would go further e.g. coach costs better for schools to find their own transport
- Want to take part in a project to design tiles for the Diana Garden and any other arts related projects eg murals, mosaics

- All wanted to work with Rink Radio

Conclusions:

In all except one case (Belmont School) the surveyed teachers felt that the priority was working with pupils rather than teacher training.

The subject areas which were preferred were (perhaps unsurprisingly) Geography and Local History with Art falling into a much less favoured third place (although at the meeting art projects were popular)

Seven out of ten schools were also interested in helping out with survey work for the project.

In terms of possible barriers to taking part in the project the main factor (mentioned by eight out of the ten schools) was cost - in particular the cost of coach travel.

However at the discussion event on 21st Oct, schools were unanimous that they would prefer to have more sessions and contribute some costs themselves rather than have a small number which were completely funded through the project (to make the money go further).

Teachers wanted the chance to take part in arts projects to leave a permanent legacy of the project eg tiles in the Diana Garden and to give the children opportunities to make things and to see how things were made in local industry (eg bricks). The blue plaque competition idea was very popular.



Appendix 3: 'Cultural Swadlincote – (current) opportunities for schools and other groups'

Our 'baseline' for school and group activities is summarised in this leaflet. It includes offers from most of the organisations involved in the Townscape Project and was our first experience of working together to advertise school activities. Here is a sample page from this publication – the whole document is on the Townscape CD with our other supporting materials. We did not develop any new or joint activities but advertised what is already available in Swadlincote.



terrific
towns

Cultural Swadlincote

Opportunities for schools and other groups

from April 2012



Appendix 4: Pilot School Activities (tested and revised March/April/ May 2015)

Here are 2 examples of the school activities which we developed and refined working with 4 school groups from Key Stage 2 during March, April and May 2015.



Activity 4 - Time the Avenger



Here are some examples of damage:



Water, wind and pigeon droppings can damage buildings over time.



Materials at risk:
wood, metal, stone, brick, plaster, clay



Look at the buildings around the Delph/ High St.



List 3 types of damage and name the material damaged.



Spot 3 ways to protect your building.



Count the pigeons - are there more/ fewer on some buildings? WHY?



Activity 3 - Historic Features: Teacher Notes

Look at the pictures below, which are taken on High Street

Can you find (or see) the shop/business which they belong to?

What does this feature tell you about what the shop was used for in its past?

(the pictures are in the correct order on this sheet, starting at the John Mills end of High St, but pictures on the pupil sheets are in random order to test their observation skills!)

	<p>Old factory chimney, in the retail park. Seen from High Street, opposite John Mills Curtain Shop</p>	<p>The Chimney was part of Wraggs Pipeworks - a huge local business that made clay pipes from local clay, e.g. from the ground underneath what is now Swadlincote Woodlands. At one time you could see 60-70 chimneys from almost anywhere in town due to the pottery industry (including sanitary ware and pipes) and other industries - but now there are only 3 chimneys left.</p>
	<p>Gate for S. Colliers – butchers . This gate is between the butcher's shop and Lloyd's Bank</p>	<p>Look at the size and shape of the gate. It is just the right size for a horse drawn cart and would have been used for deliveries for example...live pigs and sheep.</p>
	<p>Large display window on top floor 'Friston and Small' Estate Agent.</p>	<p>Large windows can be seen on the shops which used to have 2 floors for products. The widespread use of first-floor shop fronts is unusual for a small market town like Swadlincote. They illustrate the commercial success of the town 100 years ago and the demand for shop floor space. Nowadays most of the upstairs space on the High St is used for flats and offices. This shop front has been restored to its original glory through a recent grant scheme.</p>
	<p>Clock on 'Yum Yums' sweet shop</p>	<p>This clock used to be a focal point for shoppers and a meeting place. It advertised the jewellery shop, Dinnis's. There is a local campaign to get this clock repaired and set correctly again!</p>
	<p>Mosaic tiled floor, 'Salt Bros' on empty store</p>	<p>This floor would have been used to advertise 'Salt's' - the most important and the largest retail business in Swadlincote. The mosaic demonstrates the high status of the store - it would have been expensive. There is another one for Dinnis's, hidden under the Yum Yums doormat.</p>
	<p>Old shop sign (hook) on William Hill betting shop – also look at this shop frontage with the date.</p>	<p>Traditional shop fronts included signs hung from the top floors to attract customers. There are quite a few of these along the High St. Sharp-eyed pupils should spot that the sign hook hanging on William Hill's is a new one and not the one in this photo!</p>

Appendix 5: Letters / emails of support from partners

Support and Commitment for the Swadlincote Townscape Project – collated responses.

Environmental Education Project (part of South Derbyshire District Council).

11th May 2015

Over the past year we have been liaising with partners and the public with regard to the activity plan.

I can confirm that the following partners have expressed a willingness to work with us on activities listed in the plan for costs which have been agreed:

- Sharpe's Pottery Museum (Ruth Buttery)
- Swadlincote Tourist Information Centre (Gail Archer)
- Burton and South Derbyshire College (Kane Bramhall and Ian Vanes Jones)
- Derbyshire County Council Environmental Studies team (Georgina Greaves)
- Chameleon School of Construction (Angelica Duncan)
- Swadlincote Library (Natasha Hyde)
- People Express Arts (Julie Batten)
- The Magic Attic (Keith Foster)

Further to this, we have also discussed activities and have agreement in principle although costs have not been agreed with the following:

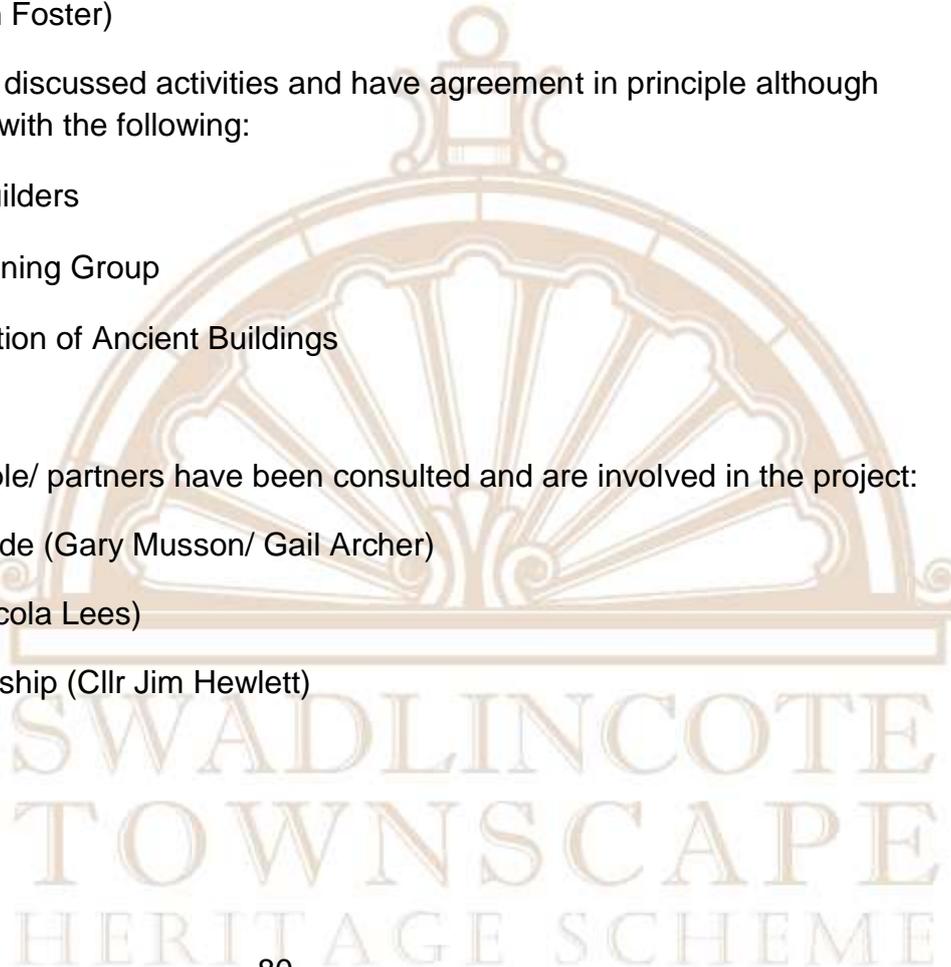
- Harvey and Clarke Builders
- National Heritage Training Group
- Society for the Protection of Ancient Buildings

The following groups of people/ partners have been consulted and are involved in the project:

Swadlincote Chamber of Trade (Gary Musson/ Gail Archer)

Swadlincote Town Team (Nicola Lees)

Swadlincote Cultural Partnership (Cllr Jim Hewlett)



SWADLINCOTE
TOWNSCAPE
HERITAGE SCHEME

Partnership letter/ signatories:



12/5 / 2015

If successful in our application to the Heritage Lottery Project, this scheme will:

- provide grants in Swadlincote Conservation Area for the repair of eligible buildings
- provide activities and events for people of all ages to learn about the built heritage of Swadlincote town centre

Expression of support / commitment for the Swadlincote Townscape Project:

We, the undersigned, express our support for this Project and our commitment to spread the word about grants and activities to help ensure its success:

<u>Name</u>	<u>Organisation</u>	<u>Any comments:</u>
Frank McArdle	South Derbyshire District Council	signed on behalf of the District Council
Nicola Lees	SOUTH DERBYSHIRE DISTRICT COUNCIL, SWADLINCOTE TOWN TEAM AND LOCAL RESIDENT	THIS IS A FANTASTIC PROJECT AND I LOOK FORWARD TO SUPPORTING AND GROWING WITH LOCAL PEOPLE
MIKE ROYANCE	ECONOMIC DEVELOPMENT, SOUTH DERBYSHIRE DISTRICT COUNCIL	THIS WOULD BE A GREAT BOOST TO THE TOWN CENTRE, ITS APPEALANCE + VITALITY.

TOWNSCAPE
HERITAGE SCHEME

<u>Name</u>	<u>Organisation</u>	<u>Any comments:</u>
Jacqui Sidwells	RSPCA	Exciting Project for the Whale community.
Gail Archer (Events officer)	Swadlinote & District Chamber of Trade.	Very positive to see how many individuals & business people coming together to improve the town where they live & work.
Jessie D'ro	Collis-Royce plc	Great Community project
Debbie Chesterman.	Aurora County Dev Ltd.	Fantastic Community Project
Ruth Guttery	Sharpe's Pottery Museum.	look forward to being part of it.
NATASHA HIDE	DERBYSHIRE COUNTY COUNCIL - HEALTH & COMMUNITIES DEPT	FANTASTIC PROJECT FOR THE COMMUNITY!
HELEN HUMPHREYS	SELF EMPLOYED LOCAL BUSINESSWOMAN	VERY POSITIVE FOR SWADLINCOTE & THE LOCAL COMMUNITY!

<u>Name</u>	<u>Organisation</u>	<u>Any comments:</u>
Julie Batten	Peeps Express Community Arts	We are very excited about this local initiative it will enhance the urban environment for the whole community
ROBERT COE	SWADLINCOTE CER	
MARTIN WRIGHT	MAGIC ATTIC	A good incentive for the town.
Rev Sue Rolfe	Methodist Church	This is a great opportunity to build on that has already been achieved.
RICHARD BROWN	RICHARDSONS FURNITURE	Panoramic opportunity to enhance the visual aspect of a growing town.
JOHN BAUMGARTNER	BAUMGARTNER'S JEWELLERS	This would be a good incentive to improve an interesting town with much potential
Ann Booth	Phoenix Pet Gals.	
Nicola Fenwick	Tribal Vibes	Good opportunity for the town.
Gail Archer	Sharpes Pottery Museum + Tourist Information Centre	A real breath of fresh ideas and brilliant to see so many people who want to see Swadlincote improve

Name

Organisation

Any comments:

Dr Iain M. HAMBING

T.G. GREEN HERITAGE
@ SWADLINCOTE POTTERY MUSEUM.

A CHANCE IN A LIFETIME
OPPORTUNITY TO SEE A
VISION TAKING SHAPE
FOR THE FUTURE OF
SWADLINCOTE.

Clare + Andy Chalmers

Curly Magpie

Lauren Hyde

Local Secondary
Pupil

Kate Allies

SDDC
+ Swadlincote
Patient Participata
group

Hoping to get
stuck into this
project!!

Emails to/from partners – this section deleted from web version as it included personal contact details and payment reference information.

