

APPENDIX 1: Draft Action Plan

Context

This is a **draft**, high level Action Plan which needs further development and detail to be added by the Swindon Heritage Board, including prioritisation, Board sponsorship and resource allocation.

Aims

The Action Plan responds to the Aims of this strategy, outlined earlier and repeated here for convenience:

1. To create and promote an exciting, informative and accessible heritage offer for all.
2. To establish a strong heritage sector in Swindon, developing and working in partnership.
3. To develop a greater understanding of Swindon's Heritage, promoting its protection.

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Aim(s)	Objective	Action/Activity	Stakeholders/Delivery	Progress & Monitoring
1, 2, 3	a. Develop a plan for a united museums offer across the borough.	Develop a strategy for the future of Swindon Museum and Art Collections. To include public access, promotion, conservation and storage.	SBC, HLF, ACE, Friends of SM&AG, SHB	Regular updates will be presented to the SHB
		To work towards Accreditation standard (Arts Council England) for all Swindon's museums.	ACE, Museums Development Officer, Richard Jefferies Museum, Computer Museum	SM&AG, Lydiard and STEAM all have full Accreditation
		Complete the transferral of Richard Jefferies museum to Trust status.	Richard Jefferies Museum Trust, SBC, Richard Jefferies Society	SBC have agreed to provide lease document
		Develop a strategy for storage of heritage artefacts to satisfy the needs of current and anticipated finds.	SBC	Awaiting outcome of Options Appraisal Report commissioned autumn 2013.

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2, 3	b. Develop the town's reputation as a hub for heritage expertise with bodies such as English Heritage and the National Trust.	<p>To prepare and establish a stakeholder engagement programme.</p> <p>Develop a programme of activities promoting training, skills and career opportunities related to the heritage sector.</p>	SHB, LEP	SHB need to determine how this will be taken forwards.

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2	c. Develop partnerships between voluntary, public and business sectors to develop the action plan.	<p>Ensure appropriate support is in place to further the aims of the Heritage Board as exemplar partnership working.</p> <p>Identify those principles within 'One Swindon' to inform all partnership work.</p> <p>Create a programme to develop active partnerships within the public, voluntary and business sectors, including Localities and parishes and a network of volunteers.</p>	All	On-going

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1, 2, 3	d. Promote Swindon as a heritage destination.	<p>Develop a communications strategy that will increase public understanding of Swindon's heritage and culture.</p> <p>Create a series of information leaflets and support current/established activity to promote specific areas of Swindon's Heritage.</p> <p>Develop a cross promotional programme for Swindon's heritage attractions.</p> <p>Explore resources/partnerships from visit England and visit Wiltshire to enhance Swindon tourism.</p>	Visit Wiltshire, WC, Forward Swindon, SBC, local media, voluntary and community sector, S&DHN	<p>Swindon is part of the Wiltshire application to ACE for Cultural Tourism funding.</p> <p>SHB is supporting the Swindon Heritage magazine</p>

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1, 2, 3	e. Increase understanding and awareness of Swindon's heritage for residents and visitors.	Find opportunities to share and celebrate Swindon's heritage through a range of community centred events. Support and seek further co-ordination of established activities and events.	All	Use of Council properties: e.g. Apsley House and Radnor Street for community run Great War Commemorations

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1, 2, 3	f. Encourage the engagement of young people with Swindon's heritage through activities and partnerships with schools and youth organisations.	Develop opportunities to promote the heritage and cultural diversity of Swindon as part of formal and informal learning.	Swindon Youth Partnership? Education Officers at venues including the Wiltshire & Swindon History Centre, the Richard Jefferies Museum Trust etc.	Successful HLF bid for educational projects at Richard Jefferies museum

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2, 3	g. Promote Swindon's heritage in development and regeneration.	<p>Publicise specific examples of where aspects of Swindon's heritage have been successfully incorporated to the benefit of the development.</p> <p>Have an on-going programme of engagement with Elected Members and the public regarding role of heritage in planning.</p> <p>Ensure that development impact(s) are mitigated for the enhancement and protection of heritage assets, including storage. Where appropriate Swindon's Heritage assets are enhanced and protected through the appropriate planning mechanisms e.g. planning conditions and development contributions.</p>	<p>Forward Swindon, developers, SBC, voluntary and community sector</p> <p>SBC, Swindon Civic Voice</p> <p>SBC as local planning authority</p>	<p>Member training is on-going by Officers. Swindon Civic Voice have delivered a series of public training events.</p> <p>A charging policy for archaeology boxes will be introduced in April 2014.</p> <p>Objectives of the Heritage Strategy are written in to Community Infrastructure Levy (CIL)</p>

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1, 2, 3	h. Create a deeper understanding of Swindon's heritage assets, their importance, issues and ways to respond.	<p>Sign up to the EH Alliance to Reduce Crime Against Heritage (ARCH) and promote to partners.</p> <p>Heritage Board to understand and adopt the 'At risk' register (EH) as a mechanism for prioritisation.</p> <p>Working group to develop solutions for the Mechanics' Institution.</p> <p>Promote the HER as a mechanism of recording and disseminating data from/to local heritage groups.</p> <p>Seek to update the 'local list' of heritage assets in partnership with local heritage groups.</p> <p>Establish Heritage At Risk data for those sites not included on EH register</p>	<p>SBC</p> <p>Heritage Board</p> <p>SBC Members & Officers, Mechanics Institution Trust, EH</p> <p>SBC, WiltsC, S&DHN</p> <p>SBC and all</p> <p>SBC and all</p>	<p>Complete</p> <p>Board Agenda item Dec 13</p> <p>Working Group established comprising representatives from SHB and the Overview & Monitoring Group</p> <p>Maintain funding to maintain the HER for Swindon</p>