

Agenda Item No.

TO: Swale Rural Forum
DATE: 12 January 2010
SUBJECT: Discovering Places
BY: Head of Economic Development and Cultural Services and
Chairman, Swale Rural Forum
Classification: Unrestricted

Summary: Discovering Places is a national programme which promotes the values of the Olympics and Paralympics and seeks to connect and co-ordinate three projects – historic environment led by Heritage Link, natural environment led by Natural England and the built environment led by CABE. This programme will provide a new opportunity to promote our hidden places of cultural heritage in Swale.

Implications: Human Resources Implications - Officer time for coordination (Project Officer - Environment) in conjunction with Swale Green Grid Partnership, Medway Swale Estuary Partnership. Discovering Places promotes the work of partners which includes CABE, Heritage Link, Natural England and English Heritage

Finance Implications – builds on existing programme of work managed through the Swale Green Grid Partnership chaired by the Portfolio Holder for the Environment (Councillor Cindy Davis)

Legal Implications – N/A

Crime & Disorder Implications (Section 17) – As an environment endowed with natural heritage resources Discovering Places will show Swale's diverse culture, and create new audiences for its architecture, built and natural heritage. Different themes will be explored with an intention to engage young people and those who currently take little or no advantage of their heritage. This will reduce and prevent community crime and anti-social behaviour whilst conserving the cultural heritage within the environment

Equalities & Diversity Implications – Discovering Places is an important aspect of our historic, natural and built environment and heritage. The programme will provide access to public activities without any discrimination and it will allow people of all gender, race, religion, sexual orientation, age, taste and background to participate in the event and maximise its benefits.

Sustainability Implications – Discovering Places have a high degree of sustainability through its ability to develop existing and new hidden places of cultural heritage. It also puts diverse audiences in touch with their natural, historic and built environments.

Risk and Health and Safety Implications – The appropriate risk assessment will be carried out with a proper mitigation/management plan put in place as appropriate.

Corporate Plan Implications - Priority CL2: Making the most of London 2012 and the Cultural Olympiad to promote volunteering and participation, and to link cultural development with access to learning and health

Decision Required: To note the report

Introduction/Background

Discovering Places is the environmental arm of the Cultural Olympiad, delivered on behalf of LOCOG to promote culture as part of a strategy towards the development of London 2012. Discovering Places works alongside different organisations linked to 2012 such as the Arts Council, English Heritage, Heritage link, BBC, MLA (Museums, Libraries and Archives), Legacy Trust and UK Film Council. This programme is being developed in partnership with the Commission for Architecture and the Built Environment (CABE) and Natural England.

Programme Proposal

All events will be free to participants and the programme is built on the well-established Open House in London and on Heritage Open Days/Doors around the country to open up both the historic and hidden places, making the architectural treasures accessible, exposing the buildings that publicise Britain's (including Swale) diverse culture, and creating new audiences for heritage and architecture. Discovering Places connects new audiences to UK's inspiration for natural environment, culture and sport.

Opportunities include: 'Celebrate the Environment' **1-3 May 2010** (a KCC pilot). From the **30 April – 2 May 2011** there will be a focus on World Heritage Sites and contemporary built environment; **Sept 2011** will be use to enhance Heritage Open Days; **2012 Domestic Torch Relay** (75-80 days around UK).

In Swale, opportunities could be maximised around hidden and unexplored parklands, archaeological sites, open spaces, cultural heritage and the development of the existing ones. Our rural communities offer new spaces and places as well as promotional opportunities which can be developed in future years. In addition to emerging urban projects such as Milton Creek other visits might include rural locations that offer combined activities through the food and drink offer, attractions, farms and so on. Swale could also promote branding and marketing of the local walking, food/drink product and upgrade our local walking routes through Faversham Food Trails. The Farm Open Day also falls within same calendar time of the Discovering Places

programme and there is opportunity to work to produce a varied programme to communities and visitors.

Members of the Swale Rural Forum are asked to note the report.

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Date – 16th December, 2009

Report approved by - Head of Economic Development and Cultural Services & Interim Regeneration Director, Chairman of Swale Rural Forum, Councillor Ben Stokes

List of background documents:

Heritage Link, <http://www.heritagelink.org.uk/discovering-places-2012-cultural-olympiad/>
(accessed date:16/12/09)

Ambitions for Swale, (2009). Swale Sustainable Community Strategy 2009-2026
<http://www.swale.gov.uk/assets/Strategies-plans-and-policies/web-AmbitionsforSwaleMarch2009.pdf> (Accessed Date – 16/12/09)