

# Coastal Lives – Cultural Lives

A Lincolnshire Coast Cultural Development Plan  
2010 – 2013

*“Active participation and engagement in a vibrant quality art, cultural and heritage offer on the Lincolnshire coast”.*

cultural solutions – September 2009



## Preface

### Coastal Lives – Cultural Lives

A Lincolnshire Coast Cultural Development Plan - 2010 – 2013 comprises of the following:

- Coastal Lives – Cultural Lives - – main strategy document
- *Appendices* - Supporting documents

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# Coastal Lives – Cultural Lives

## Contents:

Introduction	4
Methodology	7
Strategic Policy Context	10
The Approach	42
<i>Cultural Coastal Planning Zones – CCPZ</i>	42
<i>CCPZ Map</i>	47
<i>Hierarchy of Provision</i>	48
<i>Demographics and Consumer Profile of the Study Area</i>	51
<i>The Lincolnshire Coast’s Economic Zones</i>	54
The Lincolnshire Coast’s Cultural Drivers	67
NIs for Local Authorities and Local Authority Partnerships - NI 11	68
<i>Connectivity with the Local Cultural Landscape</i>	
Loving Sport, Living Life - A Strategy for Lincolnshire to 2012 and Beyond	73
Lincolnshire Libraries - Fundamental Library Review	75
The Built Environment	78
Health and Wellbeing	83
Heritage	88
2012	107
Go-See Opportunities	112
Overview and Analysis of Lincolnshire Coastal Zones	117
Recommendations A- L	174
<i>Implementation Plans</i>	
<i>Budgets</i>	
<i>Issues / Challenges / Solutions</i>	265
<i>Appendices</i>	
A. The Audit	275
B. CCPZ Zones and Populations	408
C. Funding Sources	415
D. Bibliography and References	424

## Coastal Lives – Cultural Lives - : an introduction

cultural solutions was contracted by Lincolnshire County Council's Economic Development in November 2008 to work with them, Arts Council England and its partners and stakeholders on the research, analysis and creation of a strategic and co-ordinated approach to the planning and delivery of a dynamic and innovative arts infrastructure along the Lincolnshire Coast.

cultural solutions responded to Lincolnshire County Council's original brief to:

- Undertake an audit of, and map, all arts and cultural facilities, organisations and groups along the coast. Identifying and tying in with previous analysis
- Create a cultural regeneration strategy for the Lincolnshire Coast
- Identify and start the development of a number of capital and revenue projects which will create the infrastructure to support and develop the cultural offer along the coast. Accessing external funding opportunities
- Start to develop proposals, design policies and guidance so that they proactively include cultural opportunities for the design and Cultural Manager to implement
- Provide technical input to the Lincolnshire Coastal Visitor Master Plan, LAA, Interreg, SEA Change and SEAS initiatives so that they deliver a strategic programme of culturally significant activity throughout the coast

For the purpose of this work Lincolnshire County Council defined the Lincolnshire Coast as, *'East Lindsey, east of the A16, and the whole of Boston and South Holland'*.

Following the Inception Meeting on 28 November 2008 and the subsequent inaugural partners and stakeholders event on 15 December 2008, the original brief was reviewed and revised.

- Undertake an audit of, and map, all arts and cultural facilities, organisations and groups along the coast. Identifying and tying in with previous analysis
- Create a cultural development plan providing options and recommendations that equip Lincolnshire's coastal community with the tools achieve its goals

- Propose a number of capital and revenue projects which will enhance the infrastructure to support and develop the cultural offer along the coast.  
Identifying relevant external funding opportunities
- Review and collate the most appropriate and most relevant policy and guidance documents available in the field for future reference
- Ensure that appropriate connections are made with strategic initiatives to ensure that any recommendations for the Lincolnshire coast will deliver a programme of culturally significant activity

## Our Outline Methodology

Our work is about 'collective' identification of cultural infrastructure needs and investment at predominantly a sub regional level over the next 12 years. It concentrates on cultural initiatives that lie beyond the reach of any single agency and provides exciting opportunities for inter-agency collaboration. It recognises the important role local cultural infrastructure plays in delivering much of the access to culture across the Lincolnshire Coast. Whether it is attending a rural touring performance, going to a local library or enjoying an exhibition in a local school, the majority of an individual's cultural engagement should happen at a local level, with the minimum amount of travel involved. The importance of local accessibility to the cultural infrastructure is fully recognised, and has informed the shape and tone, and identified some of the necessary partners for the successful realisation of the work.

Our work links directly to the Regional Spatial Strategy (RSS8), the Regional Economic Strategy (RES), the Regional Sustainable Development Framework (otherwise known as the Integrated Regional Strategy - IRS) and the Regional Cultural Strategy. In common with these, it seeks to deliver on the relevant strategic themes and ten core strategic objectives, set out in the Integrated Regional Strategy. These documents set the fundamental regional policy context against which our work has been prepared.

The RSS provides a long-term spatial strategy for the East Midlands for the period to 2021 and identifies the Lincolnshire Coast as a key component in realising the regional and sub-regional cultural infrastructure. The RSS seeks to manage growth and change to meet the needs of all communities and to realise their potential within environmental limits. To deliver more sustainable communities and a more sustainable region there should be significant change at a range of regionally strategic cities and towns, and smaller scale change outside of these places to achieve more self-contained, balanced communities and a better local environment.

The RSS policies on culture and the environment are about increasing cultural participation, enhancing the region's distinctive environments, and the quality and diversity of our cultural life. They also contribute to the principles of a sustainable region, one that will *'be recognised as a region with a high quality of life and sustainable communities that thrives because of its vibrant economy, rich cultural and environmental diversity and the way it creatively addresses social inequalities, manages its resources and contributes to a safer, more inclusive society'*. (Regional Spatial Strategy for the East Midlands (RSS8) - 2005)

The RSS identifies that the primary focus for development on the Lincolnshire Coast will be those places which offer the greatest opportunities for employment and the greatest levels of accessibility by means other than car to cultural, transport, health, education and other services.

We have included hinterland villages and hamlets, creating groupings \* known as Cultural Coastal Planning Zones (CCPZ) that we believe will provide the most relevant framework for analysing and developing cultural infrastructure. See page 42 for details.

## Our Engagement Methodology

Aware of the challenges of developing culture within Lincolnshire, cultural solutions was adamant that we would enter into as robust an engagement process with partners, stakeholders and beneficiaries as possible. To this end we undertook consultation at grass roots level to ascertain the aspirations of local people, and to ensure the work was grounded in each locality.

Our consultation process enabled us to explore, at a very local level, what each Zone is proud of; some of its cultural success stories; the impact and influence on the community's cultural vitality, and identified the local community's dreams and aspirations for the next 10-15 years.

We developed a series of methodologies to ensure a wide range of individuals and organisations had the opportunity to feed into the consultation and audit process. (see appendix for the audit and list of consultees). The main elements were as follows:

January 2009

Questionnaires were sent by email and/or post to:

Over 100 parish council clerks – this asked parish councils to feed into the audit process by the identification of cultural activity at a local level.

The sample return was very low with parish councils generally unaware of what cultural organisations, creative industries and arts activity was happening on their doorstep.

Approximately 180 creative industries - the Lincolnshire Cultural Solutions Initiative (LCSI) and Art on the Map databases along with those identified through our desk-based research were directly mailed.

The questionnaire sought information about the individual creative industries, and also enquired about their use of, and participation in, local cultural activity, and how this might be developed further. We received an 11% sample return rate.

Local authority officers - libraries, sports, arts, heritage, and cultural managers.

Telephone interviews were carried out with local authorities and other agencies including the Wash Estuary Group, a local housing association, local community groups and creative industries.

February 2009

To supplement and verify the quantitative work, we undertook a series of facilitated workshops with partners, stakeholders and beneficiaries.

Structured face-to face interviews took place with local authority officers at an early stage in the development of the work; this was in many cases followed up with additional telephone conversations.

Second phase questionnaires were sent by email or post to:

90 local groups and organisations

15 festival organizers

Groups were also sent an invitation to attend a series of facilitated consultation meetings in Boston, Alford and Spalding.

Press releases were sent out highlighting the opportunity for local groups to participate in the consultation process.

Significant desk based research was required to ensure the audit contained up to date and detailed information on current cultural provision. The audit was shared with local authority officers throughout the process to ensure accuracy.

March 2009

A facilitated, creative workshop took place for creative industries and cultural activists in Boston.

12 local artists and organisations attended and shared and explored their vision for the coast.

Structured face to face interviews took place with Penny Baker, Lincolnshire Tourism, and East Lindsey District Council Officers.

**The Audit**

The engagement of a wide range of partners, stakeholders and beneficiaries enabled the creation of a database of current cultural provision within the Lincolnshire Coast's defined area. This data constitutes the first published audit of cultural provision of its kind. The audit is intended to root its findings in a real time landscape of life along the

Lincolnshire Coast. The audit looks at all 177 towns, villages, and hamlets within the 72 wards of the area.

## The Strategic Policy Context

As detailed in the Outline Methodology (page7) in order to develop a strategic toolkit for the Lincolnshire coast we reviewed national, regional and local strategic policy and initiatives to ensure a strategic fit. This section details this work.

### National Considerations

National Coastal Regeneration Policy:

*A strategy for promoting an integrated approach to the management of coastal areas in England - DEFRA, 2008*

The Government's national strategy for coastal management is not specific as to the types of interventions that are considered appropriate for coastal areas and culture is not specifically mentioned as a priority intervention type. The strategy is more concerned with ensuring the effective management of coastal areas.

Whilst the strategy recognises that local areas will have their own vision for the coast, it presents an overarching vision for the management of coastal areas that emphasises the importance of effective community involvement in coastal regeneration and the need to encourage existing organisations to work better together:

- Sustainably managed coastal areas, where competing demands and pressures have been taken into account and the social and economic needs of society have been reconciled with the need for conservation of the natural and historic environment
- A clear policy and regulatory framework into which the principles of a holistic and co-ordinated approach are embedded
- A new, strategic management approach in the marine environment, which is effectively integrated with the management of the land
- More consistent application of the principles of good, holistic and co-ordinated management around the coast
- A management approach that builds on existing structures and responsibilities, whilst encouraging organisations to work better together

- A flexible management approach, which supports local initiatives and solutions to address local circumstances, within an overall regulatory framework
- Appropriate and effective stakeholder and local community involvement throughout management processes.

### CASE: The Culture and Sport Evidence Programme

CASE is the new £1.8M, 3 year joint programme of research led by the Department for Culture, Media and Sport in collaboration with the Arts Council England, English Heritage, the Museums, Libraries and Archives Council and Sport England. The overall aim is to strengthen the understanding of how best to deliver culture and sporting opportunities of the highest quality to the widest audience generating the best outcomes for society.

CASE was set up following the DCMS Capability Review in 2007. The review recommended that DCMS builds on the successful collaboration with their NDPBs developed under Taking Part to extend and enhance their evidence base. This reflected that the evidence needs for culture, media and sport were great, and that they could not be met by DCMS acting alone. One major evidence issue which underpins the case for investing in culture and sport is understanding what 'value' it adds to society. The CASE programme is designed to get to grips with this issue to inform public policy investment decisions in a way that properly reflects its role and position in society. It was with this aim in mind that CASE was formed.

### CASE'S vision

To directly influence culture and sports' policy development and policy agenda through the development of a strategic, policy-relevant, high-quality, cross-cutting, social and economic evidence base for our sectors.

### CASE'S Objectives

- To understand how far current research and data can address the fundamental questions of value and drivers of engagement in culture and sport by 2010
- To understand what sorts of data, analysis, research and resources CASE should provide to influence the policy agenda by summer 2009
- To influence policy research in the sectors by
  - Setting out clear priorities and questions CASE will address
  - producing outputs which set standards; and
  - provide or augment research and evidence tools used by the sector when carrying out social and economic culture or sport policy research by 2010
- To influence the agenda in our sectors by playing a significant role in determining indicators and targets in future spending reviews

- To become a recognised source of class-leading culture and sports' policy research by 2011

## The Regional Picture

### East Midlands Regional Spatial Strategy

The East Midlands Regional Plan (RSS8) provides a broad development strategy for the East Midlands up to 2026. It also represents the spatial element of the East Midlands Integrated Regional Strategy (IRS). The RSS provides the framework for meeting the region's development needs in a way that promotes a more sustainable pattern of development. It also outlines regional priorities for both urban and rural communities.

The Regional Plan is divided into 4 Sections:

Section 1: Core Strategy

Section 2: Spatial Strategy

Section 3: Topic Based Priorities

Section 4: Sub-Regional Strategies

Government guidance recommends regional strategies such as the Regional Plan and the RES should be drawn up within an overarching sustainable development framework to ensure consistency.

In the East Midlands this is provided by the East Midlands Integrated Regional Strategy (IRS) developed by the East Midlands Regional Assembly (EMRA). Within an overall policy framework it comprises four themes:

- Environment
- Social
- Economic
- Spatial

The region is divided into five Sub-areas:

- Eastern Sub-area: comprising Lincolnshire and Rutland, it is predominately rural in character with the exception of the city of Lincoln and towns of Boston, Grantham and Spalding. It also includes some remote and significantly deprived areas, particularly on the coast.
- Northern Sub-area: comprising the former coalfield areas of north Derbyshire and north Nottinghamshire which have been adversely effected by economic restructuring and environmental degradation.
- Peak Sub-area: comprising the National Park together with the surrounding areas of the Peak District, it is largely rural in character and a major visitor destination.

- Southern Sub-area: comprising Northamptonshire, it combines a generally buoyant economy with pockets of deprivation such as in Corby, and has increasing functional linkages with the 'wider south east' of England.
- Three Cities Sub-area: comprising Derby, Leicester and Nottingham and surrounding areas and containing almost half the Region's population, with the cities acting as major administrative, economic and cultural centres.

The strategy identifies a number of policies that are directly relevant to the Lincolnshire Coastal area:

#### Policy 5: Strategy for Lincolnshire Coastal Districts

A strategy will be agreed between the Regional Planning Body, the three Lincolnshire coastal districts (East Lindsey, Boston and South Holland), Lincolnshire County Council, the Environment Agency and other relevant regional organisations. This will consider primarily:

- flood risk and flood defence works;
- housing needs;
- regeneration needs, including social and economic factors;
- other infrastructural needs; and the protection of the integrity of designated nature conservation sites of international importance.

The strategy should also consider how any infrastructure will be funded and the timing of such works. New housing and other new development will need to be carefully phased in accordance with the provision of necessary new infrastructure.

The agreed strategy will form part of the next RSS review and if agreed before the adoption of the next review it will form a guide to the preparation of local development documents in the three districts until the regional strategy is rolled forward.

#### Policy 18: Regional Priorities for the Economy

Local authorities in all parts of the region should work together with emda and other organisations with relevant responsibilities to encourage and foster the regional economy through implementing the Regional Economic Strategy. It will be especially important to raise skill levels, develop the service sector and high value manufacturing and create innovative businesses, so that the region is better placed to maintain economic competitiveness.

#### Policy 19: Regional Priorities for Regeneration

Regeneration activity should be focused on areas of greatest identified need. These include:

- the Region's Principal Urban Areas and Sub-Regional Centres that exhibit very high and concentrated levels of deprivation;
- the Northern Sub-area, with its concentration of economic, social and environmental problems linked to the decline of the coal industry;

- 'economically lagging' rural areas identified by the Government's Rural Strategy, including the districts of East Lindsey, West Lindsey, South Holland, Bolsover, High Peak and the more rural parts of Derbyshire Dales, Bassetlaw and Newark and Sherwood;
- the towns of Gainsborough, Mablethorpe and Skegness; and
- other settlements which display high levels of deprivation including Corby which is also designated as a Growth Town in Policy 3

For regeneration to be successful concerted action is needed across the whole spectrum of local governance and local development documents should translate this into the action required locally.

#### Policy 24: Regional Priorities for Rural Diversification

Local Authorities, emda and Sub-Regional Strategic Partnerships (SSPs) should work together to promote the continued diversification and further development of the rural economy, where this is consistent with a sustainable pattern of development and the environmentally sound management of the countryside. Local development documents should develop the policy according to local circumstance but particular consideration should be given to:

- 'economically lagging' rural areas identified by the Government's Rural Strategy, including the districts of East Lindsey, West Lindsey, South Holland, Bolsover, High Peak, and the more rural parts of Derbyshire Dales, Bassetlaw and Newark and Sherwood; and
- those areas that fall within Rural Action Areas identified by SSPs

#### Policy 26: Protecting and Enhancing the Region's Natural and Cultural Heritage

Sustainable development should ensure the protection, appropriate management and enhancement of the Region's natural and cultural heritage. As a result the following principles should be applied:

- the Region's internationally and nationally designated natural and historic assets should receive the highest level of protection
- neither direct nor indirect damage to EU designated Natura 2000 sites will be permitted
- damage to natural and historic assets or their settings should be avoided wherever and as far as possible, recognising that such assets are usually irreplaceable
- unavoidable damage must be minimised and clearly justified by a need for development in that location which outweighs the damage that would result
- unavoidable damage which cannot be mitigated should be compensated for, preferably in a relevant local context, and where possible in ways which also contribute to social and economic objectives

- there should be a net increase in the quality and active management of natural and historic assets across the Region in ways that promote adaptation to climate change, and an increase in the quantity of environmental assets generally; and
- the Region's best and most versatile agricultural land should be protected from permanent loss or damage

**Policy 27: Regional Priorities for the Historic Environment**

*The historic environment should be understood, conserved and enhanced, in recognition of its own intrinsic value, and its contribution to the Region's quality of life.*

*Across the Region and particularly in areas where growth or regeneration is a priority, development should promote sensitive change of the historic environment. To achieve this, Local Planning Authorities should:*

- *identify and assess the significance of specific historic assets and their settings*
- *use characterisation to understand their contribution to the landscape or townscape in areas of change*
- *encourage the refurbishment and re-use of disused or under-used buildings of some historic or architectural merit and incorporating them sensitively into regeneration schemes*
- *promote the use of local building materials; and*
- *recognise the opportunities for enhancing existing tourism attractions and for developing the potential of other areas and sites of historic interest as part of Green Infrastructure, having regard to potential impacts on biodiversity*

**Policy 28: Regional Priorities for Environmental and Green Infrastructure**

Local Authorities, statutory environmental bodies and developers should work with the voluntary sector, landowners and local communities to ensure the delivery, protection and enhancement of Environmental Infrastructure across the Region. Such infrastructure should contribute to a high quality natural and built environment and to the delivery of sustainable communities.

Local Authorities and those responsible for the planning and delivery of growth and environmental management across the Region should work together to:

- assess the capacity of existing Environment Infrastructure to accommodate change in order to inform decisions on the scale, location and phasing of new development. Account should be taken of current deficits and likely future demands, including those likely to result from climate change, to identify any further needs or constraints
- select appropriate indicators and targets to monitor the condition of Environmental Infrastructure and to ensure that its capacity to accommodate change is not breached

- ensure that the provision and design of new Environmental Infrastructure is considered and its delivery planned through environmental capacity analysis at the same time as other infrastructure requirements
- within Local Development Frameworks develop 'green infrastructure plans' based on character assessments of existing natural, cultural and landscape assets and the identification of new assets required to meet the needs of existing and expanding communities
- increase access to green space that can be used for formal and informal recreation, educational purposes and to promote healthy lifestyles, without increasing pressures on sensitive sites, especially those designated under the European Habitats Directive; and
- identify delivery and funding mechanisms for the creation and future management of Green Infrastructure, including from the planning system and other funding sources such as EU funded Environmental Stewardship Schemes

**Policy 31: Priorities for the Management and Enhancement of the Region's Landscape**

The Region's natural and heritage landscapes should be protected and enhanced by:

- the promotion of the highest level of protection for the nationally designated landscapes of the Peak District National Park and the Lincolnshire Wolds Area of Outstanding Natural Beauty
- the promotion of initiatives to protect and enhance the particular character of the Sherwood, Charnwood and Rockingham Forests
- the establishment of criteria-based policies in Local Development Frameworks to ensure that development proposals respect intrinsic landscape character in rural and urban fringe areas, including, where appropriate, recognition of the value of tranquility and dark skies
- the identification in Local Development Frameworks of landscape and biodiversity protection and enhancement objectives through the integration of Landscape Character Assessments with historic and ecological assessments

**Policy 34: Priorities for the Management of the Lincolnshire Coast**

Local Authorities and other relevant public bodies should identify arrangements for effective co-operation to manage the Lincolnshire Coast. They should promote the development of coastal zone management plans to help achieve an integrated approach to coastal management, including North East Lincolnshire in the adjacent Region of Yorkshire and the Humber.

Any development along the Lincolnshire Coast requiring a coastal location should be located primarily in existing urban areas and in ways that protect and enhance the natural and cultural heritage.

**Policy 41: Regional Priorities for Culture, Sport and Recreation**

Local Authorities and Strategic Sub-Regional Partnerships should work with local communities to develop 'cultural infrastructure plans' to inform Local Development Frameworks and other relevant plans and strategies. These should specify:

- key elements of cultural provision, including assets needing refurbishment, relocation of facilities and new provision
- standards and costs for provision, including quality standards
- the sources of and potential sources of funding, including from the planning system

Local Authorities should also work with County based Sport Partnerships, Sport England and other relevant bodies to ensure that there is adequate provision of sports and recreational facilities consistent with the priorities for urban and rural areas outlined in Policy 3, and the relevant Sub-area policies under Section 2.4. Where appropriate, there should be joint working across administrative borders to ensure that identified need is met in the most effective manner. Particular attention should be given to ensuring the Region maximises the benefits arising from the London 2012 Olympics.

#### Policy 42: Regional Priorities for Tourism

Local Authorities, emda, Sub-Regional Strategic Partnerships and other relevant public bodies should seek to identify areas of potential for tourism growth which maximise economic benefit whilst minimising adverse impact on the environment and local amenity. Potentially adverse effects on internationally designated nature conservation sites should be avoided or mitigated.

Measures should include:

- provision for additional tourist facilities including accommodation close to popular destinations that have adequate environmental and infrastructure capacity, particularly those within walking and cycling distance
- improvements in the quality of existing facilities and services
- improvements to accessibility by public transport and other non-car modes

#### *emda* Regional Economic Strategy 2006-2020: "A Flourishing Region"

The Regional Economic Strategy (RES) sets the framework for ensuring the long term sustainable economic growth of the region. The fundamental purpose of the RES is to improve economic performance and enhance the region's competitiveness. It will do this by addressing the market failures that prevent or limit sustainable economic development, and supporting regeneration and business growth.

The strategy focuses on the following economic drivers:

- **Skills:** addressing the relatively high proportion of people with no qualifications and enabling more people who are in work to develop higher level skills

- Innovation: helping to increase investment in research and development by businesses, particularly small and medium sized enterprises - and ensuring far more good ideas are translated into new or improved products or services
- Enterprise: improving rates of company formation and survival, and creating a culture of enterprise which begins at school
- Investment: improving levels of investment in the service sector, so the region is equipped to maximise the opportunities from this fast-growing part of the economy

The document uses the same regional split as the RSS, with the Lincolnshire coast falling into the Eastern sub-area.

- Eastern
- Northern
- Peak
- Southern
- Three Cities

The RES notes that the region's coast suffers particular problems relating to access and deprivation. It also mentions that partners in Lincolnshire are aiming to address these problems by finding new service delivery methods and promoting new initiatives to address the distinctive socioeconomic problems suffered in coastal areas.

The RES organises its aims under the following structural themes:

- Raising productivity: enabling our people and businesses to become more competitive and innovative
- Ensuring sustainability: investing in and protecting our natural resources, environment and other assets such as infrastructure
- Achieving equality: helping all people to realise their full potential and work effectively together to enrich our lives and our communities

Within these themes, the strategy identifies 10 strategic priorities and provides priority actions for each. Listed below are those relevant to the Lincolnshire Coast in the context of the development of a cultural regeneration plan.

Strategic Priority: Enterprise and Business Support (Theme 1)  
Priority Action 2f: Increasing Visitor Spend

- Target regional and sub-regional marketing and promotion with the aim of increasing visitor spend, particularly from staying and inbound visitors
- Develop a coordinated campaign to encourage investment in public realm, conferencing and business tourism facilities

#### Strategic Priority: Enterprise and Business Support (Theme 1)

##### Priority Action 2g: Targeting Growth Of Creative And Cultural Industries

- Protect, conserve and enhance the key regional cultural and historic assets to maximise their contribution to the regional economy
- Support the cultural sector to create opportunities for community participation and to develop social capital

Whilst this provides a strong rationale for the cultural strategy, further specific priorities for the Eastern sub-region are identified though none of these specifically recognise the need for cultural assets / development (though the case can be made for culture to address some specific problems such as low levels of economic activity):

- Relative economic peripherality and poor transport and communications
- Low population densities in more remote rural areas
- A reliance on weak local labour markets characterised by high levels of casualization and extensive use of temporary, seasonal and migrant labour usually in low-skilled and low-paid occupations
- Poor transport links (which act as a barrier to participation in training, education and employment)
- Relatively low levels of economic activity
- Significant incidence of 'hidden unemployment' in the north and east of the sub-area
- Extreme disparities in performance at local level across the sub-area

#### Regional Cultural Strategy:

*"The Place of Choice: A Cultural Strategy for the East Midlands 2006-2011"*

The purpose of the strategy is to make the East Midlands the place of choice for people to enjoy, create, work, and take part in, culture. The Strategy affirms the region's

commitment to culture: the arts, sport and physical activity, museums, libraries, archives, heritage, media, and tourism, and to a broader range of less formally defined cultural activities.

The strategy makes no specific reference to the Lincolnshire Coast but provides a delivery framework with four key themes as a starting point. Work strands are then identified within each theme, with success measured through outcomes and indicators.

Each work strand is broken down with a detailed description of what is involved and the associated goals. The four key themes are:

- Supporting cultural opportunities for people and communities
- Fulfilling the potential of culture
- Getting culture valued in regional policy and planning
- Achieving sector sustainability

All the themes and work strands could be considered to have relevance to the Lincolnshire Coastal area:

1.1 – Participation: Increase and widen participation in cultural activities, especially amongst priority groups

1.2 - Volunteering and social enterprise: Build cultural volunteering and social enterprise

1.3 – Leadership, talent and skills: Improve the skills of cultural professionals

1.4 – Resources: Improve access to cultural resources

1.5 – Cultural entrepreneurs and small organisations: Build support for cultural entrepreneurs and small cultural organisations

1.6 – Cultural cooperation: Broaden the range, and increase the number of innovative partnerships

1.7 – Diversity and Cohesion: Develop the role of culture in creating dialogue between diverse groups

2.1 – Culture and the economy: Build the contribution of the cultural and creative industries to regional GVA and employment

2.2 – Culture, planning and sustainable communities: Ensure culture is central to sustainable communities and establish the role of culture in spatial planning, in both urban and rural contexts

2.3 – 2012 Olympic and Paralympic Games and other time-specific opportunities: Develop an East Midlands 2012 Olympics culture legacy and ensure that major time-specific opportunities are identified and actions developed accordingly

2.4 – Culture and regeneration: Strengthen the role of culture in regeneration programmes

2.5 – Rural provision: Improve access to culture for people in rural areas and integrate plans for culture in rural economic and community development, and in rural planning

2.6 - Children and young people: Ensure cultural strategies, plans and programmes, link to regional priorities for the involvement of children and young people

2.7 - Culture, health and well being: Foster partnerships between the cultural and health sectors to maximise the role of culture in health and well being and foster partnerships between faith communities and the cultural sector

2.8 - Culture and the natural environment: Support partnership between environment sector and cultural sector bodies

A number of additional themes are identified relating to enhancing the evidence base concerning culture in the region and to raise the profile of culture across the region (and beyond).

### Destination East Midlands: The East Midlands Tourism Strategy 2003-2010

The Regional Tourism Strategy is the first step in taking tourism forward to a new and profitable future. It recognises the value of investing in key regional assets as well as emerging strengths such as sports and cultural tourism. The strategy notes that although it is called a tourism strategy, it is perhaps better described as a visitor strategy.

Part of the vision for the strategy is that the coastline will be treasured as a recreational resource. The resorts will have embarked on an era of prosperity and dedication to quality.

The document is organised under seven strands, each strand in turn divides into a number of initiatives. The seven strands are:

1. Branding and Marketing. The objectives are to define and build a powerful set of destination brands, to rationalise and harness integrated marketing using new media techniques, and to appeal to clearly defined customer segments.

2. Attractors. The objective is to invest in excellence in those products and experiences that relate to the lifestyles of contemporary visitors and are capable of attracting high value visitors.

3. Infrastructure. The objective is to turn the theoretical accessibility of the region into a reality, across information services, transport, and getting around the region.

4. Business Skills and Training. The objective is to encourage businesses that are capable of flourishing in the changing tourism environment and help to ensure that the skills that they need are readily available.

5. Performance Measurement. The objective is to set up systems for comprehensively and reliably measuring and assessing the performance of the tourism industry to the benefit of both operators and public sector agencies.

6. Special Projects. The objective is to prioritise and focus on projects that will have a major impact of the performance of the East Midlands as a visitor destination.

7. Delivery. The objective is to establish the principles for mechanisms that will ensure the delivery of the Strategy.

All the strands and initiatives can be considered relevant to the Lincolnshire Coastal area – and the cultural regeneration plan seeks to ensure alignment with these priorities where possible.

### Building the Visitor Economy

#### Maximising the Impact of Tourism and the Visitor Economy in the East Midlands

The aims of the strategic plan are to:

- Provide strategic direction and focus for other public and private sector stakeholders to contribute to the development of the visitor economy
- Lever additional funding of at least £4.5m from other public sector partners to support the DMP network and a further £3.3m to support capital development
- Lever additional private sector funding of at least £1m to increase the impact of marketing activities
- Provide opportunities and a forum for engagement across the sector on issues of strategic importance

This Plan has three strategic objectives:

- Increase the current numbers of visitors to the region and their levels of expenditure
- Improve the competitiveness, productivity and quality of the offer for all types of visitors to the region
- Plan and facilitate the investment needed to reinvigorate the region's tourism and visitor offer

The plan does not list any specific initiatives relevant to the Lincolnshire Coastal area but identifies the following priorities:

- Priority 1 – Marketing and Sales - Objective: To increase the current numbers of visitors to the region and their levels of expenditure
- Priority 2 - Quality Improvement - Objective: To improve the competitiveness, productivity and quality of the offer for all types of visitors to the region
- Priority 3 – Investment - Objective: To identify and facilitate the right types of capital investment for the visitor economy across the region

## Sport England Strategy 2008-11

In April 2009 Sport England published a radical new strategy, which aims to get more people playing and enjoying sport, as well as helping those with talent get to the very top.

The strategy focuses on a new "world leading community sport system" to maximise English sporting success in all forms, which is of particular importance in the lead up to 2012. The Olympics and Paralympic Games 2012 has provided Sport England with a once in a lifetime opportunity to inspire people and to take part and succeed in sport.

The strategy focuses specifically on sport, rather than sport and active recreation, which was at the heart of the previous strategy. Sport England's role will be to focus exclusively on sport – the responsibility for delivering the wider physical activity agenda now lying with of Department of Health and the Department of Transport.

## Vision and Outcomes

Sport England aims to create a "world leading community sport system" in England and has three priority outcomes.

- Outcome 1: *Excel*: To develop and accelerate talent
- Outcome 2: *Sustain*: To reduce drop off at ages 16 – 18
- Outcome 3: *Grow*: Increase numbers adults participating in three 30 minute sessions of sport per week. This is equivalent to 200,000 adults per annum

The strategy commits Sport England to deliver on a series of demanding targets by 2012/13:

- one million people doing more sport
- a 25% reduction in the number of 16 year-olds who drop out of five key sports
- improved talent development systems in at least 25 sports

- a measurable increase in people's satisfaction with their experience of sport - the first time the organisation has set such a qualitative measure
- a major contribution to the delivery of the Five Hour Offer for PE and sport for children and young people

Sport England will work closely with the National Governing Bodies of sport (NGBs) to deliver the new strategy and will also create strong partnerships with Local Authorities. It will reduce bureaucracy by combining its multiple funding streams into a single pot of funding for NGBs, and will be consulting on a new, more streamlined method of funding wider community projects.

The new strategy brings an unprecedented clarity to the roles of the three key bodies within the sports landscape. The Youth Sport Trust has clear responsibility for school sport. Sport England focus on ensuring quality opportunities exist beyond the school gates and enabling children and young people to migrate seamlessly from the school environment to community sport. Sport England's work with the Youth Sport Trust on the Five Hour Offer, its focus on reducing drop-off in participation at the age of 16 and its ambitions to develop a modern sports club network in partnership with National Governing Bodies, will be key components of this transition.

At the elite end of the spectrum responsibility sits with UK Sport. Sport England's role will be to ensure that talent systems – which individual NGBs are responsible for developing – are linked with elite programmes. By working with NGBs to increase the quality, diversity and size of the talent pool feeding into the elite system, Sport England will play a critical role in ensuring that sporting success can be sustained.

For an individual this means that their high-quality school experience will be replicated in the community environment and they will have the opportunity to fulfil their potential.

### Loving Sport, Living Sport - A Strategy for Lincolnshire to 2012 and Beyond

Published in July 2009, the strategy is a plan of action designed to achieve Lincolnshire Sports Partnership's vision for sport in the County over the next 12 years. It has links to the Sustainable Community Strategy for Lincolnshire 2009-2020 and the underpinning District sustainable community strategies as well as other relevant strategies for the County.

#### Vision

By 2020 Lincolnshire Sports Partnership will create a successful County that leads a healthy, sporting lifestyle

#### Aims and Objectives

Aim 1 - Improve awareness of sport in the County

1.1 To develop key central sources of sports information including: facilities information; clubs, coaches and volunteering databases; County sports specific plans; performance data and research.

1.2 To develop a County media strategy incorporating: better use of existing media; targeted social marketing, development of key messages between agencies, and the use of key events to promote wider benefits of sport and physical activity.

#### Aim 2 - Increase demand for sport across Lincolnshire

2.1 To clearly identify sporting demand.

2.2 To use sport & recreation taster events within corporate and family settings to increase demand.

2.3 To identify and tackle 'perceptions' of barriers to participation.

2.4 To improve links between existing transport and sporting infrastructure

#### Aim 3 - Develop people in and through sport across Lincolnshire

3.1 To provide support for coaches, clubs and volunteers.

3.2 To increase the numbers and quality of volunteers and coaches in Lincolnshire, in particular from priority and hard to reach groups.

3.3 To use sports activities to build community and corporate identity.

#### Aim 4 - Increase opportunities and provision of sport in the County

4.1 To develop clear competition opportunities within Lincolnshire.

4.2 To increase and sustain the number of people using facilities and accredited clubs.

4.3 To increase and sustain the number of facilities available to the public for sport (e.g. school sites, military bases.)

4.4 To increase, improve and support accredited clubs.

4.5 To increase the number of athletes reaching high performance programmes.

4.6 To increase investment into sport across Lincolnshire.

4.7 To develop local, cost effective, opportunities to participate in sport and recreation i.e. the natural environment.

### Regional Environmental Strategy

The Regional Environment Strategy sets out policy statements for the key components of the region's environment. It aims to highlight the issues that need to be addressed, and proposes objectives and policies (in Part One) and indicators, targets and actions (in Part Two) for the region's environment. It is intended to help guide other strategies in the region, as well as hopefully providing a useful guide for local plans and strategies.

Key objectives identified in the strategy are:

- EN1 - To protect, improve and manage the rich diversity of the natural, cultural and built environmental and archaeological assets of the region

- EN2 - To manage change by enhancing and conserving the environmental quality of the region including high standards of design and to maximise the re-use of previously used land and buildings
- EN3 - To manage the natural resources of the region including water, air quality and minerals in a prudent manner and to seek to minimise waste and to encourage re-use and recycling of waste materials
- EN4 - To involve people, through changes to lifestyles and activities in minimising adverse local, regional and global environmental impacts

The Environmental Strategy recognises the value of the region's cultural assets, noting that the region is characterised by a wide diversity of cultural assets. The main messages revolve around the need to develop the capacity of all communities to contribute to the protection of the environment. This can be through facilitating access and participation.

It can also be done through community learning and empowerment programmes. The "to ensure the delivery of a wide range of lifelong learning opportunities is provided for all parts of the community" and "to support the development and growth of social capital across the region" are the main links to the cultural regeneration plan.

The following policies are relevant to the Lincolnshire cultural regeneration plan:

Policy Statement ENV1 for the Historic Environment:

- To manage the historic environment so that the resource is conserved for the benefit of present and future generations

Policy Statement ENV2 for Local Distinctiveness:

- To ensure that all important elements that underpin the concept of local distinctiveness are conserved and managed

Policy Statement ENV4 for Access To The Environment:

- To work in suitable partnerships in the region to ensure that all East Midlands people have safe access to a diverse, well managed environment of which they can be proud

Policy Statement ENV18 for Water Quality:

- To continue to protect and improve surface, bathing and groundwater quality

## The Lincolnshire Context

### Lincolnshire Local Area Agreement

*“It’s vital you decide locally what are the most important priorities for your place which should be covered in your Local Area Agreement. These will come from your political priorities as councillors, from the ambitions for your place set out in the community strategy, from the views of the public and community organisations”  
Local Government Association, 2007*

Lincolnshire’s Local Area Agreement addresses ten priorities linked to the Community Strategy. These are:

1. Children and Young People
2. Improve health
3. Improve skills and conditions for the economy
4. Reduce alcohol harm and improve community safety
5. Create better communities through growth and improved housing provision
6. Promote social cohesion
7. Tackle the causes and effects of climate change
8. Improve quality of life for vulnerable people
9. Get connected
10. Improved services providing value for money

The document does not specifically discuss cultural matters or issues affecting the Lincolnshire coast however, it does provide performance targets and indicators for its priorities. The only tangible links to the aims of the cultural regeneration plan relate to the “Improving Health” theme and specifically objectives to increase adult participation in sport and recreation and an indicator for “Participation in the Arts” for which no specific targets have been identified as yet.

### Lincolnshire Assembly: Sustainable Community Strategy

The Lincolnshire Assembly was created in 2005 by the County Council and its partners to secure a common voice for Lincolnshire and promote action in support of local communities. It is a non-decision making body that provides a means for public, private and voluntary sector organisations to improve the way they work together and to develop co-operative solutions to the important issues facing the county.

The Assembly oversees the implementation of the Sustainable Community Strategy (SCS), which sets out a broad vision for Lincolnshire’s future. The county council is responsible, under the Local Government Act 2000, for ensuring that it is developed in partnership with the Lincolnshire Assembly. The SCS is currently being revised through

the 'Big County, Big Skies, Big Future' campaign based on wide-ranging public consultation.

The vision for Lincolnshire in 2030 articulated in the SCS is:

"Ours is a Big County, with Big Skies that has a Big Future because Lincolnshire is the place where everyone can find and enjoy the lifestyle that suits them best. Those great lifestyles come from:

- Vibrant communities where people enjoy life
- Opportunities for good health
- One of the healthiest and most sustainable economies in Europe
- Good connections between people, services, communities and places
- Rich diverse environments, heritage and cultures that residents and visitors enjoy
- Supported by organisations working together for Lincolnshire

In terms of cultural aspirations, the 'Community' strand of the strategy aims to ensure that "there are opportunities for social, recreational, sporting and cultural activities". Nothing more is said of specific opportunities or priorities for cultural development in coastal areas, or in the county as a whole. Implementation of the strategy relies upon the alignment of local strategies and partners have already committed over £10 million to support the strategy – though more detailed aspirations are contained in the Local Area Agreement as detailed above.

#### Lincolnshire One - Thrive Organisational Development Programme Arts Council England

Thrive! is a funding programme initiated by Arts Council England to support targeted sectors in organisational development. It has been designed to develop a cultural sector fit for the 21st century, developing a culture where the arts 'thrive not just survive'.

The scheme aims to strengthen the arts sector by supporting the development needs of arts organisations, so that they are able to improve their performance and work towards meeting increased business demands.

Lincolnshire One, the local Thrive initiative (one of only two in the East Midlands) was initiated in 2006 and refreshed in 2009 when a new County Arts Officer was appointed. Partners comprise: 8 local authorities, 14 local authority managed arts centres as well as the wider community and voluntary/3<sup>rd</sup> sector arts partners and stakeholders. A series of outcomes are anticipated as a result of participating in the Thrive process:

- To better harness our collective knowledge
- To improve our technical skills
- To streamline our decision making
- To ensure each part of our arts infrastructure is fit for purpose
- To improve the quality of our products and services

Three propositions have been made, aimed to achieve key agreed outcomes for all partners in Lincolnshire One:

Proposition One: To develop a common strategy for the arts in Lincolnshire

- Proposal based on the foundations of Local Area Agreements and Pathfinder partnership
- Local authority commitment to joint working developing a common strategy for arts in the county
- Created between authorities, ACE, third sector representatives and other stakeholders in the county
- Based upon a shared understanding of programmes, outcomes and shared delivery mechanisms whilst also allowing diversity of service delivery, reflecting political will and financial means
- Consider the most appropriate and effective ways we can recognise and respond to the cultural entitlement and aspirations of the people in Lincolnshire

Proposition 2: To improve arts development services

- Improving the quality and delivery of arts development programmes
- Replacing fractured system of isolated working in individual authorities drawing together arts development resources in the county

- Involvement of third sector arts organisations in the county that provide professional arts development services (but not part of LA services)
- Three key elements:
- Higher level strategic representation of the arts development sector
- Bring together a broader range of arts form knowledge
- Offer greater expertise in strategic delivery of cohesion and health objectives as well as objectives in economic, social and education fields

Proposition 3: To develop a new independent organisation to manage arts venues

- Several authorities considering the divestment of arts venues and services to arms length bodies
- In place of individual schemes which would have no necessary link with each other and would offer no benefit of shared resource, Local Authorities will test the feasibility and benefits of forming a joint managing body for arts venues in the county
- Maximise programme improvement and audience development
- Conduit for future funding from ACE into the county
- Rationalise and extend venues management capability

Relishing the Challenge, Realising our Potential  
Lincolnshire County Council Cultural Strategy 2006 – 2010

This document was explicitly created for the County Council rather than for the two-tier authorities as a whole, however it necessarily encompasses the geographic county, presenting the aim that: By 2010, Lincolnshire will be recognised, by residents and visitors, as one of the most exciting, diverse and culturally innovative counties in England. This vision of a 'county where creativity and flair can thrive' is underpinned by the County Council's five corporate themes:

- Lifestyle – enriched through environmental improvement, better health, increasing wealth and expanding learning opportunities, particularly in areas of deprivation

- Excellence - continuously improving the services we deliver and working with partners to help improve the ones we don't
- Access - improve access to all services, transport and information for and about Lincolnshire
- Diversity - provide wider employment and community participation opportunities for people from minority and disadvantaged groups
- Security - safer roads, less crime and disorder, supporting Lincolnshire's economic development and promoting communities to be sustainable

The Strategy sets out the range of current cultural provision by Lincolnshire County Council (in 2005/06) set against a snapshot of the heritage, arts and sports offer in the area. It presents its key themes:

- To champion Lincolnshire's culture regionally and nationally
- To engage regularly with all of Lincolnshire's communities to help them develop, thrive and contribute to an improved quality of life
- To increase opportunities to participate in cultural activity
- To work with partners in the public, private and voluntary sectors, to demonstrate that culture is important to the county and regional economy

And proposes a range of means by which it will ensure that the document is a tool for effective delivery, comprising:

- Creating residents user groups to discuss how to meet their cultural aspirations and needs
- Developing a series of consultative activities and events to understand the differing needs of all sectors of the communities
- Increasing access to cultural activity by providing opportunities for minority groups and in non traditional venues
- Engaging with young and old to ensure that services are developed to meet a wide range of needs
- Celebrate diversity and provide opportunities to experience the different cultures in Lincolnshire
- Create a countywide cultural consortium
- Improve quality of information on cultural activity and on the Council's website

## Culture and Sport Improvement Toolkit (CSIT)

CSIT amalgamates elements of three improvement tools in the sector:

- Arts at the strategic centre
- Library peer review
- Towards an excellent service

Arts Council England, MLA, Sport England and the Improvement and Development Agency (IDeA) own and promote these tools.

CSIT is branded and promoted by a range of organisations across the culture, sport and tourism sectors, and is intended to support self-improvement. It was developed in response to requests from the sector for a more coordinated and simpler set of improvement tools.

CSIT is also important for the sector in relation to the emergent national improvement and efficiency strategy for local government and is intended to support culture and sport agencies in the challenges and opportunities offered in self-improvement.

CSIT can be used to assess:

- a single culture or sport service
- a range of services, or
- part of or a whole department in a council.

It can also be used across external agencies such as culture partnerships or trusts.

The basis of CSIT is a benchmark that can be used for:

- self-assessment
- 360-degree feedback to identify external perceptions and views about the organisation
- peer-led challenge
- peer-supported improvement
- a validation of the self-assessment where the organisation wants to check the robustness of the process

## Local Strategies and Priorities

### Engaging East Lindsey - A Community Plan for a Sustainable Future

'Engaging East Lindsey' is the Community Plan for East Lindsey. It was developed and launched by the Local Strategic Partnership (LSP) in 2007. The plan sets a vision for the District and a framework for its implementation.

The Community Plan aims to improve and enhance the quality of life for residents in East Lindsey. The Plan replaces the original 2004 East Lindsey Community Strategy 'Working with you'. There are eight priorities within the new plan, though none

specifically mention culture, this could be identified as an underlying theme within several. The Cultural Action Zone is identified as a specific priority:

- **Climate Change & the Environment:** To raise awareness of the causes and impacts of climate change and act to address it
- **Community Safety:** Such that crime is under control, people do not live in fear and they feel safe
- **Economic Prosperity, Education & Skills:** To ensure East Lindsey is a place where businesses thrive (both urban and rural), employment is high and the workforce is skilled and can achieve their full potential
- **Families, Children & Young People:** To ensure families and young people are involved with, and influence the decision-making that affects their lives
- **Health and Well-Being:** To ensure participation in improving and maintaining health and to promote good health and healthy life-styles to enhance the quality of life
- **Older People:** To ensure older people have the choice and support to live their lives independently
- **Rural Services & Accessibility:** To ensure people living in rural locations can access the services they need

The strategy is working with the Coastal Communities Alliance, led by Lincolnshire County Council, and national, regional and local partners to deliver sustainable development along the coast. Success in this regard will be measured by the extent to which:

- National and regional agencies have taken into account the needs of coastal communities
- Coastal towns and villages rank amongst their near competitors as good places to live, work and visit

### Boston Local Strategic Partnership and Community Strategy

This Community Strategy is a long-term development plan which aims to ensure a better quality of life for everyone in Boston, now and for future generations. The strategy states its priorities and objectives but does not list any specific projects in place to achieve these, though cultural aspects are identified under Priority 6:

- Priority 1: A Safe Place
- Priority 2: A Healthy Boston
- Priority 3: A Greener and Cleaner Boston
- Priority 4: A Learning and Well Informed Boston
- Priority 5: A Prosperous and Developing Boston
- Priority 6: A Creative and Vibrant Boston
- Priority 7: An Inclusive Boston with Strong Communities

Priority 6 is relevant to the coastal strategy as its definition is: to improve quality of life by maintaining, enhancing and celebrating tourist, leisure and cultural provision. The objectives listed for Priority 6 are:

- 6A - To support and strengthen local cultural provision
- 6B - To encourage participation in cultural activity
- 6C - To strengthen the local economy through culture
- 6D - To develop effective partnerships
- 6E - To support and develop new and existing tourism facilities and activities
- 6F - To maximise the potential of the local waterways network

#### Boston Borough Council - Community Sport Strategy

The Community Sports Strategy aims to provide a realistic structure for the Borough Council's contribution to the promotion and delivery of increasing participation in sport and physical activity within the local community.

Data to inform the strategy was captured through a consultation process which included several surveys, focus groups and a public consultation event. These sessions enabled representatives of the sports forum, community sports network (Boston Physical Activity Network, BPAN) and members of the public to discuss positive aspects of provision as well as issues and concerns with sport in the Borough.

The strategy will be used by Boston Borough Council to:

- Maintain existing levels of provision
- Determine the future of community sport development

- Prioritise the use of resources

The strategy is also intended to inform, and be used by, other community and sports organisations within their planning processes.

Our Community, Our Future – the Community Plan for South Holland

The purpose of the strategy is to develop and promote South Holland as a thriving, living and working rural community. It identifies eight key priorities from the results of a local survey and provides the council's response to those:

A number of the priorities are relevant in the context of the cultural strategy for the Lincolnshire coast:

Priority 4:

There are a number of specific activities which people would like to see locally. The biggest family based facility people would like to have in the District is an easily accessible bowling alley. For older children and young people, more skateboard parks would be welcome. The third specific request is for better access to swimming pools. The location and accessibility of leisure facilities is an important consideration for our planning process.

The Council encourage the use of buildings and other structures in rural areas to hold entertainment or sports events. There is a wealth of unusual buildings in the District, as well as schools, churches and village halls that could be used more often if communities work together to support events. This will help to bring communities together as well as reduce reliance on cars and other methods of travel.

The council's response to this is:

"We will build on the current high standard of leisure time activities in our rural location, and make these even more reflective of the needs of local people. We will review all relevant strategies that have an impact on leisure time activities. We will consider each one in comparison with the priorities identified for the Community Plan and we will provide detailed targets of each one in the action plan by the end of 2003.

In particular we will:

Provide a number of services at community facilities, for instance, sporting, education and other community activities that will also support sustainability of village facilities  
Set up regular consultation with Youth groups, together with the Youth Service, including groups of young people representing each of our man communities. Feed into the developing district wide Youth forum. Their priorities will feed directly into our RAZ Steering Group, as already happens with the successful Older People's Forum.

Review our cultural strategy to reflect the needs of people living in communities in South Holland. We will explore the best ways to attract leisure and cultural activities into the area through a variety of means. For instance, we hope to build a sports centre in Long Sutton with the help of a lottery grant. We will make particular efforts to strengthen local cultural identity by supporting traditional events.”

Priority 5:

Throughout the District, people feel the need for improved sports facilities. Living in a rural area, there is a lot of open space yet much of this has to be retained for food production or horticulture. People feel there must be scope to extend the use of land to benefit local people, through sports and other activities. Young people particularly feel this is a priority if they are to be seen as consumers of services that they value at a local level.

People would like to have access to a greater variety of shops locally. This includes encouragement of more well-known retailers into our town centres, making some areas pedestrian only and making our towns easier for disabled people to use. People also want more good quality restaurants, cafes and bars to visit. An increased choice would be welcome, as would some real value for money venues. There are few, if any, high quality, non-alcohol based venues targeted at young people.

The council’s response to this is:

“We will provide customers with goods and services they really value. You have told us what you want and we will work together to provide for local demand. We will examine all policies that impact on consumer choice to see if changes are needed, following the results of our consultation. Details will appear in the action plan by the end of 2003. In particular we will:

Safeguard existing sport and leisure facilities and make more use of rural initiatives such as ‘Vitality’ to support new sports and leisure activities in our communities. At the same time recognising the demand of these services as a positive consumer choice

Review the existing provision of both food related and non-food related businesses serving the leisure industry in our communities. Through the Market Towns Initiative we provide an environment that encourages new enterprises and existing businesses, especially those originating in the District, delivering innovative local products or services.

Implement the new Get connected Initiative and the Quality Parish Councils Initiative, to make it much easier for people to work with elected representatives to influence how public money is spent.”

## Local Development Frameworks South Holland Local Development Scheme 2007 – 2010

This LDS illustrates in detail how South Holland District Council intends to progress preparation of its LDF over the three-year period 2007-2010. It also indicates, in general terms, what future work is proposed beyond this three-year period.

Its principal purposes are:

- To provide the starting point for the local community to identify the Council's planning policy documents for the District, and set out the documents that will make up the current *development plan* for South Holland
- To set out the programme for the preparation of LDDs over the three-year period, including timetables indicating when the various stages in the preparation of each particular LDD will be carried out; and
- To set out a timetable for the monitoring and, where appropriate, review of the LDDs once they have been produced.

It therefore does not refer to culture or contain any information relevant to East Lindsey's coastal strip. It discusses various policy documents, the linkages between them and how South Holland will respond to the priorities listed in those policy documents.

## East Lindsey Local Development Framework – Core Strategy – Issues and Options

This document is similar to the South Holland document in that it does not refer to culture or contain any information relevant to the coastal study area. It discusses various policy documents and the linkages between them. It also presents the results of workshop events, distributed questionnaires and consultations on the Council's website that looked at the issues affecting East Lindsey.

## Local Corporate Strategies East Lindsey District Council – Corporate Strategy 2007 – 2012

The key themes of this strategy are presented as '*Ambitions*' – *for the district, for the district council and for 2012*. For each Ambition Series the strategy sets out its aspiration: 'We want to achieve', its intentions: 'We will' and its vision: 'By 2012'. Cultural references are significant in the document, appearing in each of the three ambitions:

To improve our economic prosperity

1.3 Improve and broaden the tourist experience, by:

- Expansion of heritage tourism
- All year recreation opportunities
- Promoting historical links such as Tennyson, John Smith
- Celebrate our 'aviation' heritage
- Capitalise on the beach e.g. festivals
- Achieving by 2012
- Bathing Beauty beach huts iconic status nationally
- District famous as year round resort for heritage and eco-tourism

3.3 Broader participation in sports, arts and leisure, by:

- Better access to arts and music events
- More literature based activities
- Implement an Arts & Culture Strategy
- Increase access to the performing arts
- Ensure Embassy Theatre is a quality venue
- Promote Wolds Words Festival as East of England leader

By 2012 we will:

- Have a flourishing network of arts activity
- To nurture out distinctive and vibrant communities
- To reduce inequality to improve quality of life

## Building a Better Boston for Everyone Boston Borough Council Corporate Plan 2006-2009

The core policy components of the plan, key issues, vision, priorities and core values are supported by a *Corporate Plan Companion*, essentially a rolling annual action plan. Culture is mentioned as one of twelve key issues of the plan (others including town centre and tourism, the port, deprivation and transport).

A Cultural Strategy is referred to in the Corporate Plan, which states that in the Cultural Strategy survey 76% of people said that they were very or fairly satisfied with Boston as a place to live. This Strategy appears to be out of date as it is not included in the list of reference documents or on the council's website.

The priorities set out by Boston Borough Council comprise:

- A safer place
- A clean and green place
- An open and accessible place
- An attractive and vibrant place
- A place for everyone
- A listening and improving place

The corporate objectives beneath these priorities do not directly refer to culture, or the Cultural Strategy but certain objectives can be interpreted as having cultural benefits:

- Conserve and enhance the built and natural heritage
- CG2 Provide a clean street environment and attractive open spaces in which to walk, play and exercise
- Promote the Boston area as a place for new and more diverse business investment
- Promote the Boston area as a tourist destination
- AV2 Encourage a broader range of major attractions/events and more and better visitor accommodation

- AV3 Create a vibrant and successful town centre

### All Together Excellent

### South Holland District Council Corporate Plan 2009 – 2014

This strategy sets out a commitment to making South Holland:

- A thriving, active, connected rural community
- A safe, secure, healthy and attractive place to live and work
- A leading edge authority providing value for money quality services
- A place where the community has a voice
- A place where we work well with our partners to provide for our communities

Six priorities are identified as key means to achieving the above. Of these, 'Improving Health through Culture and Sport' is directly aligned to defining cultural provision.

The plan states:

Improving health is a priority in the Local Area Agreement and our focus is on creating opportunities for this. Active participation can directly benefit health and skills, promote higher self-esteem and raise aspirations. Indirectly issues such as anti-social behaviour, employment and social cohesion can be improved.

And acknowledges:

Cultural services including sports, arts, play, heritage and special events help to make the area attractive to local people and employers. The importance of culture and healthy activity in people's everyday lives is clearly recognised nationally, regionally and locally.

The document makes reference to the council's recent Audit Commission inspection of Cultural Services, which produced an assessment which defined the council as a fair service with promising prospects for improvement.

In terms of priority actions for culture, the most relevant appear to be:

- Support and create opportunities for people to take part in culture and healthy activities, including expansion of play opportunities and building on the opportunities presented by the 2012 Olympic Games and Cultural Olympiad

- Provide outreach programmes across the whole of the district especially in the most rural villages
- Increase participation at our major sporting and cultural facilities
- Support the development and regeneration of the cultural infrastructure in South Holland with a specific focus on the South Holland Centre and Ayscoughfee Hall Museum and Gardens

### Local Cultural Strategies South Holland Cultural Strategy

This document sets out three Priorities for Culture in South Holland, underpinned by 'planned actions' which in turn are supported by a framework of projects that cover the five year period 2007 – 2012.

Support and create meaningful and accessible opportunities for people to participate in culture.

With planned actions ranging from direct opportunities for residents to participate in cultural activities to providing comprehensive information to raise local awareness of cultural opportunities. For South Holland, access is very much about publicising what is already available, through print and website but also, for instance, by developing a festival brand to market existing and new opportunities.

Support the development and regeneration of the cultural infrastructure in South Holland.

This includes preservation and maintenance responsibilities both for council and non-council owned properties as well as redevelopment of new properties (although no new arts building is specifically mentioned).

Understand and meet the changing cultural needs of the population of South Holland  
The need to gather data is underlined, in terms of undertaking Equality Impact Assessments as well as monitoring usage of facilities and undertaking a Quality of Life survey. The integration of migrant workers into local communities is also identified, requiring the leverage of external funding.

## The Approach - Cultural Coastal Planning Zones – CCPZ

### Why Cultural Coastal Planning Zones?

The concept of developing cultural hubs, quarters or zones is already taking shape in a range of national, regional and sub-regional plans (e.g. Coastal Action Zone, Rural Action Zone, Economic Zones). There is no 'one size fits all' and this kind of integrated provision could, and should, vary in size and scope depending on location, catchments and the existence of other adjacent provision. However, the suggested approach is to bring together at least two or more partners from the cultural sector to widen the opportunities on offer within a single location and to create a range of accessible indoor and outdoor activities.

Of equal importance to the development of cultural assets for the Lincolnshire Coast, is the 'soft' supporting infrastructure i.e. the capacity building, research and evidence gathering, partnership working and support, and networking. In addition there are cross-cutting themes of, for example, quality of design, accessibility and social inclusion, sustainability, surrounding built environments and public open spaces.

As part of the implementation of Lincolnshire's Cultural Coast, a process and timetable for each of the CCPZs will be developed with the lead group of local authorities, agencies and key organisations. This document kickstarts and outlines the scope and possibilities of signing up to a more integrated and strategic approach to cultural regeneration along Lincolnshire's coast.

Rural and coastal services underpin much of the quality of life attraction of rural and coastal areas, and failure to invest in rural and coastal social innovation and culture will have an opportunity cost that policymakers may wish to take more seriously. The ethos of public service provision is fast becoming one of how public authorities work *with* local communities, and not what they do to them. New models of dialogue and engagement will be needed. New forms of service delivery must be developed. A new culture of empowerment and 'letting go' will need to be created. New governance arrangements will need to evolve. And the good practice that exists elsewhere should be drawn in and shared, to help foster innovation in new places

The vision for public services as set out in the Local Government White Paper is of responsive services and empowered communities, effective and accountable local government with strong leadership, and greater efficiencies leading to a transformation of local services. There will be a simplified, localised performance framework based on Local Area Agreements – with binding targets for local authorities, working on their own or in partnership, to deliver what local communities want. The recent review of sub-national economic development and regeneration has underscored this new direction of

travel and emphasised the focus on *place-based solutions* and the devolution of power and resources to the *lowest practicable level*.

Public authorities and RDAs have long been judged against a comprehensive performance framework. But the Government's efficiency and reform agenda exerts a squeeze on authorities to perform better with fewer resources and with greater accountability to local communities.

This shifting political, technological, and social landscape, coupled with the ongoing challenge of balancing equity and efficiency in rural and coastal service provision, moves innovation and culture 'centre-stage'. Innovation and culture are integral to the new ways of working required, and the future will be as much about how the public, private and community sectors work together, including with new models of governance, as it will be about what gets delivered.

The value of active participation to our wider civil society is clear. Full participation in making society work produces a range of benefits to individuals and communities as it empowers people to have more say over their daily lives. However, in the context of wider integration, civic participation also provides valuable opportunities for meeting and engaging with people from different backgrounds, which in turn can help build trust and cohesion within communities. These goals can only be realised if individuals feel that their voices will be listened to and that they can shape debate. A shared future can only be achieved if all communities within an area are able to take part in the process by which that future is discussed and agreed. If you consistently exclude a group or groups from the processes by which society functions, then they are bound to have less positive opportunities and life experiences. Hence, active and inclusive participation, alongside equality of opportunity, is a prerequisite for overcoming difference and building tolerance.

The proposed creation of Cultural Coastal Planning Zones (CCPZ) came about as a direct response to the series of public consultation meetings carried out by cultural solutions in February and March 2009. People turned up to morning, afternoon and evening meetings because they were both interested in hearing how the current Lincolnshire coast's cultural offer might be developed further, and to make their own suggestions as to what they believe would make a cultural difference to theirs, and their friends and families quality of life in the foreseeable future.

People told us that although they were motivated to travel to a consultation meeting, they wouldn't be doing it on a regular basis. They simply did not have the time, and in many cases the inclination to listen to more consultants explaining what their local authority clients were planning. In future they would expect public consultation to come to them; and whilst they were at it they wanted a new way of ensuring people could get their 'cultural fixes' without having to travel twenty miles, let alone fifty. 'Bring the art

to us because we simply don't have the time; we're busy people with busy, complex lives'.

It was this notion that those that attended the consultation meetings simply did not have the time to come together on a regular basis that made us consider the concept of CCPZs and 'time squeeze'. Time squeeze was probably invented in the late 1980s. Originally associated with the Yuppie and fast-paced, affluent lifestyles, it quickly became a mainstream social trend. Because time squeeze has resulted from structural changes in British society, it is likely to stay around for the foreseeable future. In 1997, 62% of people agreed that they 'never have enough time to get things done'; in 2007, the number agreeing with this was 60%. Over the last decade, the more affluent parts of British society have got used to spending money to save time, and have learned to value their time and energy more than their money. Insight into the lives and behaviours of the public is essential to the successful transformation of public services. Similarly, over the last decade, Planning for Consumer Change data shows that affluent people have felt a little more "time stretched" than less affluent people as a whole, but this is marginal. The business executive and the low income single parent juggling three jobs both feel under pressure.

#### How the Cultural Coastal Planning Zones will work

The mapping of current cultural provision against feedback such as that above highlighted how people would occasionally travel longer distances to get their 'cultural fixes' but wanted regular and more local access to stimulating cultural activity .

At the sub-regional level we have devised 11 Cultural Coastal Planning Zones (CCPZ). These are based on geographical groupings of the Lincolnshire Coast's centres of cultural significance. These zones predominantly align with that of the Lincolnshire Coast's centres of population, but not exclusively. The CCPZs are to be the main focus for growth and development within the Lincolnshire Coast and it is the needs of these zones and their hinterland that our work addresses.

In developing the 11 CCPZs, we capture hinterland villages and hamlets, creating groupings that will provide the most relevant framework for analysing and developing cultural infrastructure. The framework can generate in the most localized of CCPZs and their hinterlands, a real sense of cultural vitality. We use the Urban Institute's definition as 'evidence of creating, disseminating, validating, and supporting arts and culture as a dimension of everyday life in communities' when exploring this area of work.

The CCPZ framework acknowledges that Lincolnshire Coastal communities have a real, relevant cultural presence. The CCPZ must offer the widest of participation opportunities, backed by appropriate levels of local, strategic support.

*The table below highlights the eleven Cultural Coastal Planning Zones.*

Cultural Coastal Planning Zones (CCPZ)		
1	Skegness	East Lindsey District
2	Mablethorpe and Sutton on Sea	
3	Louth	
4	Alford	
5	Holton Le Clay	
6	Spilsby	
7	Boston	Boston Borough
8	Spalding	South Holland District
9	Chapel	
10	Long/Sutton Bridge	
11	Holbeach	

The size of a CCPZ varies due to the rural nature of settlements in South Holland and the vastness of the ELDC area.

The ELDC and Boston Zones are 8 miles radius, ensuring no village or hamlet is more than 8 miles from the hub of their zone. This is reduced to 5 miles in South Holland.

Using our definition of culture below, we have assessed the levels of current provision in these locations and the gaps in provision and proposed recommendations for future investment.

Our definition of culture is based on it having both a material and a value dimension.

The material dimension to encompass:

- the performing and visual arts, craft and fashion
- media, film, television, video and language
- museums, artefacts, archives and design
- libraries, literature, writing and publishing
- the built heritage, architecture, landscape and archaeology
- sports events, facilities and development
- parks, open spaces, wildlife habitats, water environment
- children's play, playgrounds and play activities
- tourism, festivals and attractions
- informal leisure pursuits
- theatres, performance venues, music venues, concert halls

The value dimension to encompass:

- relationships

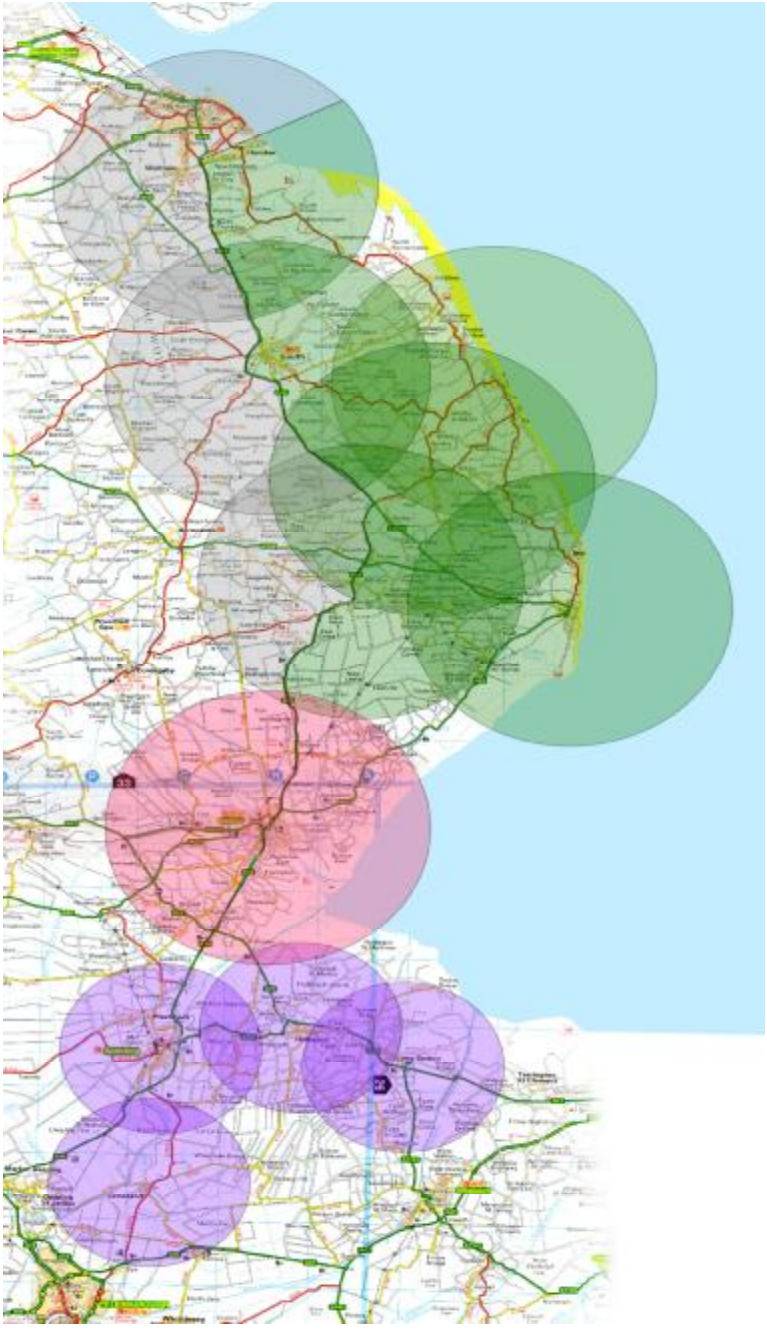
- shared memories, experiences and identity
- diverse cultural, religious and historic backgrounds
- that which we consider valuable to pass on to future generations

We recommend the sub-regional cultural needs of the Lincolnshire Coast are looked at on a CCPZ by CCPZ basis. For countryside and heritage, a more subtle approach is required. From the Humber (the RSS clearly states its Inter-Regional Links highlighting north Lincolnshire) to the Wash (the Lincolnshire Coast Partners Group are clear that links with the East of England are developed), to the Wolds to the Fens, cultural infrastructure in this area can be of national and international significance. Often defined by its geographic and/or historic location, the priority for development is to conserve and, where appropriate, to enhance access, interpretation and other services. This priority exists regardless of the relationship to any specific CCPZ. Where a connection is apparent, we have made this clear.

The same issues apply to a small handful of 'culturally significant projects', such as the Festival of Bathing Beauties (FOBB); Structures on the Edge; the Skegness Kite and Xfest; the Peter Scott Lighthouse; the So Festival (July 2009), SEAS Festival (October 2009) and the Coastal Country Park that do not sit neatly within a CCPZ. It is inconceivable that a credible cultural development plan could ignore the important cultural contribution that projects such as these make to the East Midlands. Our work has reflected upon this fact and recognises the importance of preparing the environment where such culturally significant projects can flourish.

# Lincolnshire's Cultural Coast - 2010 – 2013

Cultural Coastal Planning Zones (CCPZ)



## Hierarchy of Provision

The proposed Hierarchy of Provision assumes the Lincolnshire Coast can expect certain levels of cultural provision within their community.

The three proposed sectors are:

- market towns
- settlements under 5500 population
- settlement under 1000 population

Poor quality facilities have a negative impact on artistic and cultural development and participation. Our research entered into a snapshot of existing cultural facilities and opportunities within the Lincolnshire Coast area. Our findings initially prompted us to consider the creation of a suite of primary cultural facilities and provision for maximising community cohesion and social capital. The Hierarchy of Provision offered a clearer vision on how partners and stakeholders might begin to embed a cultural development plan at the most local of levels.

The Lincolnshire Coast already possesses many of the cultural facilities and provision necessary for cultural vitality to flourish. In many cases, due to the imagination and creativity of local cultural activists, Lincolnshire Coast's settlements and hamlets require little more than an open green space, a multi-use centre or church for steady cultural growth to occur.

After consultation with primary cultural providers it is suggested that additional discussions occur, in the first instance by a newly created 'project-board' regarding the creation of a *Hierarchy of Provision* for the strategic development of the coast's cultural infrastructure.

Any *hierarchy of cultural provision* should be informed by the Audit Commission's Quality of Life Indicators:

- People and place
- Community cohesion and involvement
- Community safety
- Culture and Leisure
- Economic Well-being
- Environment

We suggest that the 'project-board' consider how a published Hierarchy of Provision could develop their cultural and economic regeneration priorities and offer one version of the content for such a hierarchy of provision.

The three proposed sectors are suggested due to the anomaly of having market towns offering sophisticated cultural opportunities, yet with populations of less than 3000; whilst large villages with populations of up to 5000 offer very little cultural opportunity.

## Market Towns

Many of the Lincolnshire's Coast's market towns offer a rich, diverse range of cultural opportunity for its residents and hinterland populace. Any proposed hierarchy of provision for a market town would already have many of the expected cultural facilities and provision of any market town in England. It is suggested that the hierarchy of provision construct provides partners with the opportunity of highlighting the considerable investment in their areas.

Informing this section is data harvested from the mapping of current cultural provision within the 11 Cultural Coastal Planning Zones. The full audit can be found in the Appendices.

### Market Town Proposed Hierarchy of Provision

- Cinema
- Open and Green spaces
- Theatre
- Museum
- Swimming Pool
- Town Hall
- Significant Event or Festival
- Library
- Visitor Attraction
- Church
- Sports venue
- Local cultural groups and organisations
- Built heritage / Environment

### Settlements under 5500 population

- Open and Green spaces
- Local cultural groups and organisations
- Church

Library  
Village Hall  
School with Community Access  
Regular Community Event / Gathering

Settlements under 1000 population

Local cultural groups and organisations  
Open and Green spaces  
Mobile Library  
School with Community Access

## Demographics and Consumer Profile of the Study Area

We have sought to identify the consumer profile of the study area through analysis of the Arts Council's arts-based segmentation dataset which breaks the English adult population into 13 arts consumer segments. (We are aware that there is substantial data to be gathered from the Active People Survey. This to be added to the baseline cultural provision audit once the 'project board' has been formed.)

The postcode analysis model used to produce this report is based on the probabilities of people living in different English postcodes to belong to the 13 segments. It asks:

- given what we know about the demographic and lifestyle characteristics of the people living in that postcode, what segment are they likely to belong to?

The table below summarises the results for the Lincolnshire Coastal area. Key points to note:

- The coastal area has relatively few people that would be considered to be 'highly engaged' with the arts (those falling under the Urban Arts Eclectic and Traditional Culture Values categories)
- The area has a higher prevalence of people not currently engaged in the arts (Time poor dreamers; A quiet pint with the match; Older and home-bound; and Limited means, nothing fancy)
- The remaining 72% of the population have some engagement with the arts
  - Whilst small in number (around 8,500 people, or 4.3% of the population), the retired arts and crafts sector is much more prevalent in the Lincolnshire coastal area than in East Midlands as a whole. These are individuals who engage in home-based arts and crafts activities (by far the most popular activities are textile crafts, such as knitting, embroidery or crocheting, but some in this segment also enjoy other types of crafts, playing an instrument and photography). This group are they are currently unlikely to attend any arts events, most often citing poor health and lack of interest as their main reasons for not going.
  - While this group is already engaged with arts and crafts as part of their home-based leisure, attending arts events does not fit into their current lifestyles. Organised group trips to events, including transportation to and from the venues, might be effective in appealing to this group, echoing their holiday preferences for low-exertion, collective activities. Recognising the barriers to engagement is also important for this group, particularly the impact of poor health. Therefore, supporting home-based crafts activities and ensuring there are opportunities to continue or

expand these interests through local groups and networks might also prove fruitful for engaging this group.

- Family and community focussed people are also more prevalent in the study area – making up a much larger share of the total population (29,000 or 15%). While the arts are not a central part of their lives, they engage through occasional visits to family-friendly arts events such as carnivals, musicals, pantomime and plays, craft exhibitions, street arts and culturally-specific festivals. However their attendance tends to be infrequent – an annual trip to the carnival for instance, or once or twice a year at other types of events. They are the most likely segment to cite spending time with friends and family, accompanying children and supporting local community as reasons for attending arts events.
- Successful strategies for engaging with this group could tap into their key drivers of family and community, positioning arts opportunities as a fun and social outing for both adults and children; an educational or developmental opportunity for children; a chance to spend time with friends and family or an opportunity to get involved in the local community. Keeping activities free of charge or low cost would help by reducing the financial risk of getting involved, and incorporating games or competitions into the marketing of events and activities could stimulate interest from this group. Communicating about opportunities through local networks, for example by distributing information through community associations and displaying materials in community venues, could be effective.
- The largest single group in the target area fall into the 'Dinner and a show category'. For this group the arts do not play a key role in the everyday life - attending arts events is an infrequent, special occasion in their social calendar and they tend to stick to the 'tried and tested' in the arts: such as live music events, theatre and musicals, with low levels of interest in other types of arts events
- The challenge with this group is to provide opportunities that fit their lifestyle. Overall, they are likely to respond to offers that position the arts as entertaining, relaxing and sociable. Arts activities that they can enjoy with younger family members might hold appeal to some among this group. Working to ensure that these types of opportunities are available locally either through resident venues or touring productions, is important.

Category	Number in Area	% of Population	% of Base Population (East Midlands)	Index*
Urban arts eclectic	5,849	3.0	3.8	78
Traditional culture vultures	5,111	2.6	3.1	82
Fun, fashion and friends	32,425	16.4	18.0	91
Mature explorers	20,631	10.5	11.0	95
Dinner and a show	38,808	19.7	20.0	98
Family and community focused	29,029	14.7	12.0	123
Bedroom DJs	3,852	2.0	2.5	78
Mid-life hobbyists	9,320	4.7	4.5	105
Retired arts and crafts	8,547	4.3	3.0	145
Time-poor dreamers	10,329	5.2	6.4	82
A quiet pint with the match	16,697	8.5	7.8	108
Older and home-bound	11,477	5.8	5.5	106
Limited means, nothing fancy	5,089	2.6	2.5	105
Total 16+ Population	197,164			
Source: Arts Council England				
* The Index illustrates whether a segment is more or less prevalent in the area than among the base population. 100 represents the average. Index figures of 110 or higher (above average) are marked in red, 90 or lower (below average) in blue.				

## The Lincolnshire Coast's Economic Zones

Lincolnshire County Council's 'Drivers for Change 2009 - Lincolnshire – Global change, local issues' identifies a cluster of county Economic Zones. These Zones in many ways align geographically and culturally with the proposed Cultural Coastal Planning Zones methodology, and offer further supporting data as to the need to consider the provision and development of culture throughout the Lincolnshire Coast at both grassroots as well as through wider national and international interventions.

Much of the following supporting data can be found in 'Lincolnshire – Global change, local issues'.

### Population Increase

One thing that has changed and continues to grow is Lincolnshire's population. Population estimates released this year by the Office for National Statistics (ONS) show that the county population is now 692,800 people, an increase of 7% on the 2001 Census figure, whereas nationally and regionally, increases have been 4% and 5% respectively.

Though birth rates have increased over the last few years, in-migration has continued to be the main driver of population growth in Lincolnshire. Analysis of local GP register data shows that annually approximately 33,000 people migrate to the county. Taking into account out-migration, the net effect on the county population is 10-15,000 additional people each year.

Whilst the county's population continues to grow, population density (figure 1) remains much lower than both the region and national figures ensuring that the challenge of delivering services to people across the whole of Lincolnshire remains. This highlights that residents in large areas of the county still have limited access to services via public transport.

Figure 1: Local, regional and national population density levels:

	2007 Population Estimate	Area (sq km's)	Population Density (Persons / sq km)
Lincolnshire	692,800	5,921	117
East Midlands	4,399,600	15,627	282
England	51,092,000	130,281	392

The sparse and tranquil nature of the county is one of the many 'quality of life' factors influencing people's decisions to relocate to Lincolnshire. A recent survey looking at standards of living across the counties of England placed Lincolnshire 29th out of 122. Counties were ranked by local performance across a number of indicators that considered amongst other things the labour market, the housing market, the

environment, crime, education and health. Buckinghamshire in the South East region came out on top whilst the only area in the East Midlands region to be placed higher than Lincolnshire was Leicestershire (ranked 26).

Whilst ranked highly against these indicators, it is interesting to note that as part of the 'Big County, Big Skies, Big Future' consultation (which informs the production of the Sustainable Community Strategy), the top issues highlighted by county residents as being key to helping improve life in Lincolnshire are areas where the county is already performing well.

### Defining 'place'

'Lincolnshire – Global change, local issues' highlights that county statistics tend to mask local issues. In order to be able to highlight these issues at a meaningful spatial level it is worth considering the concept of 'place' – a lower geographical area not necessarily aligned to administrative boundaries.

### Why is place important?

- Almost everything we do is related to place
- Location is a key driver in decision making
- It enables us to highlight local preferences and needs
- There are limits to people's mobility
- Need to recognise that no one size fits all

Globalisation increases, rather than diminishes, the importance of place. The increased mobility of firms means that businesses seek an environment that enhances their productivity, innovation, and dynamism. Housing and other environmental attributes enhance the attractiveness of places to highly-skilled workers on whom high value-added activities depend.

'Lincolnshire – Global change, local issues' is a starting point for considering 'place', how one place differs from another, what makes them different, and how they interact. It does this by abandoning traditional administrative and institutional boundaries and instead uses data to draw distinctions between areas.

The production of 'Lincolnshire – Global change, local issues', and subsequently the definition of 'place', assumes further purpose as a result of the recent Sub National Review of Economic Development and Regeneration. Local authorities now have a statutory duty to produce a detailed and comprehensive local economic assessment of their area.

The role of a local area assessment will be to demonstrate understanding of how local economies work and interact. This cannot be done though through existing traditional administrative or institutional boundaries. Economies rarely fit neatly with these boundaries and it is felt that many local authority boundaries are 'under-bounded' in the sense that they are too small to encompass local markets (travel to work areas, retail or service catchment areas, or supply chains – what is meant by functional economies).

Whilst not a new concept (as evidenced by the creation of the Greater Lincoln Partnership area; the Coastal, Lindsey and Rural Action Zones; and the production of the 'Lincolnshire Agenda'), this approach will enable a fuller understanding of how Lincolnshire and its populace function and make the decisions they do in terms of the services they access.

What follows highlights the work to date on defining place within Lincolnshire. This should be viewed as work in progress as the areas have been defined using travel to work patterns. The intention is to include other aspects which influence the mobility of people within a given area such as leisure and learning choices, and consequently the shape of the areas may change. This work is in preparation for the first full assessment in 2010/11.

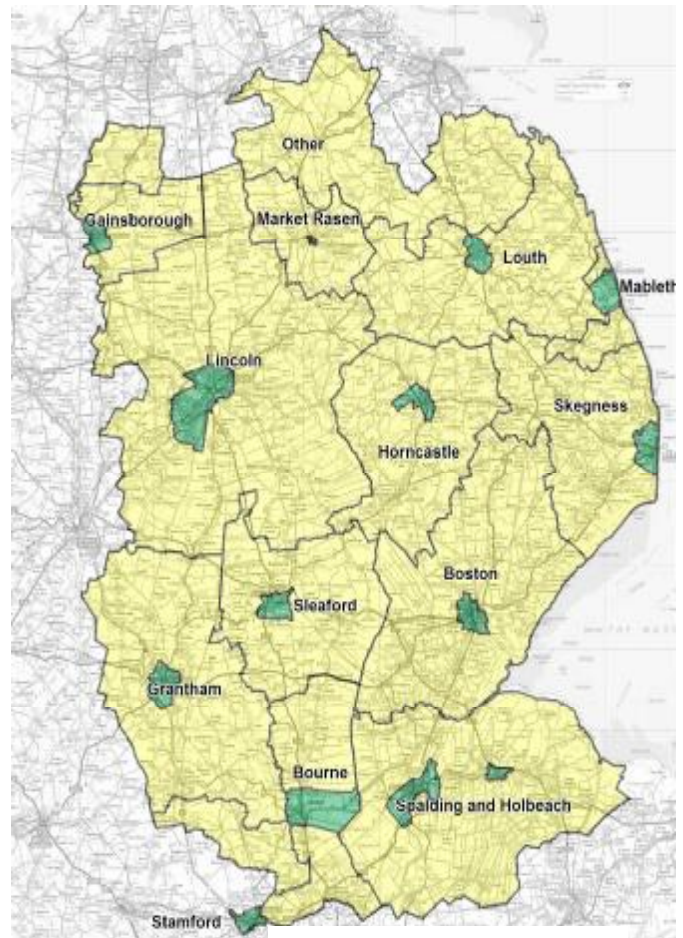
The new Economic Zones were defined using travel to work patterns and the relationship with the sea and fens. They are built up from wards, but initially used data at output area level which means it will be possible to make changes to the boundaries in the future if required. A total of thirteen economic zones were identified covering the majority of the county as shown in Map E. They are as follows: - Boston, Bourne, Gainsborough, Grantham, Horncastle, Lincoln, Louth, Mablethorpe, Market Rasen, Skegness, Sleaford, Spalding & Holbeach, Stamford.

Map A shows these areas together with the main service centre for each which will be subject to a more detailed analysis at a later date. Around the periphery of the county there are some areas which are influenced by towns outside the county, such as Scunthorpe and Grimsby, more than locations within the county. These areas are currently grouped together as 'other' and it is anticipated that further work will be conducted to determine how they should be classified

The economic zones were defined using travel to work patterns. They are built up from wards, but initially used data at output area level which means it will be possible to make changes to the boundaries in the future if required.

A total of thirteen economic zones were identified covering the majority of the county.

Once the economic zones had been determined the first phase of work was to identify if they were different from each other and in what way. Three key themes were identified to assist in differentiating between the zones, these being People, Productivity and Place.



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People: examines the demographics of people who live in an area, how this is changing and the health of residents.

Productivity: determines how areas differ with respect to their job and business opportunities and potential based on skills levels.

Place: looks at what a place is like to live in including levels of deprivation, poverty and community cohesion.

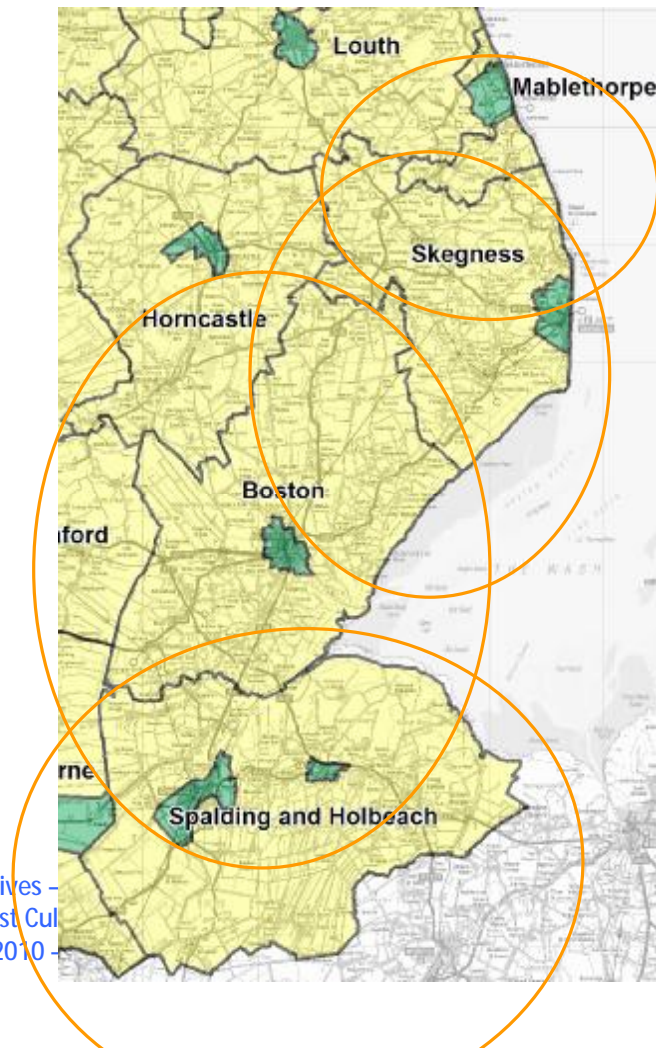
A range of indicators were collated and analysed under the three themes with a full list of the data available from the Lincolnshire Research Observatory. Zones where the indicators were significantly above, or below, the county average are also identified and used to inform the data. These are based around a positive to negative scale, where zones with more positive attributes compared to negative ones are judged to be performing better in these areas (and vice versa).

Tables are also presented to illustrate which are the highest and lowest scoring zones and therefore provide a scale as to the size of the tasks if an equitable balance was to be maintained across the county.

## The Lincolnshire Coast's Economic Zones

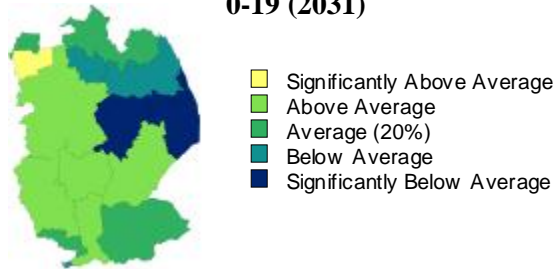
The economic zones were defined using travel to work patterns. They are built up from wards, but initially used data at output area level which means it will be possible to make changes to the boundaries in the future if required. A total of thirteen Economic Zones were identified covering the majority of the county. We have highlighted the four relevant coastal Economic Zones.

- Boston
- Bourne
- Gainsborough
- Grantham
- Horncastle
- Lincoln
- Louth
- Mablethorpe
- Market Rasen
- Skegness
- Sleaford
- Spalding & Holbeach
- Stamford



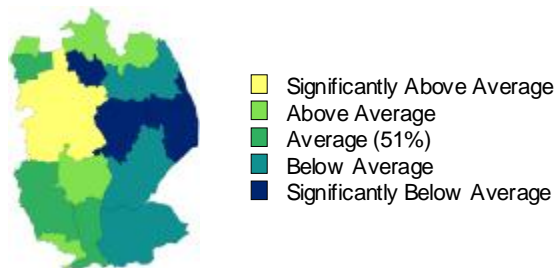
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**Projected proportion of people aged 0-19 (2031)**



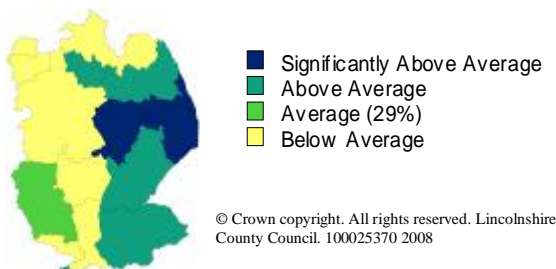
Whilst projections for economic growth, particularly in the short term, are shrouded in uncertainty due to the current economic climate, projections for growth and change in the county population are built on trends that the county has been experiencing for a number of years.

**Projected proportion of people aged 20-64 (2031)**



The demographic shift in the county population, with the proportion of people aged 65 and over growing whilst in turn both the proportion of those aged 0-19 and then those of working age decreasing over time, has already been outlined in this document along with some of the possible ramifications. This is a scenario that will be played out across all areas of Lincolnshire to greater and lesser extents.

**Projected proportion of people aged 65 and over (2031)**



Most areas in Lincolnshire will experience demographic change in line with or close to that of the county. There are areas that are projected to see shifts in the make up of their population by 2031 that are significantly different to that of the county. This series of maps shows that projections for the make up of the county population demonstrate a continuation of the East/West divide in the county on age. Areas in the east are projected to have both a below average proportion of those aged 20-64 (effectively the workforce) and above average proportions of those aged 65 and over.

Areas in the east are projected to have both a below average proportion of those aged 20-64 (effectively the workforce) and above average proportions of those aged 65 and over.

This scenario is further exacerbated by below average proportions of younger people (aged 0-19), particularly in the areas of Mablethorpe, Skegness, Louth and Horncastle.

These projected scenarios for the population make up across the county could impact on the projected levels of employment growth, and subsequently economic growth, in some areas.

Using employment projections up to 2020, the corresponding projection for the working age population, and assuming that the employment rate will remain the same between now and 2020, it is possible to project where both opportunities and challenges in the county labour market will be most apparent over the next decade. At county level, in 2020 the number of jobs left unfilled by the resident workforce is projected to be in the region of 9% suggesting that unemployment levels will continue to be lower than regional and national averages.

Areas which are positive █ and negative █ compared to the county average

		Boston	Bourne	Gainsborough	Grantham	Horncastle	Lincoln	Louth	Mablethorpe	Market Rasen	Other	Skegness	Sleaford	Spalding	Stamford
Population change	Births per 1,000 population 2006-07	9.6	9.8	10.2	9.6	8.1	9.5	8.3	6.3	7.3	6.7	7.4	8.8	8.1	10.3
	Deaths per 1,000 population 2006-07	10.6	8.4	11.4	9.7	11.5	9.5	11.1	16.4	9.6	9.9	12.6	10.2	11.4	13.0
	Inward migration as % of population	4.6	5.4	4.0	4.5	5.0	4.9	3.4	5.9	5.4	5.8	6.1	4.3	5.1	5.8
	Outward migration as % of population	2.6	3.8	2.9	3.4	3.4	3.9	2.8	3.7	3.3	4.2	4.8	2.9	3.3	5.1
Dependency	Youth dependency	28.1	31.0	32.2	31.0	31.8	29.0	29.0	27.5	26.6	27.8	27.5	30.9	28.3	26.1
	Older dependency	40.1	34.8	32.1	34.7	54.8	35.0	40.6	71.2	44.2	36.7	50.0	40.0	43.7	35.6
Health	% of population with limiting long term illness	17.6	13.4	18.3	16.0	19.3	17.1	19.4	29.5	17.1	15.6	24.3	15.8	17.4	14.2
	Low birth weight per 1,000 births	65.9	67.8	95.3	75.9	47.2	60.7	64.8	71.8	55.6	71.4	86.1	60.0	69.6	78.2
	Premature mortality rate per 10,000 deaths	281	253	372	267	226	272	270	355	289	245	311	270	292	269
Community	Mosaic	200	255	194	218	212	225	205	182	197	236	194	264	215	220

		Boston	Bourne	Gainsborough	Grantham	Horncastle	Lincoln	Louth	Mablethorpe	Market Rasen	Other	Skegness	Sleaford	Spalding	Stamford
Opportunities	Job vacancies per 1,000 working age	88	79	133	128	55	166	88	66	54	33	98	123	107	126
	VAT registered businesses per 1,000 working age population	52.4	53.1	46.4	61.6	60.7	42.5	69.4	56.6	85.0	64.2	60.1	54.2	63.4	59.8
	New VAT registered businesses per 1,000 working age population	3.7	4.5	3.8	5.0	4.3	3.7	4.7	3.7	6.3	4.5	4.3	4.4	4.4	5.5
Availability	ILO unemployment rate	5.7	3.4	6.8	4.3	4.1	1.7	4.3	8.0	4.6	3.3	6.9	5.3	5.3	3.4
	Worklessness ratio	101	79	118	87	105	91	106	179	100	82	137	92	95	77
Skills	% of population with entry level literacy	14.0	7.2	17.0	11.2	11.9	10.8	12.5	17.5	11.7	8.0	17.1	9.5	11.5	10.7
	% of population with level 2 literacy	38.8	47.4	36.4	44.1	46.1	44.2	44.6	40.6	46.2	48.0	38.3	46.3	40.6	44.0
	% of 18-19 year olds into higher education	10.4	23.5	8.9	16.1	22.4	13.2	15.8	8.2	27.8	19.6	10.5	18.9	12.6	18.3
	Average of % achieving 5+ GCSEs A*-C	60.4	64.8	53.3	59.0	58.8	69.2	55.9	48.0	58.5	77.7	44.2	75.7	57.3	74.6

		Boston	Bourne	Gainsborough	Grantham	Horncastle	Lincoln	Louth	Mablethorpe	Market Rasen	Other	Skegness	Sleaford	Spalding	Stamford
Deprivation	IMD score	21.5	7.9	28.0	15.1	16.6	17.9	19.5	34.9	17.3	12.8	32.2	11.8	16.2	8.5
Poverty	Income deprivation score	0.15	0.07	0.20	0.12	0.12	0.13	0.14	0.22	0.12	0.09	0.21	0.10	0.12	0.08
	Child IMD score	0.18	0.08	0.25	0.14	0.14	0.17	0.17	0.27	0.11	0.10	0.27	0.12	0.14	0.11
	Older people IMD score	0.18	0.12	0.22	0.16	0.15	0.18	0.18	0.20	0.16	0.14	0.23	0.13	0.15	0.13
	% of households in fuel poverty	6.9	6.2	7.5	6.6	7.0	6.6	7.0	7.3	7.3	6.5	7.2	6.6	6.7	5.9
Energy	Average of Hard to Treat Homes Index	0.15	0.13	0.12	0.16	0.30	0.13	0.17	0.05	0.22	0.17	0.18	0.10	0.13	0.06
	% of houses off gas	45.8	32.5	35.4	47.9	65.2	39.4	47.9	19.9	35.8	59.9	52.8	33.0	45.7	27.3
	Average of air quality index	0.99	1.00	1.06	1.09	0.92	1.08	0.98	0.86	0.91	0.95	0.92	1.02	1.02	1.14
Cohesion	Crime rate per 1,000 population	87	45	112	86	53	85	63	83	31	29	120	25	63	86
	Anti-social behaviour per 1,000 population	51	29	78	52	38	58	47	56	46	28	68	41	38	50

## Economic Zones Summaries

We have included the Lincolnshire Coast Economic Zones summaries found in 'Lincolnshire – Global change, local issues'. They highlight the differences across the zones and variations from the county average. Figures are defined as higher or lower than the county average with significant differences also being noted.

### Boston Zone



#### *People*

- 11% of the county's population live within Boston Zone
- Higher than average birth rates
- Lowest proportion in the county of people moving out of the area

#### *Productivity*

- Lower level of job and entrepreneurial opportunities than the county average
- The area has higher levels of unemployment and worklessness
- Skills levels in the adult population are significantly lower than the county

#### *Place*

- Higher levels of poverty with 13% of residents living in deprived areas
- The area has higher proportion of homes not energy efficient, but air quality is good
- The rate of crime is higher than the county average

### Mablethorpe Zone



#### *People*

- 3% of the county's population live within the Mablethorpe Zone and a high proportion of these are over 65
- This area has the county's lowest birth rate and highest death rate
- Inward migration levels are significantly above average
- Significantly higher numbers of people suffer from a limiting long term illness and the premature mortality rate is significantly higher than the county average

#### *Productivity*

- The number of job vacancies is significantly lower than the county average and the rate of unemployment is the highest in the county
- Business start-up rates are low

- Skills levels are low with the lowest level of adult literacy and young people entering higher education in the county

#### *Place*

- Deprivation is high with half of the population living in deprived areas
- There are significantly higher levels of child and income related deprivation
- The area has significantly lower proportions of homes which don't have access to gas, or are hard to treat for fuel efficiency, but fuel poverty is significantly above average

#### Skegness Zone



#### *People*

- 7% of the county's population live within the Skegness Zone
- High in and out migration suggests an unsettled population
- Health is generally poorer than average with a higher rate of long term illness and a low birth weight rate

#### *Place*

- The deprivation rate is higher than average with 39% of the population living in deprived areas. Some of the communities here are among the most deprived in the county
- The crime rate is the highest in the county and the rate of anti-social behaviour is above average
- The air quality significantly better than the county

#### *Productivity*

- There are lower levels of job vacancies and unemployment and worklessness are significantly above the county average
- The number of businesses per working age population is higher than average
- School level attainment is the lowest in the county and a lower proportion of young people enter higher education

#### Spalding Zone



#### *People*

- 12% of the county's population live within the Spalding Zone
- The characteristics of this zone are very similar to the county as a whole
- The birth rate is lower than the county and the death rate is higher

### *Place*

- Deprivation is lower than the county average for income and both children and older people
- Over a third of the population live in rural areas and the proportion of people with no gas supply is therefore higher than average
- Both crime and anti-social behaviour rates are lower than the county

### *Productivity*

- Vacancy numbers are lower than average and unemployment is higher
- Education attainment is lower than the county average, as is adult literacy

## The Lincolnshire Coast's Cultural Drivers

### Summary of Cultural Coastal Interventions

Below can be found a snapshot demonstrating the breadth of recent investment into cultural development along the Lincolnshire coast, most of which are detailed within the document. This list does not include festivals, smaller scale or one-off projects.

#### Strategic vision

2005 - 2007	Lincolnshire Creative Solutions Initiative (LCSI)
2006-2007	The Creative Economy - Burns Owens Partnership
Date unknown	Cultural Strategy for Boston
2000-2004	Art for All – Art Strategy for East Lindsey
2007 – 2012	Cultural Strategy for South Holland
2005-2008	Leisure Strategy for East Lindsey
Forthcoming	Cultural Strategy for East Lindsey
2006 – 2010	Relishing the Challenge, Realising the Potential: Cultural Strategy for Lincolnshire
2006-2008	Our Agenda for the Arts in the East Midlands, Arts Council England
2006 -	Lincolnshire One (part of the national Arts Council THRIVE initiative)

#### Capital investment

1997	South Holland Centre, Spalding - refurbishment
2002	Embassy Centre, Skegness - refurbishment
2006	Gibraltar Point NNR Visitor Centre
2007	Bathing Beauties
Forthcoming	Structures on the Edge – Wave 2 Bathing Beauties
Forthcoming	Lifeboat Station / Gallery – Chapel St Leonards
Forthcoming	Peter Scott Lighthouse – Sutton Bridge
Forthcoming	Boston Barrage
Forthcoming	Coastal Country Park

#### County initiatives with impact on the coast

Est. 1984	Rural Community Touring Scheme (county-wide)
Est. 1999	Art on the Map (county-wide)
Est. 2000	Orchestral Residency (East Lindsey since 2000, South Holland since 2008)
Est. 1998	soundLINCS Music Development Agency (delivering Youth Music funded schemes such as Sound 52, First Notes, Second Sounds, Heat-Up)
Est. 1999	Lincolnshire Dance (County Dance Development Agency)
Est. 1984	Firebird Trust (regional music organisation based in Lincolnshire)
2005-2008	Beacon Art Project (annual event)

## National Indicators for Local Authorities and Local Authority Partnerships NI 11

The performance framework for local government, outlined in the 2007 White Paper *Strong and Prosperous Communities* was about improving the quality of life in places and better public services. It brought together national standards and priorities set by Government with local priorities informed by the vision developed by the local authority and its partners. A clear set of national outcomes and a single set of national indicators by which to measure progress against them are a key building block for the new framework.

In October 2007, as part of the Comprehensive Spending Review (CSR), the Government announced a new single set of 198 national indicators for English local authorities and local authority partnerships. A list of these indicators, which flow from the priorities identified in Public Service Agreements and Departmental Strategic Objectives announced in the CSR, was published on 11 October 2007 and can be found at [www.communities.gov.uk/publications/localgovernment/nationalindicator](http://www.communities.gov.uk/publications/localgovernment/nationalindicator).

On 8 November 2007, the Government launched a consultation exercise on the detailed definitions it was proposing to use for each of the 198 national indicators. The consultation closed on 21 December 2007. Over 580 responses were received, representing more than 10,000 comments on individual indicators. During the consultation period, Communities and Local Government also ran a number of workshops for local authorities and partner organisations, providing a forum for discussion on issues raised in the consultation document.

Following analysis of the consultation responses on the draft Handbook, the Assessments of Policing and Community Safety (APACS) indicator set and Place Survey, which closed on 18 January and 8 February 2008 respectively, the Government decided to drop one indicator from the national indicator set and added a new indicator on children and young people's satisfaction with parks and play areas, to be introduced from 2009/10. The introduction of a further nine indicators, in addition to the three already agreed, will be delayed until 2009/10 making 13 indicators to be introduced in 2009/10.

A first release of 138 revised definitions was published on 29 February 2008. A Handbook containing final definitions for all 185 national indicators was implemented in 2008/09, together with an outline for those 13 indicators whose introduction would be delayed until 2009/10. It also provided useful information on how the national indicator set would be used within the new performance framework, and arrangements for reporting against the indicators. It was intended to provide a resource for local

authorities, their partners and other organisations that would be using the national indicator set to understand how well the Government's priority outcomes are improving in local areas.

The new performance framework was outlined in the Local Government White Paper *Strong and Prosperous Communities*. In common with the rest of the framework, the development of the national indicator set has been guided by the following set of principles.

- Creating a shared endeavour between central and local government and local delivery partners
- A focus on improving outcomes for local people, local businesses and local places rather than on processes, institutions and inputs
- Rigorous performance management
- Empowering local people to judge the quality of their local services relative to others.
- Effective partnership
- Making the best use of scarce resources by driving out waste and duplication.

#### National Indicator 11: Engagement in the Arts

NI 11 measures the percentage of the adult population (16 years of age and older) in a local area that have either attended an arts event or participated in an arts activity at least three times in the past 12 months. All arts activities and events are included, not just those funded by local authorities.

Participation is only included if done for leisure purposes, including informal education/learning and studying or research for personal interests. Activities as part of paid work, formal education or volunteering are out of the scope of the measure.

#### Methodology

NI 11 is measured by Sport England's Active People Survey, with some variations to the sample size and reporting period.

- Data was collected from April 2008 and will run to October 2010;
- The first 6 months from April 2008 was used to establish a baseline, which was reported in November 2008;
- Data will then be collected as part of the normal Active People Survey cycle until Oct 2010;

- October 2009 – October 2010 will be the assessment year, with final figures reported in November 2010.

This approach was decided in order to take into account the fact of joining the Active People data collection cycle mid-way through the first year of the 2007 survey. A sample was designed which establishes a baseline as quickly as possible. The Active People survey will run until at least October 2010. Therefore, one can only guarantee two and half years of data collection for the cultural indicators. The most robust methodology has therefore been put in place to ensure realistic and achievable targets given this restraint.

*NI 11 as a designated improvement target:*

Where a local authority includes NI 11 as one of their 35 improvement targets within an LAA then the following approach was suggested to measure the indicator:

- The survey sample will be boosted to at least 2,000 for the first six months to establish a robust baseline;
- The survey sample will also be boosted in the final assessment year Oct 2009 – Oct 2010 to 2,000;
- This increased sample size will allow a statistically significant change of at least 3 percentage points from October 2008 to October 2010 to be measured;
- Baselines were from available November 2008;

*NI 11 as a local target:*

Where NI 11 is included in a LAA as a local indicator (i.e. not as part of the 35 improvement priorities) then the following approach will be used:

The survey sample will be boosted to at least 500 for the first six months to establish a baseline;

- Data will then be collected as part of the normal Active People cycle until October 2010;
- This increased sample size will allow a change of 6 percentage points from October 2008 to October 2010 to be measured;
- Baselines were available in November 2008;

Performance Levels

*As a designated improvement target:*

A minimum increase of 3 percentage points from October 2008 – October 2010  
Where NI 11 is included in an LAA as one of the 35 improvement targets then by October 2010 one would expect engagement in the Arts to have improved by at least 3 percentage points from the baseline. (Note: Active People will not be able to measure any change of less than 3 percentage points).

*As a local target:*

A minimum increase of 6 percentage points from October 2008 – October 2010

Where NI 11 is included in an LAA as a local indicator then by October 2010 one would expect engagement in the Arts to have improved by at least 6 percentage points from the baseline. (Note: Active People will not be able to measure any change of less than 6 percentage points).

#### Setting LAA Targets

As NI 11 is a new indicator in the National Indicator Set there is some flexibility towards establishing baselines and setting targets. Government Offices have been instructed that they can take one of two approaches:

- Where new indicators do not have any local data to inform target setting, as is the case for NI 11, then local areas may wish to decide to set a target against the indicator, but wait until the first annual review before they do so;
- Alternatively, a target phrased as a certain percentage increase over baseline can be set, with the baseline formally confirmed at the first annual review.

Central Government's preference is the second approach, but recognises that this might not be acceptable to all areas. Therefore, it is for the Government Office to agree the most appropriate approach for a particular area.

#### Lincolnshire County Council – The Current Position

Lincolnshire County Council's Cultural Services are currently actively involved in addressing Ni11.

Lincolnshire County Council's Cultural Services has Arts recognised in their Culture & Adult Education Service Plan under 4.2 - *work with key partners to deliver effective engagement with the Arts within Lincolnshire*

Cultural Services is currently working towards the creation of a proxy measure to ascertain whether they are working towards achieving this target.

Cultural Services is also re-designing the Library Satisfaction Survey and are considering adding this and introduce it by December 2009.

Cultural Services Tier 5 Plan (their Operation Plan) which supports the above are:-

- Lincolnshire One Project - Arts Strategy
- Lincolnshire One Project - Arts Development
- Lincolnshire One Project - Venue Management
- Review and monitor 4 Service Levels Agreements with Independent Arts Organisations

- Monitor Service Levels Agreements with Nottinghamshire County Council for the delivery of Rural & Community Touring
- Develop Thrive Initiative

#### Baseline Target

A baseline target of 44.2% has been set based from actual performance taken from the national survey.

A step target of 46% has been set for December 2009 together with 48% for Oct 2010.

For the purposes of our initial work cultural solutions was asked to look at National Indicator 11. We recommend that the 'project board' (once convened) should also consider the relevance of including NI 06, NI 08, NI 09, NI 57, NI 110 and possibly NI 03.

## Loving Sport, Living Life A Strategy for Lincolnshire to 2012 and Beyond

The strategy sets out the direction for sport and its development in Lincolnshire through to 2012 and beyond and is the result of a year-long consultation and development process managed by the Lincolnshire Sports Partnership (LSP). It aims to set the direction for sport in Lincolnshire by working with key partners.

LSP recognises the challenges that lie ahead for sport and physical activity and the strategy is part of their plan to overcome these with a view to achieving a lasting legacy for sport across the County.

The strategy aims to raise awareness, increase demand, develop people and increase opportunities for sport. It is only by working in partnership with everyone involved in the provision of sporting and leisure opportunities can LSP hope to make a lasting difference in terms of the quality and the quantity of available services.

The document sets out the framework that partners across Lincolnshire's sporting community have agreed to follow. The targets identified within the strategy will only be achieved if these aims and objectives are delivered through effective initiatives and projects.

All partners have engaged in the process of identifying proposals to deliver the strategy. Further work will be carried out from April 2009 through to February 2011, to develop annual local action plans, local authority service plans, school sport development plans and sports specific County plans to ensure that the delivery of the strategy is tangible and has real effects on the numbers of people leading a healthy, sporting lifestyle across the County.

These plans will be published on the Lincolnshire Sports Partnership website and reports on the impact of this strategy will be published each year in the Partnership Annual Review, on behalf of all the partners involved.

The results for the strategy's targets will be reported through a variety of means to local and central government, national sports organisations and to Lincolnshire residents on an annual basis.

In addition the strategy is complemented by the Lincolnshire Sports Partnership Business Plan, which will detail what the Partnership Countywide team will be doing to support partners and to support the countywide delivery of key themes and initiatives.

Lincolnshire Loving Sport, Living Life's Connectivity to Coastal Lives – Cultural Lives  
The new strategy has much to offer Lincolnshire's cultural sector. It is vital for Lincolnshire County Council and its current partners to clearly identify existing as well as future partnership opportunities. One strategic enterprise that should be explored is that of formalizing relationships between the aspirations of this document and that of the Lincolnshire Sports Partnership. The LSP has a unique cultural offer, one that will ensure the on-going cultural and economic regeneration of the Lincolnshire coast.

Initiatives such as Lincolnshire Sports Partnership and the Lincolnshire Teaching Primary Care Trust Lincolnshire Physical Activity and Health Network (LPAHN) highlight the opportunity of closer working (see Health and Wellbeing page 83).

There is also further opportunity to populate the baseline cultural provision audit with reference to the Lincolnshire coast's sports and physical activity. This data should include major sport clubs and sporting events and facilities as these are currently under-represented.

## CONCLUSION

We see considerable connectivity between various LSP initiatives and projects, including LPAHN and recommend the 'project board' enters into further work with LSP and its partners to ensure development opportunities are realised.

*The following recommendations are seen as the achievable first stage in fostering a spirit of focussed and strategic cooperation:*

- |  |
|--|
| <i>1. Ensure Lincolnshire Sports Partnership has representation on the Coastal Lives – Cultural Lives 'project board'.</i> |
| <i>2. Work closely with Lincolnshire Sports Partnership to identify current and future joint partnership initiatives.</i>  |
| <i>3. Research and fully populate Coastal Lives – Cultural Lives' audit with sports and physical activity data.</i>        |

## Fundamental Library Review

There has been a growing expectation on the part of government that library services have to evolve in line with changes in lifestyle and expectations. Greater collaboration is being encouraged between councils and communities in order to provide more efficient and effective services.

Lincolnshire County Council's Fundamental Library Review was carried out in 2007 to achieve the following 5 objectives:

1. Develop a branch library network that is fit for purpose, affordable, sustainable and able to support the delivery of the Council's strategic objectives
2. Increase the use of the library service by existing members and by attracting new and different members through outreach and community engagement
3. Make better use of Council facilities by relocating and co-locating library services with other service providers, including the Lifelong Learning Service
4. Find out what people want from their local library service through a District-based public consultation exercise
5. Develop a range of service delivery models in partnership with the Districts, neighbouring authorities and local communities

The Lincolnshire Library Service currently operates 48 static outlets and 15 mobile libraries across the county, and 15 mobile services. In East Lindsey, there are Community Libraries in Alford, Wainfleet, Woodhall Spa, Spilsby, Sutton on Sea and Burgh Le Marsh, Neighbourhood Libraries in Wragby and Coningsby/Tattershall, and District Libraries in Mablethorpe, Louth, Skegness and Horncastle. In Boston and South Holland there are Community Libraries in Kirton, Donington, Crowland and Pinchbeck, Neighbourhood Libraries in Holbeach, and Long Sutton, and District Libraries in Boston and Spalding. The mobile service visits 467 communities, with just under half of these in East Lindsey, Boston and South Holland. The Library Service operates a number of special services including a housebound service (run through volunteers), schools, prison and hospital library service, and Access mobile libraries visiting housebound people in their homes. The Library Service also provides the People's Network – offering free access to computers and the internet.

The Review has shown libraries are one of the highest valued and most used services offered by Lincolnshire County Council. Around three million visits are made to sites, both static and mobile, in the course of a year – people accessing, at the heart of their community, a world of reading, information and learning, for work

and pleasure. More than a fifth of the population of the county have chosen to use the service in the last year and with ever-widening digital horizons, via the People's Network in libraries, telephone access to the county's catalogue via the Customer Service Centre Monday to Saturday inclusive, and 24 hour e-based resources available to the public at home, there is the potential to reach many more.

Libraries have led the way in the county in terms of championing diversity, reaching out to those who find it difficult to access services and attracting people from all walks of life.

The branch libraries function as the living room of the community and as a vital access point for the Council. The mobile library network delivers a highly regarded service where otherwise there would be minimal or no library provision. Clearly, the importance of this is increased by the scale and dimensions of rural isolation in Lincolnshire and could offer a platform with which to develop a grass roots cultural programme especially if connected to a specific initiative or recommendation. In fact, the 2007 Beacon Art Project used the mobile library as part of their Mablethorpe event and was well received.

The changes to the library service give scope for opportunities for greater connectivity with a Lincolnshire Coast cultural regeneration programme.

It is proposed that Lincolnshire County Council, through the library service will:

- Provide access to resources for reading, information and learning
- Provide access to resources, which is free, consistent and customer-focused
- Provide a gateway to Lincolnshire's cultural heritage
- Support the public in the pursuit of individual interests
- Support learning in the information and digital society
- Support the information needs for the knowledge economy
- Support and champion the development of cohesive communities.
- Challenge exclusion, be it social or skills-based
- Promote and deliver access to council services
- Work in partnership with others to offer value-added services
- Engage local communities in the delivery of services

The Review has been implemented in 2 stages:

- Stage 1 (from May 2008) focused on stabilising the library service within existing resources.
- Stage 2 (from July 2009) focuses on expanding and diversifying the library network through partnership working.

Service Stabilisation brought the service in-line in terms of budget, meeting one of the key objectives of the Review – a sustainable and cost effective library service. Over a period of 18 months this was achieved by redistributing resources and introducing a new set of opening hours.

Stage 2, Service Development, is now known as FLR2. Site Development Plans are being drawn up, demonstrating costed service delivery models in partnership with local communities and other service providers. Specific links will be made with the *New Ways of Working* project, the Shared Services Agenda and the ongoing Property Review. The Site Development Plans will lead to a Global Development Plan for the service, showing sustainable models for an effective future library service, tailored to the needs of the local communities of Lincolnshire.

The following delivery options will inform the future shape of Lincolnshire's library service:

- Opportunities to deliver services from shared premises
- Use developments in IT to improve access to library services
- Closer engagement with and commissioning of the voluntary sector
- Closer alignment between community needs and the type of service being offered
- Develop libraries as access points for council services
- Establish closer working relationships with other services and other local authorities

FLR2 delivery options align well with our suite of recommendations and the database of existing cultural provision from the creation of Chapel St Leonards Lifeboat, the development of a cultural festivals programme and the creation of a coastal cultural delivery team working closely with the voluntary sector. Community development initiatives within the Lincolnshire Coast Cultural Regeneration Plan should ensure they work in partnership with the Library Service at both a local and strategic level to ensure greater connectivity of grassroots services and provision.

## The Lincolnshire Coast's Built Environment

The impact of physical infrastructure should not be underestimated as a driver for economic and social change and improvement, with good design and high quality materials doing much to enhance perception and experience of place. Well-maintained buildings, whether historic or more recent, generate confidence in local people and contribute to positive experiences for potential investors, visitors or incomers. In coastal areas the challenging mix of harsh environment (requiring increased maintenance) and the social problems common to communities experiencing decline can be exacerbated by what the Shifting Sands report (English Heritage & CABE: 2003) described as 'garish shoddiness with which low-quality private investment has scarred so many seafronts'.

Yet, research into functional linkages within coastal areas by the North West Region, as part of an integrated coastal planning initiative in 1999, identified that the built environment, along with heritage, coastal development and regeneration and tourism, shared the highest incidence of significant linkages. These linkages had a strong two-way relationship, acting as both impactors and responding to impact upon themselves, whilst other elements such as biodiversity, landscape, coastal pollution and transport and communications had lesser impact.

It is not surprising therefore that national policy recognises the significance of valuing and enhancing the built environment in coastal areas, with a series of documentary sources identifying both the key challenges and examples of good practice over the past 10 years:

- Regeneration in Historic Coastal Towns (2008: English Heritage)
- An Asset and a Challenge: Heritage and Regeneration in Coastal Towns in England (2007: English Heritage)
- Seaside Heritage Matters (2007: English Heritage)
- Heritage Protection Reform Programme (Ongoing: DCMS)
- Shifting Sands (2003: English Heritage & CABE)

With a series of national and regional-level activities which, focusing on the UK coast, include the built environment as a key factor, for instance:

- British Urban Regeneration Association (BURA) Seaside Network
- Local Government Association (LGA) Coastal Issues Special Interest Group (SIG)
- Towards a Sustainable Coast – East Riding of Yorkshire 2000
- Norcoast (Interreg) Project Phases 1 and 2 (Scotland and Norway)

- Sea Change funding through the Committee for Architecture and the Built Environment (CABE)

## Designing for change

The relative fragility of the coastal landscape and the particular socio-economic challenges that the coast so frequently faces has also ensured that in recent years more coast-specific investment has become apparent. Lincolnshire has led the way in the UK by developing the Coastal Communities Alliance (CCA), run by Lincolnshire County Council with partners. The CCA has developed a coastal regeneration handbook and as a result of the 'On The Edge' coastal strategy in 2001 (Local Government Association) a series of ICZM (Integrated Coastal Zone Management) areas have been established internationally, which recognise the needs of the specific interface of land and sea. The architectural landscape across the Lincolnshire coast is of course varied and interesting. Market towns slightly inland from the coastal edge are characterised by traditional Georgian and Victorian buildings, interspersed by more contemporary fabric. Sensitively treated and often benefiting from HERS (Heritage Economic Regeneration Scheme) and similar schemes, towns such as Boston, Louth, Alford and Spalding, have a relative confidence born of the clear historic quality of their built environment. This environment, which mixes 'heritage' and contemporary buildings, is so often an important element of the cultural tourism landscape. In Boston The Guildhall Museum (c. 1390) is just a stone's throw from the recent contemporary development of The Haven Art Gallery; in Spalding, South Holland's historic Ayscoughfee Hall (1320-1400) sits just across the water from the South Holland Centre, built 1998; and in the more dispersed East Lindsey Alford Manor House museum (c.1611) is a few miles from the contemporary Riverhead Theatre in Louth (2001), built onto an early 20<sup>th</sup> century Drill Hall.

On the coast, traditional holiday centres such as Mablethorpe and Skegness have largely subsumed any pre 19<sup>th</sup> century fabric into late Victorian streetscapes which emerged during the towns' heyday during the railway era. Since that time these buildings have themselves been hidden behind typical seaside facades, and new building during the past 50 years has tended not to be high quality. It has therefore not been possible to attract the type of heritage-based funding such as HERS which would allow communities to simply restore the more seductive qualities of 'Regency' and 'Victorian' streetscapes (as has occurred in coastal towns such as Whitby, Scarborough, Margate and Whitstable). However, true to the vision of the 'Shifting Sands' report, which demonstrated the impact that high quality buildings and open spaces have on the ways that traditional resorts can develop and re-invent themselves, this apparent lack creates a valuable opportunity for re-imagining these coastal towns as exemplars for the role of design in seaside regeneration.

'A Tourism Vision for the Lincolnshire Coast' (Lathams – for Lincolnshire Tourism: 2007) recognises that the 'offer' across the coast and hinterland should necessarily be varied, differentiating between destinations and their relative functions. It also notes that

development should focus on existing visitor centres, with an emphasis on building a visitor product supported by built attractions and facilities. As in the North West report, the Tourism Vision recognises the inalienable links between revitalising the tourism economy and enterprise, with transforming access, infrastructure and the environment to create sustainable communities.

Capital investment always results in long term revenue funding requirements and, therefore, decisions about developing new cultural infrastructure in the form of bricks and mortar depend on strong advocacy followed by an intensive and often long-term period of research and development. The recommendations elsewhere in this report are based on the need to develop and strengthen cultural resources at a community level, in order that this type of advocacy can develop. Essentially decisions about the cultural built environment need to be rooted in shared needs in order for them to flourish. With all of this in mind, it seems clear that a strategic approach to design along the coast is required. Recent investment, in the form of the Bathing Beauties initiative and the linked Chapel St Leonard's Boathouse project, is achieving international impact through architecture and design competitions, leading to the creation of fascinating contemporary buildings on a small to medium scale. A 'second wave' of Bathing Beauties buildings is planned, entitled 'Structures on the Edge' this work moves on from the initial aim to transform the traditional beach hut to a series of architectural responses to the facility-needs of this coastal landscape. This investment has been supremely important in beginning to transform internal, as well as external perceptions of the Lincolnshire coast, but how to create a meaningful strategy for investment partners?

### Designing for the future

A core element of Black/North SEAS, a more ephemeral contemporary art project (consisting of art festival and conference) affecting the Lincolnshire coastline during 2009, will be a swiftly produced body of work by the Polish architect and cultural anthropologist duo Jacek Dominiczak and Monica Zawadska through their 'Fast Urban Research' programme. They describe this approach: 'as uncovering and describing a city's key spatial identity elements in one short visit The project is based on a highly advanced use of the unique *dialogic methodology* that focuses on spatial identity issues for both urban and rural areas and produces *dialogic information*. This information becomes a key for identity-sensitive design and, therefore, for creating a unique spatial image ("urban face") of the city' (Constanta, Romania: 2006). After gathering evidence of social impact on the local built environment in the space of a few days the team then reflects this back to the community as a means of proposing future good practice. Dominiczak and Zawadska have also developed their approach, which is very much about relationships between buildings but also between buildings and people, through long-term engagement (sometimes as long as a year) to create a specific Dialogic Methodology and Spatial Identify Code, intended to support communities in protecting the best of their local architectural identity when embarking on new design, rather than

emulating contemporary but irrelevant architectural practice from elsewhere. They argue that 'The innovation of this approach is that, rather than applying specific prescriptive standards, the Code defines the scope within which architects can explore and create new solutions. By revealing the 'deformation' of existing buildings from the perceptual prototype, it shows that variation within certain limits actually defines the unique character of [the] streets' (Local Identity & Design Code: Central Fremantle) The value of this approach for local planning authorities is clear, to assist them with dealing with areas described by the LGA Coastal Issues SIG as 'the special character of the coast - for a maritime nation'.

The DCMS have announced that, further to the White Paper 'Heritage Protection for the 21<sup>st</sup> Century' (March 2007) and the resultant draft Heritage Protection Bill which was published in April 2008, a clear statement of Government vision and proposals for the historic environment that 'captures its value in the widest sense' is due to be published in summer 2009. A consultation draft Planning Policy Statement (PPS) on the historic environment is also due to come out during this period. Whether 'value in its widest sense' will recognise the distinctiveness of coastal locations is unsure, but the need for investors in these areas (public funders, private and social enterprise projects) to recognise the following key tenets is clear:

- The value of the 'domino effect' of investing in key buildings (cultural icons) should not be underestimated
- Investment in the built environment is a valuable catalyst for social renewal
- Spatial thinking across sectors (linkages) is always beneficial

For the Lincolnshire Coast, the resources to support this approach will be tempered by ongoing research into the long-term sustainability of coastal communities by the Environment Agency (and reflected in the DEFRA initiative 'Making Space for Water'). However, outside of 'cultural funders' such as Arts Council England and English Heritage there are a number of potential funding sources to support future built environment initiatives, including:

- Rural Development Plan for England (Boston Borough, East Lindsey, South Holland)
- EMDA Single Programme funds – as long as projects support Regional Economic Strategy (RES) priorities
- Lincolnshire Enterprise (again linked through to EMDA Single Programme Funds)
- WREN

## CONCLUSION

cultural solutions' considerations for the cultural regeneration of the Lincolnshire Coast have come clearly into focus whilst working on the Lincolnshire Coast over the past six months. As is the way with cultural regeneration initiatives of similar importance and enormity, we have come to the conclusion that the diverse range of cultural providers working on the Lincolnshire Coast have a vested interest in their coast's built environment, yet struggle to identify a true leader for the essential coordinated approach that will provide the 'one voice' required to truly celebrate the coast's architecture.

*The following recommendations are seen as the achievable first stage in fostering a spirit of focussed and strategic cooperation:*

*1. The creation of the Lincolnshire Coast Built Environment Group comprising of representation from the arts, heritage, economic, tourism, planning and sports sectors*

*2. Embark upon a pilot action research programme identifying one area within the Lincolnshire Coast and engage Jacek Dominiczak and Monica Zawadska (Fast Urban Research) to provide the newly established Lincolnshire Coast Built Environment Group with a case study into the benefits and impact of a programme based on a highly advanced use of the unique dialogic methodology*

We believe the challenge of developing and improving the built environment on the Lincolnshire Coast will be well served and appropriately connected to the programme of capacity building schemes outlined in our wider recommendations.

## Health and Wellbeing

There is increasing recognition that people's health and wellbeing is influenced by a range of interconnecting factors. The World Health Organization suggested over 50 years ago that health is a complete state of physical, mental and social wellbeing, not merely an absence of disease or infirmity. This definition acknowledges that good health and wellbeing are reliant on an array of multiple factors, not just physical, but also psychological and social.

Arts Council England define 'arts and health' as arts-based activities that aim to improve individual and community health and healthcare delivery, and which enhance the healthcare environment by providing artwork or performances.

Specifically, arts and health activities can:

1. promote the good health and wellbeing of communities
2. promote positive health messages and public health issues
3. identify health and wellbeing needs
4. improve the mental, emotional and spiritual state of Health Service users
5. create or improve environments in healthcare settings for staff and service user
6. help people improve their options for healthcare and support patient choice
7. help medical staff, carers, patients and families to communicate more effectively with each other by offering opportunities for social interaction, involvement and empowerment
8. provide opportunities for artists to develop their practice, in particular in collaborative working and communication techniques
9. improve the lives of healthcare staff by humanizing the treatment
10. process and give more respect to individuals
11. use creativity in, and creative approaches to, continuing professional development for healthcare staff

The art in health field has grown exponentially in recent years. The sector is now so diverse we can see some emerging specialisms in differing approaches. Some projects may focus on the therapeutic benefits of the arts, some on environmental improvements to support health staff in delivering their care services, and others look at producing more creative kinds of health information.

When engaging arts in health work with communities, projects also focus on the concept of social capital as where 'unity is health' (this is an approach we suggest could be adopted within our recommendations). This may see arts projects that start from the point of using creativity to enhance social relationships, reflecting growing evidence that good relationships are a major determinant of health.

Collective creativity can make committed expressions of a community's health, simultaneously identifying and addressing their local and specific health needs. This is what distinguishes arts in health work from art therapy and connects it into social

inclusion work. Arts activity can also address a concern to maintain trust between healthcare professionals and the public.

There is currently a window of opportunity for arts development to help realise a social model of health. The move to multi-agency working is new to our reformed health services and the arts can have both an integral and a catalytic role in this. What used to be understood as the preventative approach to healthcare is increasingly about building capacity for change, externally in developing social capital and internally in improved training and holistic approaches.

The Natural Heritage also makes an important contribution to people's physical and mental health and well-being. This contribution can be strengthened through a range of action to support:

- increased physical activity and contact with nature in the outdoors; and
- better planning, design and management of places to provide accessible, high quality greenspace, path networks and attractive landscapes close to where people live, work and learn.

In its accessibility, quality and diversity, Lincolnshire's natural heritage is an important resource for improving public health and well-being. As one of the country's largest counties, we should be making more use of this resource to address some of the important physical and mental health issues in the region today, and encourage more active and sustainable lifestyles more generally.

Coastal Lives – Cultural Lives should enhance the contribution of the natural heritage to a healthier Lincolnshire through action to increase participation in enjoying the outdoors through recreation, volunteering and outdoor learning, and to support the provision of local greenspace, path networks and attractive landscapes. The 'project board' should also work closely with the health sector and other key stakeholders to further mainstream this activity in delivering health outcomes and to ensure that they are helping to address disadvantage and reduce health inequalities.

Sports services already deliver well on the health and wellbeing agenda. In East Lindsey there are several schemes including Healthy Walks and Community Sports Leaders supporting the aims NHS Lincolnshire.

The East Midlands Regional Assembly's regional plan for public health, 'Invest for Health' recognises the powerful role that cultural activity can have on healthy outcomes. They believe that cultural interventions have a central role to play in raising aspiration, in increasing individual and community confidence, in developing community cohesion and in promoting individual and community wellbeing. Emphasis is the East Midlands public health network, providing strategic-level engagement for stakeholders in improving health and addressing inequalities. The network helps to share best practice and learning by offering:

- A dedicated website

- Networking opportunities through workshop seminars and events
- Access to health-themed regional networks

There are new initiatives in Lincolnshire where considerably more connections can be made. The Health and Well-being Fund was recently set up by NHS Lincolnshire and Lincolnshire County Council to support innovative projects that improve the health and wellbeing of people in Lincolnshire.

Boston Borough Council has been awarded a grant of £100,000 from Lincolnshire's Health and Wellbeing Fund to expand a neighbourhood scheme called Boston Placecheck. The project aims to bring communities together to decide on what areas of change are needed in their locality and give them a small budget to make the improvements.

Cultural and community activists bring an enormous range of professional skills and insights to work in healthcare and wellbeing settings and, in turn, testify to the reinvigoration of their own creative and community practice. The methods they have developed over the years produce, at their best, startling artistic, personal and social outcomes. The success of this work is borne out in the considerable evidence base, which now makes a strong case for the effectiveness of cultural interventions in healthcare and for improving wellbeing.

There is widespread recognition that choosing a healthy lifestyle, rather than simply dealing with illness as it occurs, is key to improving health in the longer term. Culture plays a hugely valuable role in engaging excluded or hard-to-reach groups or communities who may not respond to traditional methods of health promotion. Culture is also invaluable in finding innovative ways of consulting with these communities and assisting them in identifying and addressing issues which affect their health.

Arts Council England were involved in delivering an east Midlands arts and health action plan, *Seeing the Wood for the Trees*, written by Mike White, Director of Projects at the Centre for Arts and Humanities in Health and Medicine, University of Durham.

The action plan identified objectives which included the establishment of an arts and health post to support the work of the sector, and the development of a regional arts and health forum to bring together colleagues from the arts, health, care and voluntary sectors to share practice and learning. This ground-breaking work should be encouraged and resources secured for on-going development.

### Lincolnshire Physical Activity and Health Network (LPAHN)

The Lincolnshire Teaching Primary Care Trust and the Lincolnshire Sports Partnership have collectively established a Lincolnshire Physical Activity and Health Network LPAHN. There is considerable connectivity between LPAHN and the proposed CCPZs structure.

The LPAHN exists to bring together key agencies and individuals to support, learn and be advocates for the development of physical activity within the context of sport and health gain. It allows for forward planning and acts as a forum for open discussion to address some the key issues partners face moving forward. A key function of the `Network` is to seek support from public and voluntary sector services in order to promote healthy lifestyles in Lincolnshire and increase the population's participation in sport and to value physical activity.

In addition, the LPAHN acts as an overarching framework which encompasses seven district based Community Sport Networks also known as Physical Activity Networks (CSNs or PANs). These local networks provide the mechanism needed for the delivery of local initiatives. Each CSN / PAN has been developing delivery plans which aim to impact upon physical activity and sport.

The objectives of the network are as follows:

- To be a voice for physical activity, within the context of sport and health gain
- To offer a strategic overview (reflective of local needs)
- To performance manage, monitor and evaluate the work undertaken with the county "Physical Activity Grant"
- To describe an evidence base to underpin policy and practice
- To share practice and provide a supportive environment for communication and collaboration between forums and agencies
- To highlight funding opportunities for physical activity and health activities within the county
- To support the implementation of Choosing Health
- Increase participation in physical activity and sport in Lincolnshire
- Reduce inequality through participation in sport and active recreation by underrepresented groups
- Improve health and well being of Lincolnshire inhabitants

## CONCLUSION

The cultural and health sectors need to develop robust advocacy campaigns to change attitudes among the public, policy makers, the health sector and funders, including government. *The Lincolnshire Coast's partners and stakeholders* need to continue to demonstrate the way in which high-quality cultural interventions in health are making a measurable impact.

*The following recommendations are seen as an achievable first stage in fostering a spirit of focussed and strategic cooperation:*

*The Lincolnshire Coast's partners and stakeholders need to build a substantial and robust evidence base to convince the medical profession, government spending departments and the wider cultural sector of the value of cultural interventions in health. This to be achieved through the 'project board' identifying how best to align the CCPZs with the Lincolnshire Physical Activity and Health Network.*

## The Lincolnshire Coast's Heritage

### Why the Historic Environment is Important to Communities?

The national context alongside that of local heritage achievements and aspirations offers the essential balance necessary to acknowledge the place of the heritage sector within the Lincolnshire Coast's social, cultural and economic regeneration ambitions.

The historic environment can have a positive influence on a wide range of local activities including regeneration, housing, education, economic development and community engagement. It can also contribute towards the achievement of the shared priorities agreed between central and local government, because:

- Re-using the historic environment, particularly buildings, lies at the heart of creating sustainable communities
- The historic environment adds value to regeneration projects
- The historic environment is a proven source of employment and helps underpin the local economy
- An attractive environment can assist in attracting external investment as well as maintaining existing businesses of all types, not just tourism-related
- People are immensely proud of their local history. Surviving built-heritage, even if hidden below ground, is synonymous with local identity. People don't always express how much they value a place until it is threatened. Heritage is a fundamental element that contributes towards local character and distinctiveness
- The historic environment is a powerful focus for community action
- Outcomes such as increased community cohesion and greater social inclusion can be achieved through a renewed focus on the historic environment. Involving communities at a grass roots level in their local heritage can be a vital medium in bringing communities together through a shared understanding of their diverse histories
- The historic environment is a local educational resource for people of all ages. For example, archaeological remains can be used to explain the history of a place and the communities that have lived there, so helping to make people feel connected to their collective past
- The historic environment has an important place in local cultural activities

Local environments that are understood and valued tend to be better looked after than those that are not linked to communities, and can help to foster civic responsibility and citizenship. This in turn can have positive implications for anti-social behaviour problems and community well-being. The historic environment contributes to everybody's quality of life.

The historic environment gives our cities, towns and villages a unique sense of identity. Partners and stakeholders, led by English Heritage, champion and care for it through a variety of means. These include regional programmes of advice and grants to support significant elements at risk or proposals to strengthen its management, outreach projects with community groups, pioneering research, and a diverse collection of historic properties which are open to the public.

To maximise its potential, however, local authorities and their partners need to incorporate heritage into their mainstream activities as a way of delivering core indicators and objectives. Strong management of the historic environment can have an extremely positive effect on resident satisfaction and community cohesion, and will ensure that important heritage assets receive the best possible protection.

Power of Place (2000), a landmark publication in recent heritage policy, defined the historic environment as that which generations of people have made of the places in which they lived. As such, this environment is irreplaceable and represents the places we live, the inspirational places we visit, and an incomparable resource for learning about our past and our present.

Considering the historic environment within the context of this document, partners and stakeholders are in a position to explore two important questions:

- A - How can the historic environment contribute more toward your organisation's strategic aims?
- B - How is your organisation protecting key historic assets for future generations?
- C - How can we make the historic environment more physically and academically accessible?

Informing all future work is PPS 15 - A New Planning Policy. A major milestone in England's Heritage Protection Reform has been reached with the launch of the consultation draft of the Government's Planning Policy Statement 15: Planning for the Historic Environment. PPS 15 will update planning policy affecting archaeology, historic areas, buildings and landscapes and once finalised will replace the current Planning Policy Guidance notes PPG 15 and 16.

PPS 15 is being accompanied by an Historic Environment Planning Practice Guide which explains how to apply the principles in the PPS. English Heritage has had the opportunity to contribute significantly to the drafting of the PPS and has taken the lead in preparing this Practice Guide.

#### Key Changes

The most significant change is the separation of policy and guidance, the former in the PPS, the latter in the Practice Guide.

PPS 15 is much briefer and less discursive than PPGs 15 and 16 but all policy covered by those documents is either covered in the PPS or falls within Government's plans for new policy documents.

The Practice Guide will provide explanations and guidance for implementing those policies.

The key principle at the heart of the PPS is no different from PPGs 15 and 16 - that successful conservation of the country's heritage is true to the simplest definition of sustainable development.

## Sustainable Community Strategy and Local Area Agreement

The Sustainable Community Strategy and Local Area Agreement determine a local authority's strategic vision and sets out its immediate targets respectively, and recommendations framed to influence them can have a great impact. Sustainable Community Strategies are long-term planning documents for improving services in the local area, identifying Local Area Agreement targets and telling the 'story of the place'. The historic environment lies at the heart of our sense of place, and England's most attractive and distinctive environments have always been sensitive to this context. By seeking to embed it in the Sustainable Community Strategy, local authorities can ensure that the protection and promotion of local heritage features strongly in Local Development Frameworks and Local Area Agreements.

Local Area Agreements (LAAs) set out three-year priorities for an area as agreed by the Local Strategic Partnership, 'named partners' at the local level, and Central Government. The Agreements are based on national indicators established by Central Government and, although the historic environment is not explicitly referenced within them, English Heritage has been listed as a 'named partner' to be consulted in the preparation of LAAs. Making certain that English Heritage are consulted when a local authority refreshes its LAA will allow it to ensure that a LAA reflects input from the heritage sector which can make telling contribution toward achieving local targets. There is significant potential to deliver a number of national indicators using the historic environment, and local authorities and their partners may wish to consider how they could use local heritage to deliver on the following:

*National Indicator 1: To increase the percentage of people from different backgrounds who get on well together in their local area*

*National Indicator 2: To increase the percentage of people who feel that they belong to their neighbourhood*

*National Indicator 3: To increase civic participation in the local area;*

*National Indicator 5: To increase overall satisfaction with the local area;*

*National Indicator 6: To increase the number of people involved in regular volunteering*

*National Indicator 110: To increase young people's participation in positive activities.*

The Draft Heritage Protection Bill, published in April 2008, proposed major changes to the current system of heritage protection, by which we mean the identification of heritage assets, and how they are managed in the planning system. And although there is disappointment within the heritage sector due to the Heritage Protection Bill for England and Wales not appearing in the Draft Legislative Programme for 2009/10, the sector continues to work towards the Bill's proposed changes. The current designation system, with its mixture of listings, scheduling and registrations, will be replaced by a single, unified approach that will be easier to understand and readily available online. Heritage Protection Reform has been designed to deliver a more effective way of protecting the nation's historic places. It will introduce a more efficient system than at present; one that is less encumbered with red tape, more engaging, open and inclusive. The reforms aim to place heritage at the heart of planning and, by addressing them now, scrutiny will be in a position to ensure that designated heritage assets receive the best possible protection in years to come.

The three main components of heritage protection reform are to:

1. widen public involvement, inviting the public to contribute to the process of celebrating and protecting important places;
2. create a more efficient system which removes duplication whilst being easier to use; and
3. improve heritage protection with a programme of practical and strategic support for local authorities at the front line of heritage protection.

The smooth implementation of Heritage Protection Reform is heavily reliant on local authorities being fully aware of the changes ahead and preparing to adapt. Some of the changes under Heritage Protection Reform have already taken place, and others will progress through future planning policy statements and primary heritage protection legislation.

## The Historic Environment

The interaction through time between people, places and the natural environment has created the historic environment of today. It is an important asset that can help in the economic development and regeneration of our rural areas.

The historic character of landscapes, villages and market towns creates a strong sense of place and contributes to community cohesion. It underpins the tourism industry and by enhancing quality of life the historic environment also stimulates inward investment.

- An attractive environment can help draw in external investment as well as sustaining businesses of all types. The distinctive character of historic market towns and villages is a major asset

- Tourism is an important economic driver in rural areas and the historic environment attracts visitors from within the UK and overseas. It can create jobs and helps underpin local economies
  - Historic buildings present opportunities for adaptive reuse that are sustainable and reduce the need for new building materials
- As well as maintaining local distinctiveness, traditional craft skills provide important training and employment opportunities
- People are proud of their local history and the historic environment is a powerful focus for community action
  - Involving communities at a grass roots level in their local heritage can bring communities together through a shared understanding of their diverse histories. Heritage plays an important role in local cultural activities.
  - The historic environment is a major educational resource for people of all ages. Learning raises people's awareness and understanding of the heritage and encourages informed and active participation in caring for the historic environment
  - By fostering civic responsibility and citizenship the historic environment can have a positive impact on community well-being and problems of anti-social behaviour
  - The historic environment contributes to quality of life and improved health by creating opportunities for leisure and recreation

#### The Historic Environment within a Rural and Coastal Context

The historic environment is an important asset in the economic development and regeneration of rural areas and has the potential to make an even greater contribution in the future.

The historic character of landscapes, villages and market towns creates a strong sense-of-place contributing to community cohesion and provides a major driver for tourism which is a significant contributor to rural economies. The historic character of the countryside also underpins a quality of life which stimulates in-migration and significant inward investment.

Despite this, the historic character and local diversity of some rural landscapes and settlements has been eroded by agricultural intensification and poor quality development. Rural development projects, particularly community-based initiatives, have the potential to prevent and reverse this erosion of character and strengthen sense-of-place.

- In deprived rural areas, particularly former industrial areas, interpretation and presentation of the industrial heritage can help to stimulate the local economy
- Many traditional farm buildings are becoming functionally redundant as the economic basis of farming changes. Many have the potential to be converted to community, business or residential uses
- Some places of worship face an uncertain future as the result of changes in rural communities and society at large. These also present opportunities for adaptive re-use

- The distinctive character of historic market towns can provide a major asset for local businesses
- As well as ensuring local distinctiveness is maintained, traditional craft skills provide important training and employment opportunities
- An understanding of the character of rural settlements and local building styles will be an important factor in delivering high quality affordable rural housing which enhances local sense-of-place

Natural England's work on Environmental Stewardship should be highlighted as a national exemplar. The agri-environment scheme offers annual funding of £400m to farmers and other land managers in England who help to improve the quality of the countryside for wildlife and people. The aim is to secure the maximum environmental benefit across 110 of our most important landscapes. Importantly, this includes both the natural as well as historic assets including traditional farm buildings.

The primary objectives of Environmental Stewardship are to:

- conserve wildlife (biodiversity)
- maintain and enhance landscape quality and character
- protect the historic environment and natural resources
- promote public access and understanding of the countryside
- protect natural resources

The secondary objectives of Environmental Stewardship are:

- genetic conservation
- flood management

There are three elements to Environmental Stewardship:

- Entry Level Stewardship (ELS) provides a straightforward approach to supporting the good stewardship of the countryside. This is done through simple and effective land management that goes beyond the Single Payment Scheme requirement to maintain land in good agricultural and environmental condition. It is open to all farmers and landowners
- Organic Entry Level Stewardship (OELS) is the organic strand of ELS. It is geared to organic and organic/conventional mixed farming systems and is open to all farmers not receiving Organic Farming Scheme aid
- Higher Level Stewardship (HLS) involves more complex types of management, where land managers need advice and support, and agreements are tailored to local circumstances. HLS applications will be assessed against specific local targets and agreements will be offered where they meet these targets and represent good value for money

English Heritage is fully aware of the decline of traditional coastal industries in the second half of the 20th century and how in some areas this has created economic and social problems more readily associated with the inner city. Many coastal local authorities continue to grapple with these problems.

English Heritage has recently completed and published research on the history and evolution of the English seaside town and its architecture, entitled *England's Seaside Resorts*. It has documented their whole history from their origins in the early 18th century through the democratisation of the seaside in the 19th century to the challenges that they face today. Many of the lessons to have fallen out of the publication resonate with that of Lincolnshire's Coast's own journey and it would be helpful to consider exploring this document in more detail.

Whilst the above publication predominantly reflects upon England's past, there are currently coastal towns throughout England demonstrating excellence in regeneration, some for the way in which the local economy has been diversified, and others because of a transformation in their image and identity which has helped to attract new investment. A key characteristic running through all of these towns is the important role that the historic environment is playing in bringing about regeneration. They have either managed to re-invent themselves and diversify their economic bases, or are in the process of moving towards renewal in a variety of ways which build upon their tourist resort, industrial, maritime or cultural heritage and assets. A number of key drivers for success may be identified in the current regeneration strategies adopted by coastal towns (*published by English Heritage - An Asset and a Challenge; Heritage and Regeneration in Coastal Towns in England - Final Report, October 2007*) and are set out below.

1. Improved transport links
2. Investment in a high quality public realm
3. Dynamic visitor offer
4. Clear target markets
5. Economic diversification
6. New coastal leisure activities
7. The surrounding natural environment
8. High quality development
9. Leadership
10. Strategic direction

The Lincolnshire Coast has many of these key drivers, whilst researching methodologies and strategies for developing others. The Lincolnshire Coast has and is becoming a stronger, more vibrant 21<sup>st</sup> century region due to the private and public sector's commitment to re-invention.

This is the case when considering the natural and heritage assets found in coastal towns along the Lincolnshire Coast, some of which give them an advantage in the possible

generation of creative industries, the fastest growing sector of the UK economy. Set in stunning natural environments, and with some of the finest built heritage in the country, coastal towns can offer a low cost, high quality of life to an increasingly mobile workforce, providing the supply-side conditions in which cultural and creative industries thrive. They can also provide a ready source of inspiration to artists and designer-makers.

In turn, the presence of a community of artists or designer-makers can help to encourage new visitors to an area, with knock-on benefits for hotels and restaurants. For example, in Whit stable, the presence of a strong artistic community has been a key tenet in the town's regeneration.

Similarly, the development of a high quality hotel and leisure sector can itself help to stimulate a modern visitor economy. Customers are increasingly demanding quality service and facilities, and coastal towns are well placed to meet this demand, in part because of their high quality historic fabric. Although there is much still to do along the Lincolnshire Coast in providing the modern visitor with suitably high quality facilities and services, the cultural and economic regeneration sectors are fully aware of both the challenges and potential and continue to work towards developing the offer further.

In addition, the current trend for health and well-being related activities can find fulfillment in the natural coastal environment through water sports, walking and nature conservation.

### Heritage-led Regeneration and Social Capital

The heritage of a place is often very important to the community; it provides an identity, can hold memories and meaning far beyond its architectural or historic importance, and contributes to a unique environment. As the British Urban Regeneration Association (BURA) state, "historic buildings can act as focal points around which communities will rally and revive their sense of civic pride". The Department for Culture, Media and Sport's (DCMS) 'Taking Part' survey has shown that 70% of adults visit a heritage site at least once a year, the definition of heritage site including historic cities or areas. As further proof of great interest in heritage, the eighty member groups of Heritage Link have a combined membership of over 4 million. It is clear that heritage-led regeneration should therefore have obvious beneficial impacts on social capital. As English Heritage note, "Regeneration has to have the support of local people otherwise it is likely to fail. People are often immensely proud of their local heritage".

The regeneration of a heritage area or building is often seen as a change for good, and can kick start a 'ripple-effect' of further regeneration. The increase in attractiveness of the heritage area in turn increases the confidence of communities, and results in stronger social capital. Community cohesion, in particular, can be achieved when a well-loved heritage feature or built environment is regenerated with the active participation

of the community in planning through effective consultation. The common aim and interest introduces new social networks, and allows a community to have some ownership of the project; this will encourage greater civic pride, social responsibility, and an identifiable community value.

Alongside the invigoration of community spirit, improvements in social inclusion can also be a benefit of heritage-led regeneration. This is largely due to the ability of heritage to be a central focus within a community, an identifying mark that brings people together.

There is a general assumption throughout the heritage world that heritage-led regeneration benefits communities and increases social inclusion, brought about by anecdote-based reports of successful projects and evidenced by reports from major heritage organisations including English Heritage. In the case of smaller heritage-led projects, this may be the case, although there is little evidence beyond the numbers of volunteers and attendees for heritage projects, and the experiences of participants. At least, these smaller projects are likely to encourage inclusion of a diverse section of society.

Although historic buildings have the potential to house large arts venues, it is vital that a balance is struck between the devising and delivery of larger scale projects and those (see Recommendation - Village Green Development Initiative) projects that come from and involve the community themselves.

The use of artists to look at planning should be encouraged and is a positive and innovative way to involve the public. The 'project board' should explore how best this can be accomplished, however, not in isolation. It is important to also involve heritage sector experts to clearly articulate the context to the development of landscapes and settlements and this process will help people to identify how their environment has evolved. It also helps new people coming into the community to identify with their new home. These are the essential building blocks for involving and engaging communities in planning decisions and project development. The proposed Heritage Protection Bill includes the use of 'Local Listings' which are informed by the places, structures and landscapes local people value.

### Heritage-led Regeneration and Health and Well-Being

The specific impacts of heritage on health are as difficult to measure as the benefits of other built environment improvements. There are three areas where heritage-led regeneration may be assumed to have an impact: that of historic park or landscape regeneration providing quality open space for health pursuits; that of health improvement by participation of groups and individuals in heritage-led regeneration; and that of health impact through other determinants, for instance a change in other indicators of deprivation.

Historic park regeneration, including the restoration of historic buildings and features within parks, can provide a benefit in the provision of increased usable open space, assuming that a derelict, unattractive park is less used than one which is tidy and inviting. Lincolnshire is rich in historic waterways and are popular venues for activities such as walking and cycling, allowing opportunities to improve both physical and mental health. In the coastal area of Lincolnshire, the waterways (rivers, navigable drains and drains) are generally managed and maintained by British Waterways, Environment Agency or the various drainage boards. The work of the Inland Waterways Association towards the restoration of the canals has therefore been of great benefit to the health of those people using the canals for recreation. The popularity of trails through regenerated heritage areas continues this theme, where heritage becomes an incentive for people to exercise, and consequently become healthier.

Heritage-led regeneration is recognised as a socio-economic agent of change, creating employment and raising market values. This difference in people's lives, or in the social make up of the regenerated area, can in itself improve mental and physical health through a reduction of the stress and pressure of deprivation.

The East Midlands Heritage Forum has recently published their prospectus for the historic environment which highlights the contribution the historic environment can make in planning and economic development. In summary, the prospectus states how from across the East Midlands, new people and new partnerships are taking on the challenge of leadership and they will need vision and entrepreneurial spirit for the task ahead, but an understanding of the region's heritage will be vital as a tool for the job. The prospectus argues for policies which will ensure an attractive, distinctive and prosperous environment, now and in the future. With preparations under way for a new single regional strategy, local economic assessments and local development frameworks, the prospectus shows how careful and imaginative use of the historic environment can achieve this vision.

Part one of the Prospectus presents opportunities at regional level to turn the potential of heritage into reality, whilst part two advises on what can be achieved at local level. The Prospectus is to be underpinned by 'shared statements of ambition' in which local authorities and partners at regional and local level will work together so that heritage helps to address the challenges ahead.

## The Lincolnshire Coast

Lincolnshire and the 11 CCPZ's boast an enviable tapestry of historical initiatives, some of which are highlighted below. Successful programmes of work which engage local communities already take place across the CCPZs, notably Bare Bones in Boston, a project based on one of the oldest street in Boston. The Heritage Trust is currently part funded by the County Council to deliver Heritage Open Days, a Building Preservation Trust and offer general heritage advice. The Trust also manages Bolingbroke Castle and

Tattershall College (East Lindsey) on behalf of English Heritage, Hussey Tower on behalf of Boston Borough Council, and own and manage Topholme Abbey (East Lindsey). They also own and manage the Royal Observer Corps post at Holbeach.

There are currently various heritage development groups and networks functioning within the county. There is the County Heritage Group Network organised by Lincolnshire County Council for all heritage groups, as well as a Heritage Consortium organised by Bishop Grosseteste College. It should be an action of the 'project board' to decide how best to galvanise the coast's various heritage groups and networks.

The 'Your Spaces' project is yet another fine example of how partners from across Lincolnshire's cultural sectors have come together to make a significant impact on Lincolnshire's public spaces. Streets, squares, village greens, parks or playgrounds, are used by just about everyone and are vitally important for the health and well-being of communities, and yet often they don't reflect the needs, character or aspirations of local the communities. There are many varying organisations with responsibility for maintaining and enhancing the public realm, but who often don't have the resources to achieve everything that they would like to on behalf of communities. There is also a lack of an over-arching strategy amongst these organisations, in relation to tackling local environmental issues, and supporting communities in shaping their local environment. In addition, there is a mosaic of information which could be of help to community projects of this nature but which is not easily accessible and or joined up. The 'Your Spaces' project seeks to address these issues, and will lead to improved local environments for residents and visitors to enjoy, as well as bringing greater social cohesion and pride in local areas.

Central to ensuring Lincolnshire's heritage is protected, preserved and promoted is the Heritage Trust of Lincolnshire. The Trust aims to assist in the conservation and enhancement of the historic environment of the county and endeavours to involve the local community and visitors by improving access to all aspects of this heritage, by offering opportunities to learn about the past and by organizing heritage projects and events to celebrate the diverse heritage of the county. The Trust is responsible for organizing the annual Heritage Open Days in partnership with Lincolnshire County Council.

The Lincolnshire Wildlife Trust is another important organisation involved with the care of Lincolnshire's heritage. The Lincolnshire Wildlife Trust is a voluntary charitable organisation which cares for Lincolnshire's wildlife and countryside. The Trust is one of the oldest of in the country, having been founded in 1948. The Trust covers the whole of the historic county of Lincolnshire – from the Humber to the Wash and collaborates closely with many official and voluntary organisations including English Nature and the Countryside Agency, County and District Councils, the Country Landowners and Business

Association and the Environment Agency. It is regularly consulted by all these bodies on planning, land management and other countryside matters.

In East Lindsey the Lincolnshire Wildlife Trust and Lincolnshire County Council are leading on the Lincolnshire Coastal Grazing Marshes Partnership Project - in consultation with farmers/landowners, the local community and organizations with vested interest - to protect, maintain and enhance the key features of the area and secure their sustainable management into the future. The overall vision of the project is to have, once again, a mosaic of grasslands, rich in wildlife, intersected by a distinctive pattern of water courses. This will be a landscape where both arable and livestock farming thrives and communities have a high quality of life. Local people and visitors will be able to experience the cultural and natural heritage of the area, helping to develop and sustain a vibrant rural economy.

In South Holland, Heritage Lincolnshire manages the Royal Observer Corps (ROC) underground monitoring post at Holbeach. The Trust has been working with students from Bishop Grosseteste University College in Lincoln to record the experiences and memories of some of the men and women who were involved with the Holbeach post and with the ROC in Lincolnshire. It is also involved in the annual Gosberton and Quadring Environmental and Social History Festival.

In Boston the significant Boston Waterways Project (mentioned elsewhere in this document) will link through to Spalding and Crowland. The Boston Waterways Link will provide a navigable link for recreational craft between the River Witham and South Forty Foot Drain and is the first key component of the Fens Waterway Link. The Fens Waterway Link is a partnership project to develop a new navigation link within the Fens, starting in Boston, Lincolnshire and ending on the Great Ouse, Cambridgeshire. This navigation link will provide a focus for new investment in the East of England and will considerably support leisure and tourism interests.

### Historic Environment Record

The Historic Environment Record or HER is a record of all known archaeology in the County of Lincolnshire. The record is also sometimes called the Sites and Monuments Record (SMR).

It records the archaeology from the earliest Stone Age (the Paleolithic, from about 500000 years ago) to almost the present day and is maintained by Lincolnshire County Council and is housed in the Development Directorate.

The HER records information on archaeological sites and standing buildings in Lincolnshire, from Lincoln Cathedral and World War II airfields to finds of single Roman coins. The HER also holds details of Scheduled Monuments and Listed Buildings.

The HER has a computerised database, which comprises nearly twenty-five thousand records, and acts as an index to the rest of the HER.

The HER has a large library of local books and journals, thousands of aerial photographs, hundreds of archaeological reports, photographs, maps and overlays. Everything held in the HER is available to visitors to help them with their research.

The archaeological information in the HER comes from a variety of sources. It can come from excavation reports, from surveys of earthworks in a field, from aerial photographs of markings visible in growing crops, from studying old buildings or from letters and conversations with local people who know about the area where they live.

The HER is used by all kinds of people. These include members of the public who are interested in where they live or want to expand their knowledge of Lincolnshire. Students and academic researchers make extensive use of the HER. Also professional archaeologists, developers and local authority planners, such as development control officers find the service invaluable.

HER information can also be accessed through the Heritage Gateway, a website that has information on historic buildings and archaeology for many parts of the country including Lincolnshire. <http://www.heritagegateway.org.uk/gateway/chr/default.aspx>

### Historic Landscape Characterisation

The purpose of the Lincolnshire Historic Landscape Characterisation Project (HLC) is to describe the modern landscape of the historic county of Lincolnshire in terms of the existing features seen today, and of the processes by which they were formed. By using computer-based mapping systems, a map of the county will be produced that will show the historic character of the Lincolnshire landscape. This will help people to interpret the modern environment with reference back to how it has developed and help to identify what is historically important about particular landscapes. The project commenced at the beginning of October 2008 and is intended to run for two and a half years.

The Lincolnshire Historic Landscape Characterisation Project has been carried out in several parts of the country, and uses the principle that the whole landscape can be divided into broad character types, such as agricultural land, woodland, settlement, industry and several other categories. Each broad type will be capable of subdivision into narrower and more specific HLC types. Thus an area with the broad type 'Settlement' might be given a sub-type more appropriate to its nature, such as 'Farm Complex', 'Village Core' or 'Country House'. By this means, it will be possible to view the whole landscape, either very broadly or in much more specific terms. For examples of this, take a look at the pictures via the links in the Downloads section on the right of this page.

It is expected that HLC will have many applications in the areas of planning, conservation and historic environment services. It is also hoped to provide a web-based version of the HLC.

## Listed Buildings

Historic buildings are an important part of the landscape of Lincolnshire, whether in villages, in town centres or in the countryside. Many villages have fine medieval churches, there are attractive mud and stud cottages in the Lincolnshire Wolds, there are many Georgian and Victorian houses in the market towns and there are good examples of nineteenth-century farm-buildings.

Many of these historic buildings have been legally protected by being 'listed', which indicates that they are nationally important. It is the Secretary of State for the Department of Culture, Media and Sport who has a statutory duty to produce and maintain Lists of Buildings of Special Architectural or Historic Interest and the buildings that appear on these lists are 'Listed Buildings'.

The seven districts covered by the Lincolnshire County Council (Boston, East Lindsey, Lincoln, North Kesteven, South Holland, South Kesteven and West Lindsey) have a total of 7200 listed buildings, comprising nearly 9000 separate structures. Listed buildings in Lincolnshire range in date from the Roman period through to the 1950s, including churches, commercial properties, statues, parish boundary stones, telephone boxes and military installations. This range includes buildings that you would expect to be listed, such as Lincoln Cathedral or Tattershall Castle in East Lindsey, as well as some more unusual buildings.

Generally buildings are listed because they are of architectural interest, although, in addition, buildings which show a particular technological innovation or are associated with an historic event or person can also be listed.

In brief, the following are normally listed:

1. All buildings built before 1700 which survive in anything like their original condition
2. Most buildings of about 1700 to 1840, although some selection is necessary.
3. Between 1840 and 1914 greater selection is necessary. Only buildings of definite quality and character are listed
4. To identify the best examples of particular building types, between 1914 and 1939, selected buildings of high quality only are listed
5. Buildings less than thirty years old are normally only listed if they are of outstanding quality and under threat. Buildings less than ten years old are not listed

Listed buildings are legally protected and consent is normally required (usually from the local planning authority) for any alterations that are carried out to the building that would affect its character. This includes work on both the outside and the inside of the building since the whole of a listed building is protected, not just the frontage. The protection provided by listing also extends beyond the principal building to features such as boundary walls, railings and any buildings that stand within the curtilage of the listed building. While the grading is taken as an indicator of the relative importance of the building it has nothing to do with the legal requirements that apply to it. Listed buildings are allocated one of three grades; Grade I, II\* or II.

### Lincolnshire Heritage at Risk Project

Heritage Lincolnshire aims to carry out a project to assess the current condition of the heritage of the county including historic buildings, archaeological sites, historic open spaces and conservation areas. The Trust will recruit and train a network of volunteers to survey the heritage of their local area and events and activities will be held across the county.

The project is supported by English Heritage, Lincolnshire County Council, district councils within Lincolnshire, the Lincolnshire Wolds Countryside Service and the Diocese of Lincoln. Heritage Lincolnshire will work in partnership with all of these organisations and also with the Community Volunteers Service and other community focused organisations to ensure the project is a success.

The development grant from the Heritage Lottery Fund will allow Heritage Lincolnshire to begin detailed planning for the project. The project began with some pilot surveys in March 2009. The information gained from the survey will be used to identify priorities for action and will inform a strategy for the management of heritage within the county.

The aim of this project is to undertake an audit of the current condition and survival of historic buildings, sites, monuments and open spaces in Lincolnshire; to raise awareness of both the quality and vulnerability of Lincolnshire's historic environment; and to involve volunteers in the more effective management of their local heritage.

Heritage Lincolnshire will recruit and train volunteers from across the county so that local communities can make an active contribution to the survey of the heritage of their area. This information will be used to inform a strategy for reducing the incidence of heritage at risk in Lincolnshire and to safeguard these historic assets for the future.

The project has great potential in raising awareness of the quality and vulnerability of the heritage of Lincolnshire and an objective of the project is to provide the information the heritage sector needs to bring external investment into the county.

Heritage Lincolnshire also holds various historic environment documents which could be of considerable interest and use to a wide cross section of the cultural sector.

Documents such as the Boston Town Historic Environment Baseline Study, Rural Settlements of Boston Historic Environment Baseline Study, the Wash Estuary (East Lindsey, South Holland and Boston) and the Historic Landscape Study (available from the Wash Estuary Strategy Group) are examples of the type of work available. Lincolnshire County Council is also undertaking an historic landscape characterisation for the whole county.

These documents are useful as a starting point for people or communities interested in their historic environment and for them to then develop their own research (or with help) for their own purposes (village histories, boards, trails etc.) using the archaeological, cartographic, documentary and social record.

#### Introduction to 'Buildings at Risk in Lincolnshire'

Heritage Lincolnshire also works in conjunction with the Local Authority Conservation Officers on a number of different issues. The Lincolnshire Conservation Officers Group meet quarterly to discuss concerns faced by the different districts and provide a forum for formulating new conservation policies.

One issue which affected both the Conservation Officers and the Trust was that of keeping tabs on historic buildings at risk and promoting them in such a way as to find new uses or owners for them. Often a group or individual may be searching for a specific building to repair and use, but be unable to find them. It is also important to assess different trends in buildings at risk, such as geographical location or building type.

The Trust decided to use its charitable status to design and store the buildings at risk information on a relational database. The information is input onto the system along with a scanned photograph. This allows a great deal of information to be stored and printed out on demand so requests can be tailor made to suit requirements. It also allows the trust to undertake some market research in order to market the product more successfully.

#### Landscape and Nature Conservation

Lincolnshire County Council is responsible for the protection and maintenance of the county's 'human history', such as Historic Buildings, Monuments and archaeological sites.

They aim to improve the quality of life for people living, working or visiting the county. One way they do this is by understanding the nature of Lincolnshire and how mankind has worked with, affected and celebrated the environment.

They work to record and understand our landscape and its biodiversity. They manage small areas themselves but mostly, offer advice to others, work in partnerships or provide financial help to others in order to achieve their objectives.

They aim to raise awareness about the characteristics of Lincolnshire and try to establish, maintain and promote a sense of place. They work to draw in resources from outside bodies and believe the information they provide, or help in providing, leads to better decision-making on all relevant issues.

Landscape and nature conservation work is carried out by the Natural Environment Team, which is part of Conservation Services in the Development Directorate. The work has five themes, each with a published strategy, which cover:

- Landscape
- Nature conservation
- Trees and woodlands
- Interpretation
- Promotion of access to the countryside

Monitoring and recording of resources is carried out through mapping of features and attributes, aerial photography and a Phase 1 Habitat Survey.

They advise on development plans and proposals and applications for development and provide grants for landscape enhancement.

Lincolnshire County Council is involved in a wide range of environmental projects, many of which are a blend of more than one of the strategic themes. Here are a few examples:-

- The Wash Estuary Project
- The Wash & North Norfolk Coast European Marine Site Project
- Wildlincs (Local Nature Reserves)
- The Lincolnshire Limewoods
- Lincolnshire Biodiversity Action Plan
- Lincolnshire Biological Records Centre
- Wet Fens
- Grazing Marshes
- On Trent
- Lincolnshire Wolds Countryside Service

- Review of County Wildlife Sites

They work in partnership with other organisations, especially:

- Lincolnshire Wildlife Trust
- Farming and Wildlife Advisory Group
- English Nature
- Countryside Agency
- English Heritage
- Forestry Commission
- RSPB
- British Trust for Conservation Volunteers
- District Councils
- Parish Councils
- Community groups

The Lincolnshire Wolds Countryside Service helps to protect and enhance the landscape through partnership projects with local landowners, farmers, parish councils, businesses and residents of the Lincolnshire Wolds Area of Outstanding Natural Beauty (AONB).

### Conservation Areas in Lincolnshire

Conservation Areas are areas of special architectural or historic interest whose character or appearance is worthy of preservation or enhancement. Their 'specialness' is judged against local and regional criteria.

There are currently 162 Conservation Areas in Lincolnshire. They vary greatly in nature and character. They include, for example, the historic cores of Lincolnshire's villages and towns, a garden suburb at Swanpool in Lincoln, former industrial areas such as Gainsborough Riverside, and small estate villages set in extensive parkland such as Aswarby near Sleaford. The Stamford Conservation Area, designated in 1967, was the nation's first Conservation Area.

### Special Interest

The special interest of Conservation Areas is not only derived from the quality of their buildings. The historic layout of roads, paths and boundaries; characteristic building and paving materials; a particular 'mix' of building uses; public and private spaces, such as gardens, parks and greens; and trees and street furniture, which contribute to particular views all these and more make up the familiar local scene. Conservation Area designation gives much wider protection to the historic environment than the process of listing individual buildings: within a Conservation Area all the features, listed or otherwise, will contribute to its character and significance.

District Councils have the power to designate Conservation Areas in any area of 'special architectural or historic interest' whose character or appearance is worth protecting or enhancing.

### The Role of Lincolnshire County Council

Lincolnshire County Council, in partnership with Lincolnshire's District Councils and English Heritage, provides support for various types of Conservation Area enhancement schemes and the repair and refurbishment of historic buildings generally. Lincolnshire County Council also recognise the important contribution that economic regeneration can make towards maintaining the historic environment, and encourages this. In addition, they take care to ensure that their own developments within Conservation Areas pay adequate regard to the special interest of such areas.

There are a considerable number of historic environment features along the Lincolnshire coast; there are a high number of Scheduled Ancient Monuments (SAM) and registered parks and gardens as well as listed buildings and Conservation Areas. The area between Ingoldmells Point and the coast north of Skegness was historically important for salt production. In addition to individual features, the undesignated historic environment also includes archaeology and semi-natural historic landscapes.

Heritage features are valuable and unique and they cannot be re-created if destroyed. Therefore, they are particularly vulnerable to coastal erosion. Conversely, the very process of coastal erosion is uncovering sites of historic interest. The dynamic nature of the coastline means that this is not always possible or sustainable to preserve heritage sites but any decision will be based on a thorough and detailed understanding of the affected asset and other related issues.

There may be opportunities to link the conservation of historic environment assets to tourism and economic regeneration of settlements. When identifying development options, future culture-led regeneration should consider its impact on the historic environment and look for options that are 'win-win' for the historic environment and other sectors.

## 2012

### Cultural Olympiad

The Cultural Olympiad is a festival celebrating the UK's diversity and rich cultural heritage and runs for four years from the end of the Beijing Games until the closing ceremony of the Paralympic Games in London.

Central to the Cultural Olympiad are:

### Inspire Mark Projects

The Inspire programme will help to deliver a core strand of London 2012's commitment to deliver a *Games for Everyone*. The London 2012 Inspire Mark is awarded to outstanding surprising, exciting, and brand new cultural projects inspired by London 2012 and recognised as helping to deliver the Games' lasting legacy. Derby Feste and ONE8, were the first projects in the East Midlands to be awarded the Inspire Mark. People's Record and Literature and Stories - Inspire Mark projects led by the Museums Libraries and Archives Council (MLA) - are both taking place across the region.

### Major projects

Ten new, major cultural projects have been created on a national scale covering all aspects of arts, culture and heritage from disability arts, film and theatre through to music heritage, and carnival. It is planned for the projects to have significant impact in the nation's and region's throughout the four years and generate long-term benefit to the culture of the UK. They are summarised below:

- Artists Taking the Lead – 12 cutting edge artists' commissions across the UK
- Stories of the World – a national network of exhibitions telling new stories in new ways
- Sounds – a four-project approach to celebrating music as a universal language
- Somewhere to – a project empowering young people to find somewhere to practice their sport and culture on their terms.
- Discovering Places – opening up the historic and built environment to new audiences
- Film Nation – a programme designed to get young people behind the camera and explore their world and dreams
- The World Shakespeare Festival - will celebrate Shakespeare as an international property and the British as an international people centring on exchange and collaboration
- Festival of Carnivals – five linked and themed street Carnivals in the Olympic period
- Unlimited – a sequence of local and national festivals and events devoted to work by disabled people in all art forms and all sports
- World Cultural Festival – an international arts festivals as the culmination of the Cultural Olympiad in 2012

The Cultural Olympiad is a partnership between the London Organising Committee for the Olympic Games and Paralympic Games (LOCOG), arts and cultural organisations across the UK, and London 2012 stakeholders. There is a Creative Programmer to curate a programme of activities in each nation and region of the United Kingdom.

## East Midlands

East Midlands Creative Programmer Paul Brookes will act as a central point of communication and planning for the Cultural Olympiad, brokering partnerships between agencies, potential sponsors, producers and individuals in producing a programme of events and activities over the four years, with sustainable legacies in the years beyond. Regional consultation has taken place and gave strong support for the role of local authorities in supporting community engagement and empowerment; for the need to complement local approaches; for maximising the potential of cultural resources in engaging communities; for showcasing places and spaces in the region to build the region's visitor destination potential; for engaging in the challenges of fund-raising from the public and private sectors; and for the need for some overarching big ideas that were unique to the East Midlands.

### East Midlands Areas for Focus:

- Celebrating aspirations, cultural diversity and creative industries through the delivery of the East Midlands' contribution to the UK Cultural Olympiad, autumn 2008 – autumn 2012
- Supporting communities to develop and deliver their own cultural activities and to enhance their skills as participants and volunteers
- Promoting the region's rich cultural heritage for the benefit of the region and for attracting increased visitors

## Lincolnshire 2012

The London 2012 Olympic Games offer a once in a lifetime opportunity for people across the country to benefit from the world's largest community event. A steering group to maximise the potential benefit to Lincolnshire was established in March 2006 to:

*"To ensure benefit to Lincolnshire from the hosting of the London 2012 Olympic & Paralympic Games, through the advancement of the London Games and the Olympic & Paralympic brands pre and post 2012."*

This group was endorsed by the Lincolnshire Assembly and recognised by East Midlands Development Agency and Sport England East Midlands.

Between June 2006 and March 2008 the Group led on trying to capitalise on opportunities presented by the London 2012 Olympic games (delivery of the London 2012 Roadshow as part of the two day Lincolnshire Show), presentations and communications to various groups across the county, coordinated input to the East Midlands Strategy for the 2012 Games and the development of an action plan for Lincolnshire.

Preparation for the benefits of the London 2012 Games will focus on five key work areas of coordination (including sporting and cultural events and communications), skills development, facilities and pre-games training camps support, support for elite performance and support to businesses tendering for 2012 related contracts. In all these activities it is hoped to focus as many activities as possible on the East Coast, providing in-roads into sports tourism and regeneration through key sports events around the county, but in particular on the East Coast.

As of 1st September 2008 coordination of the Lincolnshire 2012 Action Plan will be managed under contract from Lincolnshire Sports Partnership by East Lindsey District Council Sports Development.

They will lead on a series of activities detailed below:

1. Coordination of sports events: including support to current key events and development of new events to increase participation in sport and physical activity and to increase the number of visitors to Lincolnshire for sporting purposes.
2. Communications: between national and regional infrastructure and local partners, using Community Sport Networks and other existing local groups
3. Coordination of cultural events: primarily focused on support with publicity, re-branding and re-focusing of cultural events to ensure that Lincolnshire is able to celebrate the passing of the Cultural Olympiad. The post holder will also ensure that Lincolnshire plays its part in the Regional Creative Programme and in particular the regional exhibition in 2011.
4. Skills development programme: working with key agencies (such as the Councils for Voluntary Service, Lincolnshire County Council, Lincolnshire Chamber of Commerce, Lincolnshire Voluntary Sports Forum and Lincolnshire Tourism) to develop an annual short course programme of training initially based on customer care, languages and diversity, sports leadership, tourism and environmental issues.
5. Facilities and pre-games training camps: working with Lincolnshire County Council Economic Regeneration team to market and support Lincolnshire's sporting infrastructure.

Further work on the development of sports facilities will be taken forward as part of the mainstream sports development agenda, work on the Lincolnshire Elite Athlete Programme (LEAP) will be taken forward by the Lincolnshire Sports Partnership, National Governing Bodies team and the work on support to businesses will be taken forward by Lincolnshire County Council Economic Development team.

There are numerous opportunities for the Lincolnshire Coast cultural groups and organisations to engage with 2012 by targeting existing events to tie into the games, or by applying for Inspire Mark programme.

The recommendations found within Coastal Lives – Cultural Lives should have clear connectivity to both the Cultural Olympiad and the 2012 Games. The ‘project board’ should work closely with Lincolnshire Sports Partnership to exploit all possible cultural and economic developmental opportunities.

## Igniting Ambition: The East Midlands Great Exhibition

### Introduction

Igniting Ambition is a series of annual Showcase events which are taking place across the East Midlands from 2008 and 2011, culminating in the East Midlands Great Exhibition of 2012 – a region-wide festival of cultural events and activities.

The programme’s mission is *“ to ignite ambition in the region and to celebrate the hosting of the Olympics and the Paralympic Games, by building capacity through a series of partnerships delivering a different Showcase festival each year, culminating during 2012 in a unique, region-wide festival of cultural events.”*

### Events and activities

The programme includes a series of free public events, designed to give a sense of pride and involvement by local communities:

The following Showcases have already occurred:

Showcase 1 (2008): Beijing Handover events (Derby and Leicester) & Derby Feste Celebratory events were held on 24 August to mark the handover of the Olympic flame and flag to London 2012. In Derby a range of musical acts performed throughout the day, culminating in a performance by Gabriella Chilmi. In Leicester a range of participatory activities was available including urban sports zones, physical activities and coaching from the city’s professional sports clubs.

The Derby Feste will be run over the weekend of 26, 27 and 28 September (the Cultural Olympiad Launch Weekend) and will include a range of performances, street entertainment and concerts.

Showcase 2 (24 July - 2 August 2009): UK Special Olympics (Leicester)

A cultural showcase will be developed to accompany the staging of the UK Special Olympics. This will reflect the theme of diversity and include an opening ceremony; a closing party followed by the Leicester Caribbean Carnival; urban sports participatory zones for young people; and performances and participatory events to take place at major venues and public spaces across the region.

**Showcase 3 (2010): Three Cities + (Nottinghamshire, Derbyshire & Leicestershire)**  
This programme will be developed across the three cities and counties which will focus on international understanding of the cultures of India, China and the African Diaspora.

**Showcase 4 (2011): City, Country and Coast (Lincolnshire, Rutland & Northamptonshire)**  
This programme will be a summer festival of cultural events and wellbeing activities located across the counties of Lincolnshire, Northamptonshire and Rutland, offering considerable opportunity for partners and stakeholders.

**Showcase 5 (2011): Breath of Fresh Air Programme**  
This will see the creation of a series of participatory activities in the region's forests and woodlands, delivered in partnership with Groundwork and a range of other partners including the National Trust, the Heart of the National Forest, the Woodland Trust, and the Wildlife Trust. The proposals involve developing cultural activities linked to the Igniting Ambition programme to raise the issues of environmental sustainability and health and wellbeing.

**Showcase 6 (Sept 2009 - Sept 2011): Skills Enhancement & Placement Programme**  
This is currently a conceptual idea for a programme of skills enhancement and creative industries placements with the objective of the participants becoming volunteers to the wider Igniting Ambition programme.

**The Great Exhibition (May 2012 to September 2012).**  
This will be an exhibition/festival which will be designed in association with children and young people. The Great Exhibition will incorporate culture, sports and science showcases and a number of educational and health campaigns. It will make links across the region, nationally and internationally.  
It will involve the programming of the Live Sites/BBC Screens in several locations in the region and the creation of a series of arts, heritage, environment and tourism trails. Depending on resources secured by the summer of 2011, it might also include the creation of a specific visitor attraction/centerpiece in a single accessible location.

### **Go-See Opportunities**

The aspirations for culture-led development on the Lincolnshire Coast can be usefully compared to other parts of England which are on a similar journey. A range of common issues and needs can be identified which include:

- Place-shaping – Creating a distinctive and authentic voice for a destination
- High quality design – both in buildings and in the public realm
- Provision of a vibrant cultural scene, in terms of events and services
- Strong leadership and long term planning and investment
- A strong sense of local community
- A confident service infrastructure

The following list identifies places which can be regarded as undergoing regeneration as a result of cultural investment. They might usefully be visited to gain knowledge and understanding of differing cultural regeneration approaches.

### 1. Morecambe, Lancashire

Lancaster City Council has identified the regeneration of Morecambe as one of its main priorities. The Tern Project, an arts-led redevelopment of the central seafront area, is designed to capitalise on Morecambe's principal asset, its location on the edge of Morecambe Bay. One of Europe's most important ecological areas, the Bay is particularly renowned as a home for thousands of migrating seabirds, hence the 'tern' theme.

Capital development of the 1930s Midland Hotel, designed by Eric Ravillious with decoration by Eric Gill has resulted in national publicity for the town:

'When it comes to positive publicity for Morecambe, BBC2's Culture Show couldn't have done a better job. Tuesday night's show, filmed at the newly opened Midland Hotel, painted a glowing portrait of a town with big ideas and a bright future'.

Morecambe also boasts the most visited piece of public art in Britain, a sculpture of popular comedian Eric Morecambe, who named himself after the town.

### 2. Newbiggin-on-Sea, Northumberland

An impressive level of regeneration has been achieved, based around a community public-private sector stakeholder partnership. Together this group – called Newbiggin Life – has spearheaded the production of a Masterplan and secured over £30m in investment over the last three years. The project has been rooted firmly in community consultation and an intensive programme of focus groups and surveys was been implemented to establish the priorities, ambitions and concerns of local people: everything has resulted from this. Having developed a 'wish list' of possibilities, landscape architects and planners were pulled in to produce designs and improvements to the public environment. Such 'hard, concrete' work, according to one of the

Community Support Officers, was essential in galvanising the local community, and demonstrating that things could and really were happening for the better.

Public Art has been controversial but very useful in stimulating and motivating local people – a range of projects from big high profile projects through more participatory work has had an energising effect. Activities are felt to have been important in providing an ongoing focus for community action.

### 3. Whitley Bay & North Tyneside

The regeneration of the coast in North Tyneside is underway with a £60m investment in the transformation of Whitley Bay. A new arts centre 'The Dome' is at the heart of a new cultural quarter for the borough whilst Whitley Bay Playhouse looks forward to a £5.5 million investment

The regeneration of key cultural sites has been a main focus, with projects including North Shields Fish Quay and a new cultural quarter in Whitley Bay, whilst the regeneration of Tynemouth station will provide a gateway to the range of attractions on offer there (including Blue Flag beaches and National Surfing Championships). Public art interventions include Tyne Anew, a 71-foot high orange steel structure by renowned American sculptor Mark di Suvero at Royal Quays Marina and Lightning Clock by Andy Plant at Royal Quays Outlet Shopping Village, giving shoppers a real spectacle on the hour, every hour.

This strategic approach to cultural development was developed through consultation with local stakeholders, with targets that reflect key strategic objectives that form part of the Coastal Regeneration Strategy (developed in partnership with South Tyneside and Sunderland City Councils) the Council Plan and the Sustainable Community Strategy, as well as the Regional Economic and Coastal Visitor Economy Strategy.

In South Tyneside the Quadrus centre has utilised cutting edge design to create an iconic building announcing the regeneration and revitalisation of South Tyneside's cultural community, whilst the National Glass Centre has emerged as a hub of art and creative commercial glass industries despite a difficult history including two rescue packages.

### 4. Whitstable, Kent

Cited nationally as a model of excellence, Whitstable has undergone a significant economic and cultural transformation over the last 10 years. Central to this process has been the Horsebridge cultural development, which combines a wide range of creative, commercial and residential uses in a small area. Horsebridge is set within an existing historic quarter and is 'in keeping with the existing character and identity, and the historic sources of Whitstable's wealth - shipping and its oyster beds'.

A central venue, the Horsebridge Arts Centre is a thriving, vibrant mixed use community focused venue – incorporating a high quality professional arts programme and a busy

community-led participatory programme. In addition the Blue Turtle studio complex provides six workshop spaces available for artists' use.

The Whitstable Biennale is a festival of contemporary visual art which has grown out of the developing artist's community in the town and which identifies Whitstable as an increasingly important centre for artists and curators.

#### 5. Littlehampton, West Sussex

Littlehampton has, in a decade, gone from being a rundown seaside town to one of Vogue magazine's 'ten coolest' seaside destinations. The old Littlehampton was characterised as suffering 'the same general decline as many other seaside towns'. Home to two of the three most deprived wards in West Sussex, it was shabby and suffered from low incomes and poor school results.

The first phase of Littlehampton's regeneration came under the aegis of Littlehampton 2000 with a programme which employed a range of tactics. 'Early win' projects have produced small changes to the town's overall atmosphere. Lighting was improved, the high street repaved and grants given to enhance shop fronts.

The invitation to artist Thomas Heatherwick to redesign a seasonal beach kiosk led to the creation of Littlehampton Beach Café, an iconic contemporary building which has sparked off other high quality architectural developments. Described as 'rising like a piece of weatherworn driftwood washed up on Littlehampton beach', the cafe is a bold statement that has made the town a destination for day-tripping design and architecture junkies whilst providing local residents with a café.

The second main tactic was longer term as the town recognised that it needed to create a workforce for the future, developing young people with the qualifications that companies want. Littlehampton's main school is now a centre of excellence in business and enterprise.

Having made these changes a new strategic plan, Littlehampton Vision, now sets out Arun District Council's aims for the next 15 to 20 years. These include a larger shopping area and better leisure facilities, building on attractions such as the prize-winning East Bank development, which features a stylish boardwalk café area where there was once a disused timber yard.

#### 6. Thurrock, Essex

A major programme of new thinking about Thurrock and the Thames Gateway has brought an international perspective to policy debates around cultural practice in regeneration. The programme has set out an innovative process for planning and development, demonstrating that if culture is interpreted widely, regeneration addressed holistically and if a creative process is embedded in planning and decision-making, then it is possible to create truly sustainable communities.

The programme consisted of two phases. Phase 1 created an atlas of maps to demonstrate what this area has been and is, with leading writers and environmentalists involved alongside visual artists. This was followed by intensive multi-disciplinary workshops focused on creative responses to the regeneration of Thurrock, involving

leading international architects, artists, environmentalists, writer and community development experts.

One result of this work has been the development of the Arts Generate initiative for Thurrock, with a series of community arts projects have been used to demonstrate the efficacy of arts led regeneration and the local council's strategy of culture as a catalyst for change.

#### 7. Falmouth, Cornwall

Falmouth has a diverse history cultural history, rooted in fishing and the sea. In recent decades it has benefited from the development of Falmouth College of Arts and together with a more strategic approach to diversifying the retail offer and the development of the town as a cultural attraction. For 25 years the town museum and art gallery has benefited from curatorial vision and the production of a confident contemporary art programme. Other arts venues have developed, including Falmouth Arts Centre and the independent cinema.

The town's regeneration has been aided by the Falmouth Maritime Project which created a purpose-built museum that also includes an events square, marina, shops, offices and a Marine Studies Centre. The project was developed with the intention of creating a catalyst for innovation and skills training as well as being a leader in the regeneration of the Falmouth area.

#### 8. Whitehaven, Cumbria

A £200 million regeneration programme of urban regeneration has been developed with Copeland Borough Council as lead organisation, working alongside West Lakes Renaissance, English Partnerships, Cumbria County Council, Copeland Homes and the Land Restoration Trust. The restoration of the town has resulted in Whitehaven receiving the English Partnerships 'Award for Planning for Urban Regeneration' at the Royal Town Planning Institute (RTPI) National Awards for Planning Achievement.

A decade of endeavour to transform Whitehaven, with the strategy aiming to encourage town centre living, create modern shopping conditions and pedestrian-friendly environment, provide job opportunities and develop tourist attractions was kick-started with the regeneration of the harbour area and major environmental improvements to encourage tourism and to sustain the fishing industry. The construction of lock gates to the outer harbour has created a permanent water area, forming a marina which attracts visitors and new investors alike.

Hemingway Design (Wayne & Geraldine Hemingway, formerly Red or Dead fashion design team) worked with the borough council and North West Development Agency on a 'vision' for Whitehaven whilst in South Whitehaven a programme of participatory arts was developed to work with people in run-down estates. The work used a spectrum of arts practice that explored ideas about space and place, in particular the coastal strip and ex-industrial sites.

#### 9. Great Yarmouth, Norfolk

As part of the regeneration of the South Quay in Great Yarmouth, SeaChange a local community arts organisation, worked in partnership with Great Yarmouth Borough Council to re-landscape an area of derelict land between two English Heritage properties – Row 111 and the Old Merchants House – to create a community heritage garden.

SeaChange Arts works across many art forms and social contexts and their activities are designed primarily to contribute to social, economic and cultural regeneration with a particularly strong focus on working with young people and on international collaboration.

The project focused on the regeneration of an urban space through the arts and established a real and meaningful relationship with the local community from the neighbouring Middlegate Estate. The regeneration of Great Yarmouth through arts and heritage is accelerating, and the Select Committee from the (then) Office of the Deputy Prime Minister visited the site as an exemplary case study whilst looking into the role of heritage in regeneration.

Separately, Great Yarmouth's investment into the Time and Tide Museum has led to it being a Gulbenkian Museum of the Year finalist in 2005 and a European Museum of the Year finalist in 2006.

## Overviews and Analysis

### Lincolnshire Cultural Coastal Planning Zones

Following the audit process we analysed each CCPZ area. This section looks at of the 11 zones within the three districts and provides an overview of cultural provision and where the gaps in provision are. There is also a suggested Hierarchy of Provision table at the conclusion of each CCPZ which highlights the provision.

## Lincolnshire Coastal Zone – East Lindsey Area

Comprising Zones:

1. Holton-le-Clay
2. Alford
3. Spilsby
4. Skegness
5. Mablethorpe
6. Louth

East Lindsey District is a large, rural and sparsely populated area on the east coast of Lincolnshire, with a resident population of 138,500 that swells to 240,000 in the holiday season. There are no large settlements - the largest town is Skegness with a population of 19,000. Census information identifies that 99 per cent of the population are from a white British background, but there are now also large numbers of new arrivals from Eastern European countries.

Despite the significant benefits generated by the tourist industry the coastal areas of Skegness & Mablethorpe suffer significant levels of deprivation and acute social needs. Eight of the ten most deprived wards in Lincolnshire are in or around the two resorts. An example of this is reflected in the health deprivation indices, with 9 of the 10 most deprived wards in Lincolnshire situated on the East Lindsey coast and falling within the top 10% of England's most deprived health wards.

### Facts about the District

- East Lindsey covers over 700 square miles making it the country's third largest district in size
- East Lindsey comprises extensive award-winning sandy beaches along 45 miles of coastline to the North Sea and an inland Area of Outstanding Natural Beauty - the Lincolnshire Wolds. To the east of the Wolds lie the drained Lindsey Marshes and to the south the flat fenlands towards Boston
- 91% of settlements have fewer than 1000 residents
- The district is in the UK bottom 10% for productivity; employment in the knowledge sector; enterprise and skills/qualifications
- Dependence on benefits is high, particularly along the coast

- 98.97% of the population is white in comparison to 90.92% nationally
- The percentage of the population aged 16-74 with no qualifications is significantly higher than the national average
- On average for every two people aged 18 to 24 who leave the area three people aged over 60 retire to the area
- Seasonality of employment is illustrated by the 400% increase in unemployment between August 2003 and January 2004 compared to almost no change in Britain as a whole
- The age profile of residents in the coastal area is much older than the national average, with 26% of residents aged 65 and over, compared to 16% nationally

## 1. Holton-le-Clay Zone Overview

The village of Holton-le-Clay has long-established roots, with part of its parish church, St Peter's, dating back to Norman times. Nowadays, Holton Le-Clay is a largely residential village with a population of 3,875 people, according to the 2001 census.

There are two schools in the village, one for infants, and the other for primary pupils, and proximity to Waltham and Louth put it in the catchment area for Louth's three high schools and the Waltham Toll Bar Business and Enterprise College.

The tower of St Martin's church which has recently undergone refurbishment at a cost of £350,000 is a prominent local landmark.

One of the more sparsely populated CCPZs in East Lindsey, the sixteen villages within this Zone contain churches, small primary schools, village halls and various arts and sporting third sector organisations and societies.

The population tends to generate either very local cultural events such as local fetes, music nights at the local school or village hall, or otherwise travel to Grimsby or Louth in order to access artistic and cultural activities.

### The Audit key findings

Residents of this Zone have opportunities of accessing either locally generated cultural provision in the way of fetes, fairs, exhibitions and village hall live performances, or travel to Grimsby to the north, Louth to the south or Mablethorpe to the south-east.

### Arts Venues and provision

Holton Le Clay possesses a small, local dedicated set of cultural groups offering both arts and sports events and activities. The village hall and church hall are two very popular venues.

Birkbeck School and Community Art College in North Somercotes provides children and young people with creative and cultural learning opportunities. The school is also seen as a central cultural hub for wider community initiatives. In addition the annual Pancake races generate considerable local interest.

### Cultural groups

There are minimal cultural organisations and groups in this Zone, the Fulstow Players Theatrical Group provide opportunities to both participate in local theatre productions, as well as offering live theatre at local level.

Marshchapel Arts is a body based at St Mary's Church and aims to build on the various artistic events held over recent years and create a dedicated centre for arts serving the entire East Lindsey Marsh area. The outstanding success of the concert by the London Mozart Players in June 2006, followed by equally inspiring exhibitions (Queen Anne's Lace, Daisy Day and Lincolnshire Heritage weekends) confirmed the suitability of this magnificent Grade 1 listed church for cultural events.

Although Waithe is only a tiny community everyone is now involved in caring for St Martin's Church and have set up a Friends Group to bring it back to life, even the children are able to vote on the committee. Once repairs are finished they want to hold music concerts, open days, art exhibitions, environmental days and lots more.

The groups has already proved very successful at applying for grants and so far have been able to purchase heavy-duty gardening equipment and a notice board for the churchyard and catering equipment so they can serve tea/coffee cakes etc at events. Now that repairs are well underway they hope to obtain Arts Council funding for exhibition equipment and also plan to fundraise to install a toilet, which will make holding events so much easier.

### Creative Industries

The audit has identified only 1 creative industry working in this Zone.

### Festivals

There are no significant festivals or celebrations in this Zone other than the North Somercotes Pancake Races.

### Open Spaces

The Zone has an abundance of open spaces and parks. The Holton le Clay to Great Steeping Middle Marsh is a distinctive, intact rural landscape with very few detracting features, with foothills to the Wolds rising from the Tetney Lock to Skegness Coastal Outmarsh and views to Tetford Wolds Farmland and Little Cawthorpe to Skendleby

Wolds Farmland. There are play areas at Holton le Clay, Grainthorpe, Marshchapel, North Cotes, North Thoresby and Tetney.

The Lincolnshire Wildlife Trust has reserves at Tetney Blow Wells, Donna Nook National Nature Reserve and Saltfleetby-Theddlethorpe Dunes.

## Further Opportunities

Like many areas close to the boundaries of two local authorities, this Zone has in many ways more of an affinity to Cleethorpes and Grimsby than that of the political county of Lincolnshire. Many of its young people attend Louth schools; however the Zone is on the margins of a wide range of provision, not simply cultural.

- There are opportunities for a grass roots development programme which would encourage local interest in culture, and draw out key members of the community to support organizing events.
- A local person on the ground providing support and advice to develop festivals, infrastructure and make connections could support the development of cultural provision

The following Hierarchy of Provision is an example of what partners might wish to consider.

We have offered basic information on what is currently available in the CCPZ.

## Holton Le Clay Zone hierarchy of provision chart

Place	Activity												
	Cinema	Open and Green Spaces	Art Venue	Museum	Swimming Pool	Town Hall	Significant Festival or event	Library	Visitor attraction	Church	Sports venue	Local cultural groups and orgs.	Built heritage/ environment
Holton Le Clay (MT)		YES	YES					Mobile	YES	YES	YES	YES	YES
Conisholme (Under 1000)		YES	YES							YES			
Covenham St. Bartholmew (Under 1000)								Mobile		YES			
Covenham St. Mary (Under 1000)		YES									YES		
Fotherby (Under 1000)			YES							YES			
Fulstow (Under 1000)		YES	YES Rural touring					Mobile		YES			
Grainthorpe (Under 1000)		YES	YES Rural touring				YES	Mobile		YES		YES	
Little Grimsby (Under 1000)													
Marshchapel (Under 1000)		YES	YES					Mobile		YES		YES	YES
New Waltham (5500 and under)		YES								YES		YES	
North Coates								Mobile		YES			

(Under 1000)													
North Somercotes (5500 and under)		YES	YES Rural touring		YES		YES	Mobile		YES	YES	YES	
North Thoresby (Under 1000)			YES							YES			
Tetney (Under 1000)		YES	YES				YES	Mobile		YES			
Waithe (Under 1000)		YES	YES							YES		YES	
Yarburgh (Under 1000)			YES					Mobile		YES	YES		
Utterby (Under 1000)			Rural touring					Mobile					

## 2. Alford Zone Overview

This ancient market town once served the farming community with its cattle market. Although the cattle market is now the site of the local Co-op, for the last thirty years Alford has held a significant local reputation for its annual craft markets, part of a suite of popular cultural events.

Alford is the third largest market town in East Lindsey and has attracted a number of relocations from the South East, perhaps as a result of the fact that between 1960 – 1970 one could board a train at Alford and travel straight to Kings Cross in London. The town has a population of about 3,500 and serves a hinterland of a further 4,500. Alford lies at the eastern foot of the Lincolnshire Wolds, 13 miles north-west of Skegness. The on-going refurbishment of Alford Manor House provides the town and its hinterland, with a potentially significant cultural centre or hub.

### The Audit key findings

This Zone offers considerable cultural opportunities to the Lincolnshire Coast. Like Louth, Alford possesses a self-belief gained over the past fifty years by the mix of people relocating from the south of England, and locals keen to maintain a quality of life for their families. This combination has seen Alford develop many of the cultural events, activities and facilities one would expect of a thriving cultural market town and is testament to the energy of its residents.

The Alford Manor House can play a central role in the on-going development of the Zone's cultural offer having, as it does, both strong leadership and vision, aligned to a building with the flexibility to offer a wide-range of artistic and cultural events. The current programme of activities at the Manor House, along with its plans for the second phase of its refurbishment over the next five years to 2014 bode well for the town and its hinterland.

In the Chapel Recording Studios, South Thoresby, the Zone, in fact the whole of Lincolnshire has a considerable resource in need of further research. The Studios provide services for some of the EU's most popular rock and pop bands.

### Venues Arts and provision

Since its refurbishment and reopening, Alford Manor House plays a key role in the Zone's cultural offer. Offering a wide range of social and cultural services, the House has further development plans offering even more artistic and cultural opportunities for residents and visitors.

The Zone has a wealth of cultural facilities where exhibitions, performances, lectures and celebrations take place.

The symbiotic relationship between the various voluntary-run venues and the Zone's commercial venues such as hotels and pubs is an example of a confident community, keen to 'do it for themselves'.

#### Heritage venues and attractions

Alford Windmill, with its five-sailed windmill is still in full commercial use, producing organic flour and cereal mill and contributes considerably to the wide cultural offer of the town and its hinterland.

Alford Manor House straddles both the arts venue and heritage venue titles, and rightly so, offering as it does real potential for the Zone and the wider Lincolnshire Coast.

#### Cultural groups

The Zone can be rightfully proud of its eclectic mix of cultural groups and organisations. From storytelling to monthly Jazz Club, and from writing groups to Arabian dance club, the Zone offers much to the resident. Alford Youth Centre ensures the teenage 'market' is catered for with its regular activities and visiting and touring events.

#### Creative Industries

As the case with other Zones, the Creative Industries sector offers the range of creative businesses from the sole trader to the internationally-renowned and critically acclaimed Chapel Recording Studios. Identification of a significant sample of Creative Industries in this Zone proved difficult to achieve. We however believe that further work should be undertaken into identifying the Zone's professional creative businesses and their business needs and aspirations.

#### Festivals and events

Alford recognized very early on the cultural and economic impact of its various festivals and markets and over the past thirty years has nurtured a whole cohort of popular annual, cultural events.

The Alford Music Festivals, Alford Craft Markets, the Victorian Christmas Market and Alford Manor's Folk, Food, Drink and Dance Festival offer a rich cultural seam of celebrations that draw people to the town from Lincolnshire and beyond. They are widely considered locally to have had an important economic impact on this particularly small market town.

#### Open Spaces

The Zone boasts Rigsby Wood, an ancient woodland lying partly on chalky Boulder Clay and partly on glacial sands at the edge of the Wolds above Alford, as well as more traditional open spaces in the way of Alford Memorial Park with its various play areas, five-a-side football pitches, skateboard park and fitness trail.

### Smaller villages and hamlets within the Alford Zone

The Zone's hinterland settlements are small, with many having populations of fewer than 500. However, the village hall infrastructure is strong with some halls playing host to the Lincolnshire Rural and Community Touring Scheme, ensuring professional performing arts activity reaches some of the Zone's more isolated rural areas.

### Sports Venues

This Zone has good provision for sport with several leisure facilities throughout the area.

### Further Opportunities

- Alford Manor House plays a central role in the cultural life of the town. It is currently seeking to develop the Hackett Barn at the rear of the property into a purpose-designed performance art facility, with an aspiration to grow the current successful arts programme (established since the venue re-opened in 2007 following its renovation and refurbishment). We believe the Manor House to be culturally significant for both the Zone and the Lincolnshire Coast and recommend on-going advice and funding be offered in support of the Trust's aspirations.

The following Hierarchy of Provision is an example of what partners might wish to consider.

We have offered basic information on what is currently available in the CCPZ.

## Alford Zone hierarchy of provision chart

Place	Activity												
	Cinema	Open and Green Spaces	Art Venue	Museum	Swimming Pool	Town Hall	Significant Festival or event	Library	Visitor attraction	Church	Sports venue	Local cultural groups and orgs.	Built heritage/enviro nment
Alford (MT)	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Authorpe (Under 1000)		YES	YES Rural touring					Mobile		YES			
Beesby (Under 1000)			YES							YES		YES	
Bilsby (Under 1000)										YES			
Cumberworth (Under 1000)													
Farlesthorne (Under 1000)										YES			
Furlby (Under 1000)													
Huttoft (Under 1000)			YES					Mobile		YES	YES		
Markby (Under 1000)										YES			
Rigsby (Under 1000)										YES			
Salesby (Under 1000)								Mobile					
Sloothby										YES			

(Under 1000)													
South Thoresby (Under 1000)		YES											
Thurlby (Under 1000)		YES								YES			
Well (Under 1000)										YES	YES		

### 3. Spilsby Zone Overview

Spilsby is situated adjacent to the main A16 Trunk Road at the southern edge of the Lincolnshire Wolds, north of the Fenlands, 33 miles east of the city of Lincoln. The town is 17 miles north east of Boston and 13 miles north-west from Skegness.

For a town with less than 3,000 people, Spilsby possesses much of the cultural infrastructure highlighted in the Hierarchy of Provision table, and like many of the CCPZ cultural hubs, offers its residents and visitors alike, an impressive range of arts and cultural opportunities.

At the centre of town is an open square or traditional market place, from which the four main town streets radiate. Markets take place on a Monday. The population of the town was 2,336 in the 2001 census.

#### The Audit key findings

Spilsby's position at the south-western border of the East Lindsey Coastal Area provides it with a potential linking role between the cultural offer found to the west of the town (Horncastle and, beyond that, Lincoln), to the sea to the east, whilst engaging with the Boston Zone to the south.

The town's sense of pride should not be underestimated; various cultural groups based in the town and its hinterland offer a wide ranging programme of events and activities, whilst the Spilsby Theatre offers an international performing arts programme alongside that of local and regional talent. After 30 years the Theatre is still in many ways, one of Lincolnshire's hidden gems, offering unique cultural experiences for both residents and visitors alike.

The surrounding countryside is some of the finest in England with Snipedales Nature Reserve and Country Park, and Somersby near Spilsby - the birthplace of Alfred Lord Tennyson - two examples of a much wider cultural offer within the Zone.

Spilsby offers much with the potential to become a more culturally thriving market town, with resultant economic development benefits as a by-product. The Zone's hinterland is reliant on the village hall network for much of its professional arts activity, although the Zone's Parish Council's infrastructure provides a range of activities for its residents. The fragmented nature of the Zone's sparse geographical landscape – something reminiscent of many of the 11 CCPZs – creates significant challenges in the development of on-going cultural provision.

The Zone's rich aviation heritage is a significant economic driver. With the Battle of Britain Memorial Flight at RAF Coningsby and the Lincolnshire Aviation Heritage Centre in East Kirkby, the Zone has an internationally significant tourist attraction.

#### Venues Arts and provision

The town and its hinterland offer a range of venues in which the arts are performed, exhibited, debated and sold. From the impressive programming of Spilsby Theatre with its big named artists, Spilsby Library, the Multi-Use Centre, the Franklin Hall, to the hinterland's village halls network, the Zone makes imaginative use of its capital infrastructure.

#### Heritage venues and attractions

Many of the Zone's heritage venues are multi-use spaces (see arts venues section of the Audit); however the Monday Market and Auction offers life-life theatre on a weekly basis, whilst the statue of Sir John Franklin – born in Spilsby in 1786 – oversees proceedings. Redevelopment of the bus station and public conveniences by East Lindsey District Council's Conservation Team was also seen as a cultural opportunity, with a local stone-carver invited to work with local schools to produce unique interpretation of the town's heritage.

The Zone's hinterland offers a landscape within a designated Area of Outstanding Natural Beauty (AONB). Bolingbroke Castle, The Battle of Britain Memorial Flight at RAF Coningsby and the Lincolnshire Aviation Heritage Centre at East Kirkby, although on the periphery of the Lincolnshire Coast area should be seen as an essential part of the Coast's cultural offer.

#### Cultural groups

With Voluntary Action East Lindsey now based in the town this offers the Zone's various voluntary cultural groups and organisations a wealth of information. The local societies reflect a similar cross section of the third sector as those of other Zones. Music, storytelling, amateur dramatics and the U3A with its wide-ranging prospectus ensure a regular diet of activity occurs in the town and its hinterland. The village halls promote shows from the Lincolnshire Rural and Community Touring Scheme, and in so doing ensures that East Lindsey Area promotes more Rural Touring shows than any other district in the county.

The Zone's groups and organisations come together to ensure the success of the annual Spilsby Show.

#### Creative Industries

As is the case with other Zones, the Creative Industries sector offers the range of creative businesses from the sole trader and professional artist and maker, to the highly respected BMP Recording Studios, Aswardby. BMP are second to none in location recording and mastering and have much to offer Lincolnshire. Identification of a

significant sample of Creative Industries in this Zone proved difficult to achieve. We however believe that further work should be undertaken into identifying the Zone's professional creative businesses and their business needs and aspirations.

#### Festivals and events

The annual Spilsby Show, traditionally held in July, generates considerable funds for local charities. Located at the Spilsby Recreation Ground, Ancaster Avenue, Spilsby, the 2008 Show was once again, a sell out. The Show is a golden opportunity for the Zone's artistic and cultural groups and organisations to come together to both highlight their particular areas of interest.

The press and media cover the Show providing excellent visibility for participating groups and individuals. The Craft Marquee is one of the largest on the showground and in 2007 the Show welcomed over 20 craft exhibitors including woodturners, ironmongers, artists, jewellers, stationers and stalls selling handmade soap, honey, gemstones, fretwork, leathercraft and oil paintings.

#### Open Spaces

The Zone boasts Snipe Dales Country Park and Nature Reserve. Situated on the southern edge of the Lincolnshire Wolds, Snipe Dales is one of few semi-natural wet valley systems still surviving. These wet valleys, rough grazing, and scrub and wood land of the Nature Reserve provide good habitat for a variety of wildlife.

#### Smaller villages and hamlets within the Spilsby Zone

Many of Spilsby's surrounding settlements are extremely small but, as in the case of Greetham, Aswardby and Toynton All Saints, they have attracted Creative Industries with strong regional and international reputations. In addition to the Lincolnshire Rural and Community Touring Scheme, residents access cultural provision from nearby Horncastle to the west (which sits outside the scope of the audit) as well as Skegness to the east and Boston to the south.

#### Sports Venues

This Zone has adequate provision for sport with several leisure facilities, throughout the area. Due to continued popularity and use of the Pavilion in Spilsby, its Committee is currently researching the feasibility of developing the facility.

#### Further Opportunities

- We are aware of the various discussions with Spilsby Theatre over the years. We do believe that the Theatre has a potentially, significant role to play in the growth of the Zone's cultural offer. Partners and stakeholders should enter into fresh discussions with the Theatre

- The Spilsby Show provides local creative businesses a new route to market for their products. Lincolnshire Coast creative businesses supported by local authority partners, artists and craft makers organisations such as Art on the Map should liaise with the Spilsby Show organizers on securing a place and profile at future Shows
- Aviation heritage is 'big business'. Lincolnshire Tourism's Heritage Lottery bid for the creation of Aviation Heritage Development Officers should be seen as having significant impact on the Zone's cultural offer. Partners should enter into detailed discussions with Lincolnshire Tourism to ensure the Zone's rich aviation heritage is given the international profile it deserves

The following Hierarchy of Provision is an example of what partners might wish to consider.

We have offered basic information on what is currently available in the CCPZ.

### Spilsby Zone hierarchy of provision chart

Place	Activity												
	Cinema	Open and Green Spaces	Art Venue	Museum	Swimming Pool	Town Hall	Significant Festival or event	Library	Visitor attraction	Church	Sports venue	Local cultural groups and orgs.	Built heritage/environment
Spilsby (MT)		YES	YES Rural touring	YES		YES	YES	YES	YES	YES	YES	YES	YES
Ashby by Partney (Under 1000)			YES					Mobile		YES			
Ashby by Scremby (Under 1000)													
East Keal (Under 1000)			YES					Mobile		YES		YES	
Eastville (Under 1000)			YES Rural touring							YES			
Fen Dyke (Under 1000) Corner													
Friskney (5500 and under)			YES Rural touring				YES	Mobile		YES			
Gunby (Under 1000)		YES	YES						YES	YES			YES
Halton Hologate (Under 1000)													
Keal Coates (Under 1000)										YES			

Monksthorpe (Under 1000)										YES			
New Leake (Under 1000)			YES Rural touring					Mobile		YES			
Partney (Under 1000)			YES					Mobile		YES			
Scremby (Under 1000)										YES			
Skendleby (Under 1000)								Mobile		YES			YES
Stickney (5500 and under)		YES						Mobile		YES			
Toynton All Saints (Under 1000)			YES					Mobile		YES			
Ulceby (Under 1000)			YES							YES		YES	
Welton Le Marsh (Under 1000)			YES					Mobile		YES			

## 4. Skegness Zone Overview

Skegness has miles of award-winning beaches, a considerable attraction to both residents and visitors alike.

Skegness is the largest resort town on the Lincolnshire Coast and has been a premier holiday destination for over one hundred years. The centre and central suburbs of Skegness are largely Victorian, created as a result of the 19<sup>th</sup> century landowner, the Earl of Scarborough, effectively creating a planned resort in order to maximize benefit from the developing seaside visitor market created by the expansion of the railways.

Traditionally attention-grabbing seaside venues such as 'rock shops', amusement arcades and of course fish and chip shops, now overlay the original built environment. Skegness is perhaps best known as the location of the first Butlins Holiday Camp, built in 1936, which remains within the area to this day, and, partly as a result, it remains one of the more famous seaside resorts in the UK.

Located along the Lincolnshire Coast of the North Sea, Skegness is 43 miles east of the city of Lincoln, and has a total resident population of 19,000, which increases to around 150,000 during the summer months. Accommodation for many of these visitors is provided by static caravans, of which this part of the coast has the largest number in Europe.

### The Audit key findings

As the largest town, Skegness has a unique cultural offer. Due to the size of the district, residents in outlying settlements do not necessarily access cultural provision in Skegness and its hinterland, preferring as they do to visit other market towns and settlements such as Louth, Grimsby, Horncastle and Alford. Like the other areas within this Lincolnshire Coast, residents make use of the Lincolnshire Rural Touring Scheme.

### Arts Venues and provision

The unique cultural place held by Skegness should be seen as an opportunity for the regeneration of the town and its hinterland. The Skegness Zone has a wide range of both venues and activities for local residents and visitors. Like many of its coastal cousins, Skegness is a town of two seasons – the tourism or high season, traditionally running from Easter to the end of September, and the off, or low season running from October to March.

The Embassy Centre, Skegness offers a mixed live arts programme (professional and amateur). It is also used by many local groups as a performance base for live theatre. The Centre comes into its own in the high tourism season when it provides a full programme of predominantly 'seaside entertainment'.

This facility has a 1,100 audience capacity and is central to the town's cultural offer. The opportunity for artists and makers to create, exhibit and sell their work is limited in the town and surrounding area. A small exhibition space is available in the window of

the town's library, whilst The Old Library Gallery at Burgh Le marsh offers exhibition opportunities.

#### Heritage venues and attractions

As expected of a tourism destination of over a hundred years standing, Skegness offers its own unique slant on both the traditional built environment and that of its own vernacular heritage. The Skegness Clock Tower and Skegness Pier have been within the town for over one hundred years and define the place. Tower Gardens, a Victorian pleasure garden complete with bandstand and lake was revitalized with Heritage Lottery Funding a few years ago. The original tearooms there, known as The Pavilion has been taken back into the care of East Lindsey District Council and may in future house a heritage centre.

As arguably the most important gateway to the coast, Skegness is situated at the southward end of over 45 miles of award-winning beaches, and is a considerable attraction to both residents and visitors alike.

The Skegness Zone also includes National Trust property Gunby Hall. The locally born Victorian Poet Laureate Alfred Lord Tennyson described Gunby Hall as "an English home... all things in order stored and a haunt of peace".

Church Farm Museum is yet another of the Lincolnshire Coast's hidden gems. This 'outdoor' agricultural heritage site is the most substantial museum in the area, and leaseholder Lincolnshire County Council is currently developing plans to expand the offer to reflect environmental issues.

Skegness X-Site Skatepark is a significant addition to Skegness the coast's cultural landscape. Innovative programming and marketing of the facility has provided the town with considerable tourism opportunities. Links with a wide range of partners and stakeholders is proving popular with both the local community and national organisers who work with the management on joint promotions.

#### Cultural groups

As befits an established seaside town with an increasing elderly population, Skegness is rich in local cultural groups and organisations. These groups cater for a wide cross-section of the community, and it is particularly encouraging to see the town cater for its children and young people. The town is also unique in having East Lincolnshire Arts, a well-resourced promoting organisation that essentially operates as a non-local authority development trust.

#### Creative Industries

Like many parts of the county, the Creative Industries sector is hiding its light under a bushel. There are very few obvious creatives working in the Skegness Zone. The majority of those that work and live in this area do so in the outlying areas.

Our work has identified that although not many Lincolnshire artists live within the Cultural Coastal Planning Zones, many do however work in it. There is currently no network to bring these Creative Industries together.

### Festivals

Festivals are important to East Lindsey, with Skegness attracting large numbers of visitors to the district and town. The relatively new Kite and Xfest has attracted national media coverage and created a new niche market for the town, whilst the forthcoming SEAS and SO Festivals promise much for the coast, the county and the region.

There are several sports festivals that attract local and regional interest; the Beach Soccer Festival in July and the Beach Volleyball Festival in late August are two fine examples of how East Lindsey District Council are creating new opportunities for a wide-cross section of the community and the town's visitors.

### Open Spaces

The Skegness Zone has a vast array of parks, play areas, gardens and open spaces. It also has Gibraltar Point National Nature Reserve, recognized internationally for its important habitats and species. The reserve extends for a distance of about three miles along the coast, from the southern end of Skegness to the northern corner of The Wash (Gibraltar Point itself is at the southernmost tip, and marks the point where the North Sea coast turns southwest towards Boston).

### Smaller settlements and hamlet within the Skegness Zone

The settlements in the Skegness Zone add to the richness of the local culture with a diverse range of cultural opportunities on offer. Golf courses are an obvious attraction to the area.

The proposed Coastal Country Park is earmarked for an area between Sandilands and Chapel St. Leonards, covering approximately five miles of coastline and up to 22 square miles of coastal hinterland. A high percentage of the Zone's settlements cater for caravans.

### Further Opportunities

- There is considerable benefit in identifying how best to coordinate support for the Zone's various festival promoters. This might include a bespoke training and networking programme for both the six East Lindsey Zones and the other five CCPZs along the Lincolnshire Coast
- With plans at an advanced stage, identification of what appropriate cultural interventions might occur within the Country Park should be explored in detail

- Lincolnshire County Council's plans for phase two of Bathing Beauties - 'Structures on the Edge' SOTE - offer considerable cultural breadth to the Zone. A medium to long-term development plan should be considered for this innovative programme
- The creation of advice and support networks for artists, makers, cultural groups and Creative Industries would strengthen the Zone's cultural infrastructure
- The six Zones do not possess enough high quality art galleries – research into what might address this gap in provision should be entered into
- Skegness Civic Trust has argued for the need for a museum or heritage centre which 'does justice to the town's history as an iconic 20<sup>th</sup> century holiday destination'. Consideration of the opportunity to develop the Tower Garden Pavilion should include a feasibility study for such a venue
- Church Farm Museum is worthy of a much higher profile within the media, and thereby attracting a larger percentage of the hundreds of thousands of annual tourists to the area. There is considerable opportunity to develop the Museum's educational offer to both schools, and to the ever-expanding sector of cultural tourists interested in country crafts such as black-smithing and basket-making. Research into the feasibility of developing the Museum to take in a wider constituency over a longer period of time should occur

The following Hierarchy of Provision is an example of what partners might wish to consider.

We have offered basic information on what is currently available in the CCPZ.

## Skegness Zone hierarchy of provision

Place	Activity												
	Cinema	Open and Green Spaces	Art Venue	Museum	Swimming Pool	Town Hall	Significant Festival or event	Library	Visitor attraction	Church	Sports venue	Local cultural groups and orgs.	Built heritage/envir onment
Skegness (MT)	YES	YES	YES Rural touring	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Addlethorpe (Under 1000)		YES								YES	YES		
Bratoft (Under 1000)		YES								YES			YES
Burgh Le Marsh (5500 and under)		YES	Rural touring	YES				Mobile	YES	YES		YES	YES
Chapel St Leonards (5500 and under)		YES	YES					Mobile	YES	YES		YES	YES
Croft (Under 1000)		YES								YES			
Firsby (Under 1000)		YES						Mobile		YES			
Gibraltar Point (Under 1000)		YES							YES			YES	
Great Steeping (Under 1000)		YES								YES			
Habertoft (Under 1000)										YES			
Hogsthorpe			YES					Mobile		YES		YES	

(Under 1000)														
Ingoldmells (5500 and under)	YES	YES	YES			YES			Mobile	YES	YES	YES	YES	YES
Irby in the Marsh (Under 1000)			YES								YES			
Little Steeping (Under 1000)			YES						Mobile		YES			
Ormsby (Under 1000)											YES			YES
Thorpe St Peter (Under 1000)											YES			
Wainfleet All Saints (5500 and under)			YES	YES			YES		Mobile		YES			YES
Wainfleet St Marys (5500 and under)			YES	YES			YES		Mobile					YES

## 5. Mablethorpe Zone Overview

Mablethorpe has been in existence for many centuries although part of it was lost to the sea in the 1540s. In the 19th century it was also a centre for ship-breaking during the winter. In 1883 the first lifeboat station was built in Mablethorpe. The station ran until the First World War and after the War the station was closed permanently due to a continuing shortage of crew until 1965 when an inshore lifeboat (ILB) station was established. The town recently acquired a new lifeboat.

Mablethorpe Beach is long, wide and flat, and separated from the town by a narrow strip of large sand-dunes and man-made sea defenses.

In recent years Mablethorpe has been included in Lincolnshire County Council's strategic regeneration plans and has benefited from considerable artistic interventions.

### The Audit key findings

Like similar coastal towns, in the early 21<sup>st</sup> century (including its Skegness sister) keen to ensure a thriving economy, Mablethorpe finds itself caught between the need to offer the traditional services of those that have visited the town for the past fifty years (and more recently the offspring of these loyal visitors) and the need to re-imagine itself within the challenging tourism climate of the 21<sup>st</sup> century. The consolidation of the familiar, whilst entering into a robust development phase is causing considerable tensions within the town.

Our work recognises the impressive numbers of visitors to the town during the tourism season -and the considerable economic impact they potentially bring with them – and the efforts of the various local authorities keen to ensure a sustainable future for the town through the creation of appropriate economic, cultural and tourism strategies. This juxtaposition between the old and the new brings into clear relief the tensions of the 'kiss me quick hat' culture of the town and the conceptual art of say, Laura Trevail and Sarah Grange – as part of the 2007 Beaconartproject – or the interventions of public art by way of the Star of the East (Michael Trainor).

However, what must be acknowledged is how the artistic intervention of an artist such as Michael Trainor, can bring these two clashing cultures together in the creation of a successful, uncompromising 'attraction' for everyone, that of the Bathing Beauties public art initiative and resulting celebration of the Beach Hut in his brainchild Festival of Bathing Beauties. Mablethorpe's bravery in embracing both Michael Trainor and Beaconartproject over the past three years bodes well for the future and provides insight and vision to other coastal towns in need of reinvention or re-imagination.

### Arts Venues and provision

Mablethorpe and its hinterland mirror other Zones along the Lincolnshire Coast. The town has a large community hall, some smaller rooms in local pubs, non-traditional or multi-use spaces and, in the case of coastal towns with a loyal visitor base, caravan and

camping sites with spaces that could be used creatively for performances, conferences and exhibitions.

Mablethorpe Beach should also be seen as an excellent arts venue.

#### Heritage venues and attractions

The whole of the town is a rich, diverse heritage site and should be seen in this light. The Star of the East (Mablethorpe) is the centrepiece of a series of environmental improvements for the coastal stretch between Mablethorpe and Chapel St Leonards which commences with the revitalisation of Mablethorpe's Pullover - the vital link between town and beach. The Festival of Bathing Beauties has proven very popular with both residents and visitors alike and has very quickly become a strong, Lincolnshire brand being exploited by the Mablethorpe Tourism Forum and Lincolnshire Tourism, Lincolnshire's Destination Management Agency.

The second phase of the Bathing Beauties project – Structures on the Edge has started and will be realised by 2012.

Mablethorpe's popular marathon makes a timely return in 2010 in time for the 2012 London Olympics.

#### Cultural groups

The zone is rich in 3<sup>rd</sup> sector groups and organisations offering participatory workshops in photography, drawing, painting and drama. The relatively high concentration of organizations probably results from the need for local people to 'do it for themselves' in response to their remote geographical location from arts venues that might deliver such opportunities.

#### Creative Industries

There are a small number of Creative Industries in this Zone; only four have surfaced through our audit process.

#### Festivals

As is the case throughout the Lincolnshire Coast, the place of festivals within the cultural and economic regeneration of an area cannot be underestimated. Bathing Beauties, Beaconartproject, the Mablethorpe Illuminations, Wild Coast Week and the Mablethorpe Marathon offer the Zone a diverse range of celebrations throughout the year, not simply during the tourist season.

#### Sports Venues

This Zone has good provision for sport with several leisure facilities throughout the area.

## Further Opportunities

It is clear that there is considerable forward momentum within this Zone with various partners and stakeholders recognizing the importance of both consolidation of the traditional seaside visitor to the area, alongside more adventurous cultural tourists keen to spend time away from the more obvious arts and cultural trails found further west and south.

- To build upon the considerable international success of the Bathing Beauties concept, by way of a second phase within the 2009 – 2012 timescale. The 'Structures on the Edge' (SOTE) initiative provides the continuity and momentum and we support the current work being carried out to ensure this occurs. We believe the forthcoming CABE – SEA CHANGE application from Lincolnshire County Council will assist SOTE to have the far-reaching impact highlighted in the application's documentation.
- Consider how best to support and advance the 21st Century Mablethorpe (21CM) concept. The initiative shows all the potential to provide a quality environment for the on-going development of cultural and economic activities in the town centre, and in so doing stimulate additional tourist visits and spend in support of the local and wider tourist economy. The works will also improve the general image of Mablethorpe and the town's ability to attract investment, create jobs and contribute to the sustainability of the coastal economy.
- Like other CCPZs there is an opportunity to make use of joint promotion for the Zone's various festivals and smaller carnivals.
- There is a distinct opportunity for a grassroots development programme which would encourage local interest in culture, and draw out key members of the community to support organizing events in a period of important growth and development. This could be delivered through a part time post.

The following Hierarchy of Provision is an example of what partners might wish to consider.

We have offered basic information on what is currently available in the CCPZ.

## Mablethorpe Zone hierarchy of provision

Place	Activity												
	Cinema	Open and Green Spaces	Art Venue	Museum	Swimming Pool	Town Hall	Significant Festival or event	Library	Visitor attraction	Church	Sports venue	Local cultural groups and orgs.	Built heritage/environment
Mablethorpe (MT)	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Aby (Under 1000)			YES					Mobile					
Anderby (Under 1000)		YES					YES	Mobile		YES		YES	
Maltby Le Marsh (Under 1000)			YES										YES
Mumby (Under 1000)				YES				Mobile		YES			
North Somercotes (5500 and under)		YES	YES				YES	Mobile		YES	YES	YES	
Saltfleet (Under 1000)			YES Rural touring					Mobile		YES		YES	YES
Saltfleetby All Saints (Under 1000)								Mobile		YES			
Salthfleetby St Clements (Under 1000)										YES			
Salthfleetby St Peter (Under 1000)										YES			

Sandilands (Under 1000)													
Sutton on Sea (5500 and under)		YES	YES		YES		YES	YES	YES	YES	YES	YES	YES
Theddlethorpe All Saints (Under 1000)								Mobile		YES			
Theddlethorpe St Helens (Under 1000)		YES								YES			
Trusthorpe (Under 1000)			YES Rural touring							YES		YES	

## 6. Louth Zone Overview

Known as the "capital of the Lincolnshire Wolds, Louth is situated where the ancient trackway Barton Street crosses the River Lud. The Greenwich Meridian crosses Eastgate and this point is marked with a plaque on the north side of the street and a recently sited piece of public art, close to the junction with Northgate.

The town's skyline is dominated by St James' Church, the spire of which is 295 feet tall and in terms of spire height; it is reputedly the tallest Anglican parish church in the UK. The church was built in 1515.

### The Audit key findings

Louth is a vibrant market town with a true sense of its own identity. The town has a total resident population of approximately 17,000. There is a sophisticated cultural infrastructure that has developed over the past thirty years with organisations such as Louth Playgoers and Louth & District Concert Society stretching back 60 years or more. Louth's residents have cultural expectations and animate the town and its hinterland with a considerable amount of voluntary artistic and cultural activity. They also support the town's various cultural facilities (see below).

Although sited 14 miles inland, one should not underestimate the place and role of Louth within the Lincolnshire Coast's cultural offer; it has much to celebrate and offer by way of 'promising practices'.

### Arts Venues and provision

The town and surrounding areas offers both residents and visitors alike a rich cultural mix of activities and events. The ever-present, and critically central, village halls found throughout the whole of the Zone provide Louth's hinterland with an important capital infrastructure. - Alvingham Village Hall, Great Carlton Village Hall, Legbourne & Little Cawthorpe Community Centre and Fulstow Village Hall offer a wide range of cultural opportunities. The Riverhead Theatre (owned and run by Louth Playgoers, the districts only Arts Council Regularly Funded Organisation) plays host to some of the county's more ambitious artistic and cultural events, alongside that of the Playgoers year-round productions. The Theatre provides the only purpose-built, professionally equipped arts venue in the area. Various privately-owned art galleries also populate the town and surrounding hinterland offering both exhibiting and selling opportunities.

### Heritage venues and attractions

Louth's rich cultural heritage is reflected in the charm of its ancient street pattern, the fine Georgian and Victorian buildings and lively open-air markets give the town a unique market-town atmosphere.

Louth Museum, located in the heart of the town, is a small museum built in 1910 by the Louth Naturalists' Antiquarian and Literary Society and is still run by them today. It has

only recently reopened following a £660,000 refurbishment and extension of the original museum.

St James' Church continues to add to the town's rich cultural landscape, particularly as a popular venue for ambitious choral concerts, whilst across from the 16<sup>th</sup> century church one element of the Louth Art Trail can be found.

#### Cultural groups

The Louth Zone has an abundance of cultural groups and organisations. The Zone's audit highlights many of these.

#### Festivals and events

Wolds Words Festival celebrates reading and writing and offers considerable breadth, opportunity and eclecticism to the Zone's cultural offer. In its ninth year, the festival has the potential to become a considerable cultural force for the Lincolnshire's Coast.

Wolds Collective, based in the western hinterland 5 miles from Louth at Badger Farm, Asterby, is now a well-known venue for small-scale music festivals including the popular EcoFest in June and Small World Festival in August. The Fair Trade movement in Louth itself is generating a range of concerts and events attracting popular support.

With so many active cultural groups and organisations the Louth Zone offers almost daily events and activities for residents and visitors to the area.

#### Creative Industries

A considerable amount of small and medium creative enterprises can be found within this Zone. Professional artists and makers have relocated to the Zone with many becoming members of Art on the Map or in receipt of advice and support from creative business growth schemes such as Lincolnshire Creative Solutions Initiative (LCSI).

#### Open Spaces

From large open spaces such as Hubbards Hills and Westgate Fields (which includes part of the Louth Art Trail, to smaller open spaces and parks, Louth and its hinterland offer a range of places and spaces for residents and visitors to walk and play.

Spout Yard Park is worthy of particular note, as a community initiative which has seen the creation of a well designed park in the centre of Louth, close to the River Lud. A food kiosk adds to the park's attraction whilst a small gallery created as part of the adjacent housing development provides the towns first dedicated public visual art space.

#### Smaller villages and hamlet within the Louth Zone

The Zone's hinterland is a good example of local people coming together to create bespoke cultural options to the well-documented challenges of living in some of the most isolated rural communities in the county.

The village halls network, the Lincolnshire Rural and Community Touring Scheme, Cadwell Park and the Lincolnshire Wolds, an Area of Outstanding Natural Beauty, provide this Zone with one of the widest and most attractive cultural offers on the Lincolnshire Coast.

## Further Opportunities

- There are opportunities for the creation of a grassroots development programme which would sustain local interest in culture, and draw out and acknowledge key members of the community to ensure continued development of cultural activities and events
- The contracting of a local person providing support and advice to develop festivals, infrastructure and make connections could support the development of a sustainable cultural offer
- Research into the considerable cultural and tourism offer of Wolds Words Festival
- Work with the Riverhead Theatre to consider how best to develop its audience base

The following Hierarchy of Provision is an example of what partners might wish to consider.

We have offered basic information on what is currently available in the CCPZ.

## Louth Zone hierarchy of provision

Place	Activity												
	Cinema	Open and Green Spaces	Art Venue	Museum	Swimming Pool	Town Hall	Significant Festival or event	Library	Visitor attraction	Church	Sports venue	Local cultural groups and orgs.	Built heritage/en vironment
Louth(MT)	YES	YES	YES Rural touring	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Alvingham (Under 1000)								Mobile		YES			
Belleau (Under 1000)													
Great Carlton (Under 1000)			Rural touring					Mobile		YES		Yes	
Grimoldby (Under 1000)			Rural touring					Mobile		YES	YES	YES	
Legbourne (Under 1000)		YES	YES					Mobile	YES	YES	YES	YES	YES
Little Carlton (Under 1000)													
Little Cawthorpe (Under 1000)		YES						Mobile		YES			
Manby (Under 1000)		YES	YES					Mobile		YES	YES	YES	YES
Muckton (Under 1000)										YES			
North Cockerington (Under 1000)		YES						Mobile		YES			

North Reston (Under 1000)										YES			
South Cockerington (Under 1000)										YES			
South Reston (Under 1000)								Mobile		YES			
Swaby (Under 1000)								Mobile		YES			
White Pit (Under 1000)													
Withern (Under 1000)								Mobile		YES			

## Lincolnshire Coastal Zone – South Holland Area

Comprising Zones:

- 7. Spalding
- 8. Long Sutton/Sutton Bridge
- 9. Crowland
- 10. Holbeach

South Holland District is a rural and sparsely populated area on the east coast of Lincolnshire; it covers a geographical area of 74,238 hectares. The District is located in the flat fenlands that has been reclaimed from the sea over the centuries. The latest population estimate for South Holland is 80,673 people.

The District has a total of 47 towns and villages ranging from the main town of Spalding, which has a population of 22,932, to the smallest village Gedney Dawsmere, which has a population of 54 within its boundary of development.

The South Holland economy is largely based upon agriculture, horticulture and food processing as well as services connected to these industries such as distribution.

### Facts about the district

- South Holland's 5 main towns are Crowland, Holbeach, Long Sutton, Spalding and Sutton Bridge
- South Holland is a very rural district and has one person per hectare compared to an average for England and Wales of 3.4
- In the 20 years between 1981 and 2001 the population of the district grew by 23% and this growth is set to continue
- The Census 2001 showed an average age of South Holland's population as 42.8 years against an average for England and Wales of 38.7
- The mid-2005 population estimates showed 5% of resident populations were children under the age of five and 26% were of retirement age. The equivalent figures for England and Wales overall were 6% children and 19% of retirement age
- The Census 2001 showed 97% of the resident population being "white British". The district relies on a significant community of migrant workers

(approximately 5,000 from mainly the new EU accession countries of Poland, Latvia and Lithuania)

- The main languages spoken in South Holland other than English are Portuguese, Polish and Russian
- The mean gross annual earnings of people living in South Holland are lower than the national figure at £20,396 compared to £23,400 (Annual Survey of Hours and Earnings (ASHE) 2005)
- The 2004 Indices of Multiple Deprivation rank South Holland district at 210 out of 354 English districts, this is a marginally above “average” score

## 7. Spalding Zone Overview

Spalding is a peaceful market town in the South Lincolnshire Fens and stands midway between Boston and Peterborough. As well as being the administrative centre of South Holland, Spalding is an important agricultural town and the centre of the flower industry - more daffodils are grown in South Holland than any other part of Britain.

The River Welland runs through the centre providing an attractive waterfront with many fine Georgian buildings and a beautiful riverside; much of central Spalding is now a conservation area. A third of South Holland's population lives in Spalding. Spalding has recently been listed by The Times as one of the best places in the country to live.

### The Audit key findings

As the largest town, Spalding has a good cultural offer. Residents in outlying parts of the district access their culture from within and without the district, travelling to such towns as Boston, Kings Lynn or Peterborough and make use of rural initiatives such as the Lincolnshire Rural Touring Scheme and South Holland Rural Cinema.

Many schools in Spalding access cultural provision through CfBT – Lincolnshire's School Improvement Service - which takes place after school and supports young people's creative development.

### Arts Venues and provision

The Spalding Zone has a wide range of both venues and activities for local residents. The South Holland Centre offers a mixed live arts programme (professional and amateur), cinema and extensive participatory arts education. Many local groups use the Centre as a performance base. This facility is much envied in other local towns and is well supported by the local community.

Exhibition space is available in the Geest Gallery at Ayscoughfee Hall Museum, which is run by South Holland District Council and has just undergone refurbishment. In addition Spalding and its surrounding hub villages also support four studios / galleries all of which are run by local individuals and small creative enterprises.

### Heritage venues and attractions

As well as Ayscoughfee Hall the town has a variety of other heritage venues. South Holland takes full advantage of its long history of bulb growing and its wide skied landscape, with Spalding hosting a variety of attractions which connect with these themes, and in so doing, offering visitors and residents opportunities to engage and learn about their environment. These include Fen Scape and the Bulb Museum. These attractions are promoted widely and attract visitors throughout the year.

### Cultural groups

There is an active voluntary sector in the town and surrounding villages with over 17 cultural groups with which to be involved; these include music groups, theatre, radio enthusiasts and dance groups. Many of these groups also perform at local venues adding to the live performance scene. There is no network to bring these groups together.

### Creative Industries

There is a rich and diverse range of small often unseen Creative Industries and individuals who live in the area working as artists, musicians and facilitators in a wide range of settings including education, with the homeless and on artist's residencies. There is no network to bring these Creative Industries together.

### Festivals

Festivals are important in South Holland and bring large numbers of visitors to Spalding especially to the Flower Parade and the relatively new Pumpkin Festival. Both festivals attract a significant amount of local, regional and national press which has helped to raise Spalding's media profile, and increase visitors to the area. Local festivals are important; they play a role in community cohesion and celebrate local events and traditions whilst instilling local pride.

It is encouraging to see there are several smaller local festivals which take place throughout the summer which offer young people a focus and the opportunity for local music bands to play.

### Open Spaces

Spalding has a small amount of small parks and open spaces but this is an area which could be developed.

Asycoughfee Gardens are formal gardens, however do not offer open space.

Whilst the general feeling of Spalding and its surrounding villages is one of large skies and open space, most of the land is actually used for agriculture and is inaccessible.

There are opportunities within Spalding to develop its open spaces and town centre streetscape through the intervention of Public Art

### Smaller villages and hamlet within the Spalding Zone

The villages in the Spalding Zone add to the richness of culture, with a gallery, a music hall, a handful of creatives and local cultural organisations.

Donington uses its heritage connections well to attract funding, events and visitors. Pinchbeck, a small settlement, offers 2 visitor attractions.

### Further Opportunities

- There are many benefits which a Festival Forum and Network could bring to support festival promoters, through training and networking
- The creation of advice and support networks for artists, makers, cultural groups and Creative Industries would strengthen the Zone's cultural infrastructure
- Spalding's Open Spaces are limited and could benefit from a flexible green space in the town centre which could be used as a venue in the summer for outdoor event, workshops, music

The following Hierarchy of Provision is an example of what partners might wish to consider.

We have offered basic information on what is currently available in the CCPZ.

## Spalding Zone hierarchy of provision chart

Place	Activity													
	Cinema	Open and Green Spaces	Art Venue	Gallery Space	Museum	Swimming pool	Town Hall	Significant Festival or event	Library	Visitor attraction	Church	Sports venue	Local cultural groups and orgs.	Built heritage/environment
Spalding (MT)	YES	YES	YES	YES	YES	YES		YES	YES	YES	YES	YES	YES	YES
Pinchbeck (5500 and under)		YES	YES	YES	YES		YES	YES	Mobile	YES	YES		YES	YES
Cowbit (Under 1000)								YES			YES			
Donington (5500 and under)		YES						YES		YES	YES		YES	
Gosberton (5500 and under)								YES	Mobile		YES			
Mill Green (Under 1000)														
Moulton (5500 and under)								YES	Mobile	YES	YES			
Moulton Chapel (Under 1000)									Mobile					
Moulton Seas end (Under 1000)								YES						
Quadring (Under 1000)									Mobile		YES			
Risegate (Under 1000)														

Surfleet (5500 and under)		YES	YES					YES	Mobile		YES			
Westhorpe (Under 1000)														
Weston (5500 and under)								YES	Mobile		YES			

## 8. Long Sutton and Sutton Bridge Zone Overview

For the purpose of this work, Sutton Bridge and Long Sutton have been joined together to form one Zone as there is only about 3 miles between them.

### Long Sutton

Long Sutton is one of South Holland's main towns. In recent years a new leisure centre has opened providing leisure facilities for the eastern side of the District. Long Sutton is also home to a Butterfly and Wildlife Park, a major visitor attraction in the District.

Historically, Long Sutton can trace its origins back to Norman times and possibly to the 9th century. It has links with John of Gaunt and the legendary Dick Turpin. Architecturally there are some fine domestic buildings from the 18th century, reflecting the town's prosperity.

Today Long Sutton has all the facilities associated with a small town: primary and secondary schools, a medical centre, dentist and library. A regular bus service runs to Spalding and Kings Lynn and feeder mini-coaches connect to it from the outlying villages. A number of footpaths lead from the town into the neighboring countryside and some eventually link up with long distance trails. The coastal walk around The Wash is ideal for birdwatchers.

The town boasts two public parks with children's play areas and a recently installed skate park. The annual Flower Festival takes place in the parish church and attracts many people. Each year Long Sutton takes part in the Britain in Bloom initiative, and throughout the summer the town is decorated with flowers.

### Sutton Bridge

Sutton Bridge lies on the border of Norfolk and Cambridgeshire. It has a population of approximately 4000 inhabitants and is a mainly rural town with the A17 trunk road bypassing the town. The main industry of the area is farming and food processing. Many crops are grown in the area as well as bulbs and flowers.

Sutton Bridge was once marshland, reclaimed from the sea from the 16th century onwards. In fact even in the 19th century there was nothing more than a few cottages along the road from Lynn to Spalding. The River Nene was much wider with no bridge so it had to be crossed at low tide with great care and a guide. As the sea has been pushed further into the Wash, the resulting marshes have now become an area of Special Scientific Interest, popular with birdwatchers.

Port Sutton Bridge is a busy port serving Europe, Scandinavia and the Baltics. The River Nene enters the Wash at Guy's Head where Sir Peter Scott the naturalist and painter lived in the lighthouse on the East Bank for many years. The twin lighthouses are an ideal starting place for walking the sea banks to experience the wonderful views. The North Sea Cycle Route is also quite close by and in the summer you can even take trips from Wisbech to see the seals in the Wash area around Sutton Bridge.

Sutton Bridge and the surrounding area has seen an influx of new residents, mostly from the southern part of the UK. This has resulted in a healthy housing construction and improvement plan.

## The Audit key findings

### Long Sutton and Sutton Bridge

As both places are on the border of Cambridgeshire and Norfolk residents look to Peterborough and Kings Lynn for a significant part of their cultural provision. It is only 11 miles to Kings Lynn, 30 to Peterborough and 17 to Spalding.

### Arts Venues and provision

The Long Sutton and Sutton Bridge Zone has very limited arts venues and provision. There is just one gallery in the area and no purpose-built performances spaces. The Gallery is privately owned and run and exhibits the makers own furniture. The Lincolnshire Rural Touring Scheme is promoted at two venues in Long Sutton offering live theatre and music but this is sporadic. The Market House also promotes Rural Cinema screenings but again this not a regular feature.

Within the Zone's villages and settlements there is another gallery/studio which is used for classes workshops and courses which is well supported.

### Cultural groups

There are minimal cultural organisations and groups in this Zone, Long Sutton hosts a drama group and Sutton Bridge an Art Club. In the smaller villages art classes take place at the Skylark Gallery, and there is a Red Hat Society.

### Creative Industries

Three Creative Industries in the whole of this Zone have been gathered through the audit process.

### Festivals

The Waterways play an important role in this area, and the IWA (International Water Association), is to stage a festival on the Fens Waterways Link route this

year. This is not in Sutton Bridge or Long Sutton but has the potential to impact on them both.

### Open Spaces

There are limited open spaces available in the two areas; however there are some good coastal walks.

A town improvement scheme in Long Sutton saw some public art commissioned.

### Further Opportunities

Geographically this area is 'out on a limb' and cultural provision reflects this. There is a lack of basic provision, very few groups and organisations and little opportunity to go out locally to participate in a cultural experience.

- There are opportunities for a grass roots development programme which would encourage local interest in culture, and draw out key members of the community to support organizing events. This could be nurtured and delivered through a part time post
- A local activist, on the ground, providing support and advice to develop festivals, infrastructure and make connections, would support the development of cultural provision
- The strength of the Zone, and therefore an opportunity to develop further, is its natural environment. The marshland around the area is a Site of Special Scientific Interest; there are waterways which are unutilized, which offer leisure opportunities and a focal point for activity. The area attracts walkers and bird watchers who visit and enjoy the environment and could benefit from a focal point, possibly a building which acts as a visitors centre, has small workshops, performance space and could become a hub which local organisations developed around. Our conversations with the Wash Estuary Group, Natural England and Arts Council, England suggest that the Peter Scott Lighthouse offers the Zone, in fact the whole Lincolnshire Coast and Fens, a considerable cultural opportunity

The following Hierarchy of Provision is an example of what partners might wish to consider.

We have offered basic information on what is currently available in the CCPZ.

## Long Sutton/Sutton Bridge Zone hierarchy of provision chart

Place	Activity													
	Cinema	Open and Green Spaces	Art Venue	Gallery Space	Museum	Swimming pool	Town Hall	Significant Festival or event	Library	Visitor attraction	Church	Sports venue	Local cultural groups and orgs.	Built heritage /environment
Long Sutton (MT)	YES	YES	Rural touring						YES	YES		YES	YES	
Sutton Bridge (MT)		YES					YES		Mobile		YES		YES	
Gedney (5500 and under)									Mobile					
Gedney Broadgate (under 1000)														
Gedney Dyke (under 1000)									Mobile		YES			
Newton (under 1000)														
Sutton St Mary's (under 1000)														
Sutton St Edmonds (under 1000)									Mobile					
Tydd Gote (under 1000)				YES					Mobile					
Tydd St Mary's (under 1000)														

## 9. Crowland Zone overview

Crowland, 'the gateway to the Fens', lies on the southern border of Lincolnshire.

The town dates back to the 7th Century, when the surrounding area was entirely marsh and wetland, with a series of isolated and inhospitable islands. It was on one such island, known as Croyland that St Guthlac landed in 699AD. A small church and hermitage was established - which was to later become Croyland Abbey.

Crowland and Deeping St Nicholas is one of 18 wards within South Holland. The Ward covers Crowland, which is one of South Holland's main towns and also covers Deeping St Nicholas, a village on the western side of the District. Within this Ward is Crowland Abbey and Trinity Bridge, both of major historical importance. The Ward is also home to the Deeping St Nicholas Wind Farm and is traversed by the River Welland.

### Key Facts about the area

- The resident population of the ward is 4,930 (3,607 in Crowland and 1,323 in Deeping St Nicholas)
- The average age of Crowland's population is 41.1 years, for Deeping St Nicholas the average age is 38.1 years (compared to 42.8 in South Holland and 38.6 in England and Wales)

### The Audit key findings

Crowland is the smallest CCPZ area with the town having the smallest population in South Holland.

There are only five small villages in this Zone and geographically it is isolated with a dispersed population. Crowland serves the south of the district and is very close to the Cambridgeshire border.

It is only 10 miles to Peterborough from Crowland and much of the population accesses the varied and large cultural offer in Peterborough. Crowland itself has a very limited cultural offer.

### Arts Venues and provision

There are no dedicated performance or exhibition venues in this Zone. Crowland does not engage in the Lincolnshire Rural and Community Touring Scheme and has no notable opportunities to see professional live art.

### Heritage venues and attractions

Crowland boasts two important heritage sites. Crowland Abbey and Trinity Bridge - the triangular bridge stands in the centre of Crowland on dry land. Built between 1360 and 1390, it has three arches but one over arching structure.

### Cultural groups

There are five cultural groups in Crowland offering opportunities to be involved in music and drama, as well as crafts and reminiscence work.

### Festivals and events

Crowland promotes and organizes a range of festivals including the Summer Show and the Crowland Flower Festival. A new blues club has recently been developed which promotes blues acts with a national reputation.

### Open Spaces

Crowland has a good level of open spaces and has benefited from a town enhancement programme that saw the intervention of public art along the main street from the Trinity Bridge to the Abbey.

### Smaller villages and hamlet within the Crowland Zone

The villages in the Crowland Zone are small and spread out. Village Halls are important focal points in these smaller villages and hamlets and offer some sociable activities, but cultural activities are limited.

Woodbine Contemporary Arts in Whaplode Drove show a wide range of work by both established and emerging artists.

Memorial Hall, Whaplode Drove and Elizabethan Centre, Gedney Hill are both community centres offering some community activities which are well supported including a local pantomime.

## Further Opportunities

- There are opportunities for a grass roots development programme which would encourage local interest in culture, and draw out key members of the community to support organizing events
- The Lincolnshire Rural and Community Touring Scheme is not present in Crowland and would generate live art and performance opportunities. An intensive programme of events is needed to develop a loyal audience; this would be in addition to the traditional way the Rural Touring scheme works
- Through the audit process minimal activities for young people were identified – this is an important area in need of immediate attention. We

believe the skills and experience to address this are within the county, and a meeting should be convened

The following Hierarchy of Provision is an example of what partners might wish to consider.

We have offered basic information on what is currently available in the CCPZ.

## Crowland Zone hierarchy of provision chart

Place	Activity													
	Cinema	Open and Green Spaces	Art Venue	Gallery Space	Museum	Swimming pool	Town Hall/village hall	Significant Festival or event	Library	Visitor attraction	Church	Sports venue	Local cultural groups and orgs.	Built heritage/ environment
Crowland (MT)		YES					YES	YES	YES		YES		YES	YES
Deeping Fen (under 1000)														
Deeping St Nicholas (5500 and under)							YES		Mobile		YES			
Gedney Hill (under 1000)							YES		Mobile					
Holbeach Drove (under 1000)									Mobile		YES			
Whaplode Drove (5500 and under)				YES			YES		Mobile		YES			

## 10. Holbeach Zone Overview

Holbeach is a small fenland market town with approximately 5,000 residents. Holbeach is one of South Holland's main towns and is in the middle of the District. The town lies 8 miles (13 km) from Spalding; 17 miles from Boston; 20 miles from King's Lynn.

Holbeach is home to the 14th Century Parish Church of All Saints, where you will find an exhibition telling the story of Holbeach.

Until the beginning of the 19th century, the sea came to within two miles of the town and there were severe floods recorded in the 13th and 16th centuries. The land drainage programmes of the 18th and 19th centuries moved the coastline of The Wash nine miles away, leaving Holbeach surrounded by more than 23,000 acres of reclaimed fertile agricultural land.

Much of the economy has been based on food processing and bulb growing. The UK's largest bulb supplier (Taylors Bulbs) is situated to the north of the Town, and flour milling continues to this day at Barrington Mill (owned by Smiths Flour Mills).

A campus of the University of Lincoln can be found at Holbeach. The campus is dedicated to the study of food manufacturing technology.

### The Audit key findings

Holbeach is a small town and it has a limited cultural offer.

#### Arts Venues and provision

There are no performance venues or galleries in Holbeach.

#### Heritage venues and attractions

Unlike other small towns Holbeach does not have a visitor attraction or a great heritage offer to draw visitors, apart from the Church.

#### Cultural groups

There is a small active music-based voluntary sector in the town; this includes Holbeach Town Band, Holbeach Folk Club and Holbeach Rock and Roll Club.

#### Creative Industries

Only one creative industry has become visible through the audit process.

## Festivals

Holbeach hosts a Vintage Tractor Rally each June which is well attended, and a ticketed music festival in Carters Park.

## Open Spaces

Apart from Carters Park, Holbeach is not well catered for with open spaces. Holbeach has also benefited from a town enhancement programme involving public Art.

## Smaller villages and hamlet within the Holbeach Zone

The villages in the Holbeach Zone are small. Whaplode is the biggest settlement and it is here where the most facilities and provision can be found. Whaplode Maze in Maize is a popular summer attraction, and the village has an active group - Whaplode Heritage and Educational Action Team WHEAT - who organize events and activities to further the understanding of the unique heritage of the South Lincolnshire Fens. Public art can be found in Whaplode.

## Further Opportunities

- There are opportunities for a grass roots development programme which would encourage local interest in culture, and draw out key members of the community to support organizing events
- Holbeach would benefit from the identification and nurturing of cultural entrepreneurs who would develop appropriate events and festivals to increase the cultural offer of the town. Music is an area which could be exploited to create a summer music festival offering something local for all the family including youth activities, which seem currently to be lacking in Holbeach. This festival could connect with a broader district food and folk festival or could be stand alone. There is a connection here with Lincoln University Holbeach Campus. We see the University as a potential partner in any new cultural initiatives being considered. This is an area which needs research and partnership building to develop future opportunities
- Through the audit process minimal activities for young people were identified – this is an area which could be developed and may provide much needed ‘quick wins’

The following Hierarchy of Provision is an example of what partners might wish to consider.

We have offered basic information on what is currently available in the CCPZ.

## Holbeach Zone hierarchy of provision chart

Place	Activity													
	Cinema	Open and Green Spaces	Art Venue	Gallery Space	Museum	Swimming pool	Town Hall	Significant Festival or event	Library	Visitor attraction	Church	Sports venue	Local cultural groups and orgs.	Built heritage/environmen
Holbeach (MT)		YES						YES	YES		YES	YES	YES	
Fleet (under 1000)														
Fleet Hargate (under 1000)									Mobile					
Holbeach Bank (under 1000)														
Holbeach Clough (under 1000)														
Holbeach Hurn (under 1000)														
Holbeach Marsh (under 1000)														
Holbeach St Johns (under 1000)									Mobile					
Holbeach St Matthews (under 1000)														

## Lincolnshire Coastal Zone – Boston Area

Comprising Zone: 11. Boston

The Borough of Boston is situated on the coast of south-east Lincolnshire.

The Borough is 35,992 hectares (139 miles) in area, much of this being rich agricultural 'fenland'. The area has a population of 53,700, half of which live in the town of Boston, the remainder in its attractive rural hinterland. A sub-regional centre and the County's historic second town, Boston is the focus for retail and business activity within a half hour radius and has a commercial catchment population of 80,000

### Facts about the Borough

- The Borough is 35,992 hectares (139 miles) in area, much of this being rich agricultural 'fenland'
- The area has a population of 58,300, half of which live in the town of Boston, the remainder in its attractive rural hinterland
- A sub-regional centre and the county's historic second town, Boston is the focus for retail and business activity within a half hour radius and has a commercial catchment population of 80,000
- Tourism is estimated to generate just over £44 million of income (2006), and there is considerable potential to build on this
- Boston Stump currently attracts 100,000 visitors per annum and will be celebrating its 700th anniversary in 2009
- Freiston Shore attracts 60,000 visitors per year and is in the top 10 of most visited RSPB reserves in the country
- 23.5% of enterprises in Boston are within the agriculture sector. This is significantly above the regional and national percentages of 8.9% and 6.4%
- Tonnage at the Port of Boston has increased to 850,000 tonnes per year. The Port is well located to benefit from the recent expansion of the European Union

- The Fens Waterways Project is the biggest waterway enhancement project in Europe. It will open up 150 miles of waterway, 50 miles of new waterway and provide increased access to 100 miles
- The Commission for Rural Communities identified Boston as having the highest ratio of workers registrations (A8 Migrant Workers) for any English District for the period May 2004 and September 2006

## 11. Boston Zone Overview

Boston is positioned between Skegness and Spalding. Boston's Church, St. Botolph's has been described as 'majestic, magnificent, so high and mighty', and within the church can be found the memorials to some of Boston's famous sons and its considerable American connections.

### The Audit key findings

Boston is geographically very much 'out on a limb'. Uniquely the town has a large population of new arrivals and offers a wealth of culturally diverse opportunities; these are currently either not well promoted or are only happening a very local level.

Boston has a relatively healthy cultural offer with a good selection of provision but our research suggests this does not reflect the diversity of the population.

### Arts Venues and provision

The Blackfriars Arts Centre offers both professional and community live performances. Until recently the Centre was run by an independent trust and funded by Arts Council, England and Boston Borough Council. Recent changes in funding now see the Centre managed by a new board of trustees.

The trust is working hard to ensure the Arts Centre remains sustainable, but are struggling to maintain the fabric of the building. The programme is varied and is well supported, with a lot of local business support for the Centre. The Trust need funding to enable capital work to take place but are keen not to be tied down to funding which shapes their programming, as they are currently able to offer a real mix of work which is proving to be very popular, and bringing in an audience.

Exhibition space is available at the new Haven Gallery which combines temporary and permanent exhibitions, alongside that of the museum's collection. The Gallery

is managed by Boston Borough Council. This new build is very high quality and is seen as a beacon project.

The Sam Newsom Music Centre performance auditorium is used for local concerts, whilst Rural Touring theatre takes place at the Zion Methodist Church. There are few local Rural Touring promoters. Boston has a multiplex Cinema.

Boston does not have a large venue big enough to house an orchestra and audience, or full choir; this is an aspiration for some local groups.

#### Heritage venues and attractions

As well as the Haven Gallery, the Boston Stump is well visited, as is the Maud Foster Windmill. Boston is architecturally very rich and diverse, and a Regalia Tour is promoted. Boston has many buildings which are historically significant with the potential to become impressive visitor attractions.

Boston's main tourism appeal is the impressive Boston Stump, and its relationship with the Pilgrim Fathers.

#### Cultural groups

There is a very active voluntary sector in the town and surrounding villages with over 19 cultural groups in Boston. This includes theatre, music groups, camera club, writers group, and dance groups and classes. Music and drama groups are particularly prominent in Boston with eight music groups and five drama groups. There is no network to bring these organizations together.

#### Creative Industries

There are a small number of Creative Industries in Boston. Five have surfaced through the audit process. We imagine the real number is much higher but due to a lack of forums, networks and participatory work, many remain hidden.

#### Festivals

Festivals are well supported in Boston, particularly the Party in the Park event which saw 80,000 visits in 2008. The event may not take place in 2009 and will leave a large gap in the Borough's event calendar.

The Mayflower Housing Trust organizes a programme of cultural 'festivals' for its 5000 residents and the wider community. Their 'Community Hubs' engage in a wide cross section of the local community and offer real cultural opportunities at grass roots level.

The Boston Steam Rally is an annual event and attracts an audience of over 2000. In 2009 Boston celebrates St Botolph's Church 700th Anniversary; there will be a year of activity and celebration including the development of a play in Boston Guildhall by local artist Sally Davis which looks at the Boston Tea Party, with education workshops and costume exhibitions.

## Sports Venues

Boston has good provision for sport with several leisure centres in the Borough including the Princess Royal Sports Arena.

## Smaller villages and hamlet within the Spalding Zone

A large-number of villages are in the Boston Zone and these add to the cultural landscape. There are two other heritage venues as well as and Freiston Shore Nature Reserve which achieves impressive visitor numbers. Outside Boston town there are seven more cultural groups including Leverton History Group who recently sourced Heritage Lottery Funding for a local history project.

## Further Opportunities

- There are opportunities to celebrate Boston's built heritage. Archaeologically it is as important as York but these features are not promoted. There is scope for a large scale/ high profile development around the physical environment to make the town more attractive, to draw visitors and engage the local community. There is a connection with the Boston lock work which will bring increased tourism to the town, a renovated waterfront on the South Forty Foot Drain at Black Sluice, and an attractive visitor centre and café. The new lock link also marks the first stage in the Fens Waterways Link. This regeneration scheme covers the whole of Lincolnshire and will eventually connect Lincoln, Peterborough and Ely, incorporating Boston, Spalding, Crowland and Ramsey. Any built heritage piece of work should connect with the waterways to draw boaters in to the town
- There is a good cultural offer in Boston but a lack of connectivity between local groups and organizations. Boston would benefit from an arts forum that could look at joint marketing initiatives, and opportunities for partnership working
- Blackfriars Arts Centre is generating good audiences and now requires capital funding to maintain the fabric of the building. There are opportunities within the foot print of the building to develop an orchestra pit which would enable a greater diversity of programme
- There are several orchestras and choirs in Boston in need of a performance space large enough to seat an orchestra and its audience. There are opportunities to develop a larger facility

## Boston Zone hierarchy of provision chart

Place	Activity													
	Cinema	Open and Green Spaces	Art Venue	Gallery Space	Museum	Swimming pool	Town Hall	Significant Festival or event	Library	Visitor attraction	Church	Sports venue	Local cultural groups and orgs.	Built heritage/ environment
Boston	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Fishtoft (5500 and under)		YES							YES		YES			
Kirton and Kirton End (5500 and under)							YES		YES		YES			
Skirbeck (5500 and under)											YES			
Stickney (5500 and under)							YES		YES		YES			
Swineshead (5500 and under)							YES				YES		YES	
Wrangle (5500 and under)							YES	YES			YES			
Wyberton (5500 and under)														
Algarkirk (Under 1000)							YES		Mobile					

Antons Gowt (Under 1000)									Mobile					
Benington (Under 1000)							YES							
Bicker (Under 1000)							YES							
Burtoft (Under 1000)		YES							Mobile					
Butterwick (5500 and under)							YES		Mobile					
Frithville (Under 1000)							YES		YES					
Fishtoft Drove (Under 1000)														
Frampton (Under 5500)		Rural touring					YES							
Frieston (Under 1000)									Mobile					
Gipsey Bridge (Under 1000)														
Hill Dyke (Under 1000)														
Holland Fen (Under 1000)							YES							
Old Leake (5500 and under)							YES							
Langrick (Under 1000)														

Leake Commonside (Under 1000)														
Leverton (Under 1000)							YES	YES	Mobile				YES	
Northlands (Under 1000)														
Scrane End (Under 1000)														
Sibsey (5500 and under)		YES					YES			YES			YES	
Skeldyke (Under 1000)														
Sutterton (Under 1000)							YES		Mobile					
Swineshead (5500 and under)							YES		Mobile					
Wigtoft (Under 1000)							YES		Mobile					
Wyberton (Under 1000)									Mobile					

## Lincolnshire's Cultural Coast Recommendations Costings 2010 – 2013

Following the CCPZ analysis process a suite of suite of recommendations were developed which aim to support the gaps in provision and provide further development opportunities on the coast. This section provides an overview of the recommendations as well as fully costed detailed plans. Some initiatives can be realised in the short-term; some are location based, whilst others span the whole area and are longer programmes of work. The intention is for the recommendations to offer a strategic approach for the Lincolnshire Coast's future cultural, economic and social aspirations.

	£
<b>RECOMMENDATION A</b> The creation of a Strategic Festivals Support Officer to work across all 3 areas, to develop the Festivals offer by raising quality, stimulating product innovation, fostering collaboration and sharing, supporting learning and improving marketing to external markets.	140,106
<b>RECOMMENDATION B</b> The creation of three part-time Cultural Development Workers (CDW) to support the existing cultural infrastructure, develop clusters and networking groups, and support appropriate marketing methods for cultural groups and the creative industries. This role would also devise, manage and distribute a small grants scheme.	77,554
<b>RECOMMENDATION C</b> The creation of a grassroots 'Development Agents' network, aligned to the CDW will more formally recognize the value of voluntary cultural activity by building a focused approach for grassroots provision in specific locations to encourage cultural developments and to draw out cultural entrepreneurs.	16,500
<b>RECOMMENDATION D</b> Increased resources for Live Art Opportunities by the development of a series of performances linked to focused audience development initiatives to develop a local audience, and ensure that the Lincolnshire Coast's cultural infrastructure experiences a more equal distribution of professional performing arts events.	51,490

<p><b>RECOMMENDATION E</b>  We support the creation of Lincolnshire Cultural Panels  The Cultural Panels exist to:</p> <p>To promote cultural services within the districts of Lincolnshire and to act as an information exchange in the co-ordination excellent cultural services in this area.</p>	0
<p><b>RECOMMENDATION F</b>  We recommend the creation of the Lincolnshire Coast Poet Laureateship to address artistic , media and tourism aspirations by having considerable impact on the cultural landscape offering opportunities to:</p> <ul style="list-style-type: none"> <li>• Promote the coast,</li> <li>• Connect with the public,</li> <li>• Engage with the challenge of raising standards of reading and writing for children and adults</li> <li>• Create a Lincolnshire Coast Prize for contemporary poetry with an aim of attracting a wide audience of citizens, to discover new emerging talents and promote their work.</li> <li>• Connect with the literary and ancestral strand of Lincolnshire Tourism's work.</li> </ul>	41,000
<p><b>RECOMMENDATION G</b>  Lincolnshire Coast's partners become active members of E M Media, the Regional Screen Agency for the East Midlands.  Lincolnshire's landscape and built heritage has provided a backdrop to some of the sectors most popular films over the past decade, but it has lost out on many more possible opportunities being an active member will ensure regular connectivity and will better place Lincolnshire on the location map.</p>	0
<p><b>RECOMMENDATION H</b>  The creation of strategic clusters of gallery and public art trails.</p> <p>South Holland has a considerable number of studios and galleries evenly distributed throughout its five CCPZs. The creation of strategic clusters of gallery and public art trails, linking with existing provision, will offer a new tourism attraction and greater promotion of the local cultural offer leading to increased spend and economic support for local CIs.</p>	15,000
<p><b>RECOMMENDATION I</b>  To work with Boston Mayflower Ltd. (Housing Association) on a feasibility study for a sustainable community festivals programme  A new community festival programme starting in 2010 leading to a large</p>	4,500

annual festival in 2011 will offer the borough of Boston a much needed, grassroots programme of activity. Ownership by the housing association will ensure participation and promote inclusion of key target groups	
RECOMMENDATION J To research and create a '4 Seasons Festival Programme' for the Spalding Zone Spalding is well-known for its festivals; and this is an aspect which could be developed further to encompass the whole five CCPZs. Additional festival product will add a new dimension to the calendar and build on the existing strengths, whilst offering new cultural opportunities and engaging new audiences.	79,050
RECOMMENDATION K To enter into a strategic Village Green Development Initiative An art in the public realm' initiative working with local communities to enhance their village greens, engaging local people on an intergenerational basis in a local cultural activity which in turn would provide a signpost to engagement in other creative opportunities.	69000
RECOMMENDATION L To contact the Chapel Recording Studios, South Thorsby to discuss their assistance with the commissioning of a feasibility study into the creation of a significant music festival at Cadwell Park.	4,500
TOTAL	498,700

## Development

Coastal Lives – Cultural Lives will require significant investment over the short to medium-term. It is important for partners and potential partners to identify and encourage better use and co-ordination of existing resources, whilst securing new funding streams over the medium to long-term.

## Review

The challenge for a developmental plan such as Coastal Lives – Cultural Lives is that external factors often change more quickly than the plan itself. Without major readjustment, the plan can quickly become obsolete. There needs therefore to be a degree of “future-proofing” built into the implementation processes if the plan is to remain relevant for its projected period.

We recommend Lincolnshire County Council and the 'project board' conduct an annual review on the realisation of Coastal Lives – Cultural Lives.

## Leadership

The key to the effective realisation of Coastal Lives – Cultural Lives will be the quality of the strategic leadership. Lincolnshire County Council and the ‘project board’ must remain focused and resolute in its commitment to the cultural regeneration of the Lincolnshire coast by offering exemplary leadership for all partners.

## RECOMMENDATION A

### The creation of a Strategic Festivals Support Officer

Context	<p>Lincolnshire's festivals are an expression of the county's own, unique living culture. They are home-grown offerings which happen through the passion, commitment and energy of Lincolnshire's people. They are a visible expression of its community. And they arise out of a desire to create shared, cultural and creative experiences.</p> <p>Festivals come in all shapes and sizes. Some are explicitly focussed on the arts, some are focussed on celebrating the place in which they happen, or arise out of special aspects of the landscape and its heritage. Some festivals are explicitly addressed to visitors and tourists to the county, whilst others happen for local people, a punctuation mark in the year when the community comes out, comes together, comes alive.</p> <p>Successive research studies and consultations in the county, regionally and throughout the UK have pointed up the need for a more coordinated approach to festival marketing – particularly in targeting visitor markets. A lack of resources often results in a focus on marketing methods targeted at local people, i.e. those most likely to attend. The result is that marketing methods that could attract visitors are left undone.</p> <p>Leading on from this and without exaggeration, three grave problems beset the fortunes of festivals not just in Lincolnshire or the UK – but all round the world:</p> <ul style="list-style-type: none"><li>• people don't know what's on – in particular there is an absence of centralised web based information and booking facilities</li><li>• nobody takes any notice - there is very limited press coverage of regional events or of events outside festivals' local catchment areas</li><li>• festival producers work in a knowledge vacuum - there is so much we don't know and understand about the nature of a festival's audience and this is disastrous for planning a strategic approach to marketing and sponsorship development</li></ul> <p>Visitors unfailingly enjoy authentic, living cultural experiences, They enjoy the experience of feeling part of something with other people, the new and unfamiliar, the serendipitous and surprising, the magical sense of being made to feel welcome, even as an visitor.</p>
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Current	<p>Local authorities and the 3<sup>rd</sup> sector currently plan, manage and deliver a rich, diverse range of festivals and community celebrations throughout the 11 Coastal Cultural Planning Zones.</p> <p>Consultation highlighted the considerable levels of investment by these sectors, recognising as they do, the social and economic impact of a cultural festival. Falling out of these consultation meetings was the clear necessity by festival promoters for a more connected coastal cultural festivals infrastructure. Both large, established festivals and more modest community-led festivals all agreed that more could and should be offered in support of the growth of their work.</p> <p>Investment into the So and SEAS Festivals by Arts Council England, East Lindsey District Council and the EU has identified the need for a rooted, specialist festivals officer. Someone with local intelligence ensuring maximum engagement with the coast's diverse communities; an knowledge of the various support services necessary for the successful delivery of a festival, and the media contacts for the deepest of market penetration.</p> <p>Our work also identified East Lindsey District Council's current thinking on developing a similar approach to festival development; Boston Borough's recognition of the considerable positive impact of the Party in the Park festival, and the local community's disappointment of the 2009 edition having been cancelled.</p> <p>Boston's local housing trust's current involvement in grassroots festival development was a welcome find during our consultations and has informed our thinking. As has the impressive cache of festivals and celebrations to be found in the South Holland area.</p> <p>The Lincolnshire Coast has a plethora of cultural festivals all in direct competition. There is currently very little communication let alone connectivity between these festival.</p>
New	<p>A full time post working across all 11 CCPZs with the other recommended development posts to:</p> <p>Establish a Festival Development Programme – aimed at raising quality, stimulating product innovation, fostering collaboration and sharing, supporting learning and improving marketing to external markets</p> <p>Establish informal networks, potentially leading to formalization</p> <p>Offer funding advice and other support</p> <p>Organise appropriate training and mentoring</p>

	<p>Make connections between festivals in each area</p> <p>Work in partnership to support development of new festivals where appropriate</p> <p>The creation of a platform to unlock other funding and income opportunities</p>
National comparator/ evidence	<p>Nottinghamshire County Council embarked on a four year programme of festival development from 2002 -2005 in North Nottinghamshire, a former coalfields area.</p> <p>A Festival Officer post was created to:</p> <ul style="list-style-type: none"> <li>• work at grass roots level directly with festival promoters</li> <li>• develop the cultural product at festivals</li> <li>• develop new festivals</li> <li>• develop joint marketing</li> <li>• offer networking and training opportunities for festival organizers</li> </ul> <p>The post was able to ensure festivals and events were at the heart of the North Nottinghamshire visitor offer. The development of new community events supported the local infrastructure and community development.</p> <p>Nottinghamshire County Council achieved the following: Outcomes:</p> <ul style="list-style-type: none"> <li>• 114, 665 people attended the festivals</li> <li>• 68, 799 came from outside the area</li> <li>• 360 jobs were created</li> <li>• 36 festivals were supported</li> <li>• 300 artists were employed</li> </ul> <p>Festivals and the Creative Region Report (commissioned by ACE), a comprehensive study of the social and economic impact of festivals in 2002 demonstrated the substantial wealth and employment festivals can generate. The report looked at 11 festivals in the East Midlands and found The income for the 11 festivals was £1 million.</p> <p>£7 million was spent by audiences at local shops and businesses in the festivals host areas.</p>

	The total spent was £990,000 contributing a further £570,000 to the East Midlands economy – equivalent to 28 full time jobs.
Strategic fit	<p>Regional Cultural Strategy:  <i>"The Place of Choice: A Cultural Strategy for the East Midlands 2006-2011"</i></p> <p>emda Regional Economic Strategy 2006-2020  Priority Action 2g: TARGETING GROWTH OF CREATIVE AND CULTURAL INDUSTRIES</p>
Funding	<p>Arts Council – England  Regionally managed funds to be matched by locally managed funds</p> <p>1. Interreg VIB  Two of the schemes four priorities are directly relevant to the Lincolnshire Coastal Strategy:  Priority 1: Developing the North West Europe knowledge-based economy by capitalising on the capacity for innovation  Priority 4: Promoting strong and prosperous communities at transnational level</p> <p>2. Rural Development Programme for England (RDPE) 2007-2013  The East Midlands Regional Implementation Plans identifies a number of core delivery strands, some of which will be relevant in support of this recommendation:</p> <ul style="list-style-type: none"> <li>• Improving enterprise, innovation and employment</li> <li>• Improving accessibility to jobs and services</li> <li>• Developing active communities</li> </ul> <p>Specific funding has been allocated under the Leader approach including:</p> <ul style="list-style-type: none"> <li>• Encouragement of tourism activities</li> <li>• Training and information</li> </ul> <p>Co-operation activity</p>
Impact/Success	We are aiming for a coastal area which is rich in its cultural festival offer, where quality and innovative programmes enrich the lives of residents and attract visitors who significantly contribute to the local economy.

	<p>Festivals play a role in raising destination profile, and will add new dimensions to the Lincolnshire Coast brand perception, and in turn draw in new audiences.</p> <p>We would expect to see the following outputs:</p> <p><b>Festival programme impact</b></p> <ol style="list-style-type: none"> <li>1. An increase in the number of large scale cultural festivals</li> <li>2. Existing festivals such as Bathing Beauties, Skegness Kite Festival and Spalding Flower Parade to develop in scale and quality</li> <li>3. The development of 10 new local community led festivals including greater local participation in cultural programme and activity over 3 years</li> </ol> <p><b>Visitor / Economic impact</b></p> <ol style="list-style-type: none"> <li>1. A 20% increase in visitor numbers to the area and specifically to festivals and events</li> <li>2. An increase in overnight stays to attend festivals</li> <li>3. The creation of new jobs to support the growing festival infrastructure</li> </ol> <p><b>Social capital / capacity building impact</b></p> <ol style="list-style-type: none"> <li>1. A festival forum / network developed</li> <li>2. Community festival training to increase local capacity to deliver festivals</li> <li>3. Increased participation from the local community</li> <li>4. The development of new traditions</li> </ol> <p><b>Brand/PR impact</b></p> <ol style="list-style-type: none"> <li>1. Increased PR and promotion for the area through festival specific print and marketing</li> </ol>
<p>Strategic target areas</p>	<p>This recommendation responds to the following targets, expressed in the strategies listed below.</p> <ul style="list-style-type: none"> <li>• Increasing visitor spend; attract high value visitors</li> <li>• Growth of creative and cultural industries</li> <li>• Community participation and development of social capital</li> <li>• Cultural opportunities and dialogue for communities</li> <li>• Improve access to culture for people in rural areas</li> <li>• Pilot new ways of encouraging participation</li> <li>• Social cohesion</li> </ul>

	<p><i>emda</i> Regional Economic Strategy 2006-2020  Regional Cultural Strategy 2006 – 2011  East Midlands Tourism Strategy 2003 – 2010  Change for Sport  Lincolnshire Local Area Agreement  Lincolnshire Assembly: Sustainable Community Strategy  ELDC Corporate Strategy 2007 – 2012  BBC Corporate Plan 2006 – 2009  SHDC Corporate Plan 2009 – 2014  SHDC Cultural Strategy</p> <p>In this way Recommendation A obliquely delivers against the Health &amp; Wellbeing agenda as well as economic priorities. It is not specifically aligned to demographic targets as it is eminently flexible and responsive to need at a given time or place.</p>
Costings	£140,106 - See attached
JD / Brief	See attached
Contractual	<p>This post will work across all 3 district areas and time will need to be allocated accordingly.</p> <p>We recommend the post does not sit within any one local authority. This will allow more flexibility in working practice and will ensure the post holder can meet the needs of local communities as well as districts and other partners.</p> <p>The post should be offered on a 3 year full time contract, possibly contracted for ease through Lincolnshire County Council or an independent cultural organisation. We recommend that the post should have a working base central to the area, i.e. Boston or possibly Spilsby and if possible with a community development organisation, which is already making connections with local communities such as:</p> <ol style="list-style-type: none"> <li>1. South Lincolnshire Community and Voluntary Services based in Boston and already working in Boston and South Holland</li> <li>2. Voluntary Action East Lindsey based in Spilsby</li> </ol>
Existing Infrastructure	<p>It is proposed that each of the 3 local districts will be funding partners. The post will make connections with a variety of Officers in each district including:</p> <p>ADOs and Events teams  Regeneration teams  Community Development teams  Sports teams</p> <p>In order for the post to establish a work plan they would need to develop</p>

	relationships with current festival promoters across the area such as town councils, local creatives and community groups in the very early stages. In addition the post holder would need to begin to identify where new product could develop with active local groups. This information is available in the CAZ audit
Management	<p>Whoever contracts the Officer will have direct management responsibilities.</p> <p>A steering group comprising of LCC, ELDC, BBC, SHDC, ACE, the host voluntary organisation and a representative from one festival in each district will support the development and management of the post.</p>

## Budget

Item	Yr1	Yr 2	Yr 3	Notes
Post	22,730	23,412	24,114	Based on NJC LA Salary Scales (SCP 27) 3% increase year on year
On costs	4546	4682	4822	@ 20%
Travel / subsistence	3000	3000	3000	Based on £250 per month
Admin costs	500	500	500	
Equipment	500	500	500	
Office space	0	0	0	In-kind support
Project budget	5000	5000	5000	To support local community festivals to programme new cultural product and act if approp
Marketing	5000	5000	5000	To develop a series of marketing tools to promote festivals
Festival Forum	1800	1800	1800	based on 6 per year, room bookings, refreshments @ £300 each time
Training	2800	2800	2800	Based on 4 per year as above + trainer fee
	45,876	46,694	47,536	140,106

## Festivals Officer - JOB DESCRIPTION

<b>MAIN PURPOSE OF JOB</b>
<ol style="list-style-type: none"><li>1. To Establish a Festival Development Programme – aimed at raising quality, stimulating product innovation, fostering collaboration and sharing, supporting learning and improving marketing to external markets.</li><li>2. Increase active participation in the arts in the Lincolnshire coast CAZ area in order to regenerate and build stronger, more creative, confident and safer local communities by supporting the development of a wide variety of festivals.</li></ol>
<b>KEY TASKS</b>
<ol style="list-style-type: none"><li>1. To offer professional advice and assistance to community groups to develop their own activities and events by establishing informal networks, potentially leading to formalization of a Festival Forum network.</li><li>2. Organise appropriate training and mentoring for festival organisers and community groups.</li><li>3. Make connections between festivals in each area</li><li>4. Offer funding advice and other support (working in partnership with district authorities).</li><li>5. Act as key contact for artists, event organizers, and community groups for Risk Assessments, health and safety and event management advice.</li><li>6. Support the development of cultural product and local participation at festivals including advice on specific art form workshops, performance opportunities and participatory work.</li><li>7. Manage a small funding pot to enable local festivals to programme cultural activity</li><li>8. Work in partnership to support the development of new festivals where appropriate</li><li>9. Develop joint marketing initiatives for the whole area</li></ol>

## CREATIVITY & INNOVATION

The post holder is required to work on their own as well as collaboratively with a diverse range of individuals and communities.

The post holders work style must respond to the particular requirements of each community, professional organisation or project.

The post holder will seek to develop new opportunities for external festival organizers and to ensure connectivity is made between similar organizers and groups developing festivals along the coastal area.

The post holder will be required to manage a small budget to support networking, marketing and training and development for festivals in the area.

## CONTACTS & RELATIONSHIPS

The post holder will develop effective professional relationships with a wide range of artistic companies providing a range of cultural events and services.

Developing links and relationships with key partners to support the local cultural sector.

Ability to communicate effectively at all levels (e.g. from chief executives, to community association committees) therefore is a fundamental requirement of the post. They will be required to facilitate, negotiate and develop cooperative working practices.

## KNOWLEDGE & SKILLS

The post holder is required to have knowledge of arts development, festival and events sector and have had experience in the following areas:

- Delivery of community arts and events activities, translating community aspirations into programmes
- Working with the arts sector to develop skills, confidence and sustainability
- Partnership working with professional arts organizations and community groups
- Marketing cultural products
- H&S and event management

It is essential that the post holder has a sound knowledge of the following:

- local, regional and national arts funding environment
- An understanding of community development techniques and the regional and national arts and culture sectors
- How festivals can support a cultural regeneration scheme

- The diverse national and regional cultural festivals scene

Additionally it is essential that the post holder can demonstrate the following skills and attributes:

- Able to work effectively with both within a team and as a team leader
- Able to address equal opportunities and access issues
- Devising arts and cultural programmes
- Developing and sustaining partnerships
- Oral presentation skills
- Managing budgets
- Excellent interpersonal skills
- Ability to lead and motivate
- Strong interpersonal and networking skills

#### RESOURCES – financial & equipment

The post holder will have responsibility for managing assigned budgets and to produce and manage budgets for specific projects and festival activity.

They will be responsible for making funding applications as appropriate.

Maintaining formal records of payments, management information and contractual amendments.

#### WORK ENVIRONMENT – work demands and physical demands

Due to the nature of the work of the post, work will take place across the Lincolnshire coastal zone area in various settings, both in and out of the office, in remote sites and in publicly accessible areas.

##### Hours

They will work irregular hours and these include regular weekend and unsociable hours working. They are employed on a managed hours system.

The post holder will work to frequent critical deadlines. Many of these are generated by long term projects, however it is expected that some short-term deadlines will need to be accommodated in their planning process. The post holder has to be able to prioritise working practice against these deadlines.

##### Physical demands

The post holder has to work outdoors in all weather conditions.

## RECOMMENDATION B

### The creation of three part-time Cultural Development Workers

Context	<p>Understanding as we do that social capital is 'context dependent', the Lincolnshire Coast has an abundance of passionate and locally-connected cultural activists. These activists have significant impact on their local community's cultural life and ensure that the Zone's most isolated rural communities have a range of opportunities to participate and can access regular levels of culture.</p> <p>Recognizing the importance of vertical as well as horizontal associations between people and of relations within and among such organizational entities as parish councils and community groups, and that strong intra-community ties give families and communities a sense of identity and common purpose, has led us to believe that the benefits of nurturing the Lincolnshire Coast's cultural activists would be considerable and significant. The advantage of the CCPZ approach in developing social capital provides localized support, whilst encouraging wider cultural connections and opportunities. To ensure the right levels of advice and support are offered to the Lincolnshire Coast's greatest asset – its people - social capital can be seen in terms of five distinct areas:</p> <ol style="list-style-type: none"><li>1. – Networks - Lateral associations that vary in shape and size and occur among both individuals and groups</li><li>2. Reciprocity - Expectation that in the short or long term, kindness and services will be returned</li><li>3. Trust - Willingness to take initiatives (or risk) in a social context based on assumption that others will respond as expected</li><li>4. Social Norms -The unwritten shared values that influence behaviour and interaction</li><li>5. Personal and collective efficacy - The active and willing engagement of citizens within a participative community</li></ol> <p>These five areas manifest themselves in various combinations and shape the interaction amongst the members of a group, organization, community, society or network</p>
Current	<p>The audit identifies significant levels of cultural activity at both a very local level, as well as at the wider Zone level. Local authorities and 3<sup>rd</sup> sector cultural and community development activists are engaged in a range of cultural offerings for the widest cross-section of the community.</p>

	<p>What is also evident, however, are the uneven confidence and skills levels across the 11 CCPZs and the opportunity for local skills-sharing to 'raise the game' for a number of organizations. It is not surprising that confidence is greatest in those areas where deprivation is lowest and that the converse is also true. Public meetings in Alford, Boston and Spalding clearly identified a commitment by the 3<sup>rd</sup> sector in offering their local communities the opportunity to congregate in order to celebrate. Those attending the Spalding meeting were clear in what they felt was required to further animate the local cultural scene. Local enthusiasm has created a vibrant environment, yet there was concern that momentum would be lost without specialist, local support.</p> <p>Similarly, the Alford meeting captured the request by councillors from Mablethorpe and Huttoft for a specialist cultural worker, based on the coast, to work with them and their communities to both develop existing cultural activity, as well as identify and nurture new initiatives.</p> <p>Two public consultations meetings and one local authority meeting were held in Boston. Local cultural activists continue to work within their communities despite their inability to secure essential developmental resources to sustain their work. The role of Blackfriars Arts Centre and the Boston Mayflower Trust Housing Association requires acknowledgment. These organisations have a clear vision as to how the quality of life of the people of Boston can be improved. That vision and energy requires harnessing. They believe someone based within the community with the requisite skills and confidence necessary to offer advice and support on cultural matters will assist them to bring local people together.</p>
New	<p>The creation of 3 part-time posts to work predominantly within the three district council areas to:</p> <ul style="list-style-type: none"> <li>• Support the existing cultural infrastructure</li> <li>• Develop fora, clusters and networking groups</li> <li>• Support the creation and delivery of the Development Agents network</li> <li>• Develop and support appropriate marketing methods for cultural groups and the creative industries</li> <li>• Make connections between groups and development opportunities</li> </ul>

	<ul style="list-style-type: none"> <li>• Provide assistance (particularly to non-local authority colleagues) in developing funding bids</li> <li>• Devise, manage and distribute a small grants scheme</li> </ul>
National comparator/ evidence	<p>artsNK is a unique team of visual and performing arts specialists who initiate and support arts projects across the North Kesteven District, Lincolnshire.</p> <p>Nearly 20 years ago the District Council showed a significant commitment to develop its 100 communities by developing a grass roots community team of arts development workers. The Council's philosophy was to place the arts development workers within the community rather than in dedicated arts venues.</p> <p>Now the arts development team has evolved into a significant driver for community cohesion, cultural vitality and the development of social capital. Working throughout the district these professional arts development workers give residents and visitors the opportunity to become involved in experiences encompassing dance, music, visual arts and photography. Many of the projects have stemmed directly from community-led initiatives and result in live performances or lasting pieces of public art, which reflect the community's involvement in the arts. This work has empowered local communities and enabled North Kesteven to become a district characterized by the quality of its cultural provision.</p> <p>artsNK is now managed by Leisure Connections and the team has an input into projects and programmes at venues around the district including The Hub National Centre for Craft and Design, the Terry O'Toole Theatre and the Natural World Centre and Nature Park at Whisby.</p>
Strategic Fit	<p>Regional Cultural Strategy: <i>The Place of Choice: A Cultural Strategy for the East Midlands 2006-2011</i></p> <p>Lincolnshire Assembly: Sustainable Community Strategy</p> <p>Relishing the Challenge, Realising our Potential Lincolnshire County Council Cultural Strategy 2006 - 2010</p>
Funding	<p>Arts Council – England Regionally managed funds to be matched by locally managed funds</p> <p>1. Interreg VIB</p>

	<p>Two of the schemes four priorities are directly relevant to the Lincolnshire Coastal Strategy:</p> <p>Priority 1: Developing the North West Europe knowledge-based economy by capitalising on the capacity for innovation</p> <p>Priority 4: Promoting strong and prosperous communities at transnational level</p> <p>2. Rural Development Programme for England (RDPE) 2007-2013 The East Midlands Regional Implementation Plans identifies a number of core delivery strands, some of which will be relevant in support of this recommendation:</p> <ul style="list-style-type: none"> <li>• Improving enterprise, innovation and employment</li> <li>• Improving accessibility to jobs and services</li> <li>• Developing active communities</li> </ul> <p>Specific funding has been allocated under the Leader approach including:</p> <ul style="list-style-type: none"> <li>• Encouragement of tourism activities</li> <li>• Training and information</li> <li>• Co-operation activity</li> </ul>
Impact / success	<p>Adding value to the existing structures across districts, which sees local authority arts teams and grassroots arts organizations often working at one remove from each other, with arts officers having limited time in which to truly 'develop' the skills or achievements of local activists.</p> <p>This initiative would provide additional support for local authority arts teams by working solely 'in the field', providing a strategic link to wider initiatives and opportunities (district and county-wide projects, training, funding). At the same time the posts would focus on grass-roots development, aiming to raise the game for existing individuals and groups in order to raise standards and aspirations generally across the coast.</p> <p>Potential cultural activists would also be 'groomed', developing skills and confidence through buddying, sharing and project guidance. By targeting this support to current 'cold' areas, a more equitable coverage of cultural provision would result.</p> <p>Strategically relevant networks would develop as a result of the development posts actively working with like-minded groups across the three districts.</p> <p>A raised profile for voluntary art activity will also be a spin-off of</p>

	<p>this work, achieving a greater voice with local authority colleagues and other partners with potential for identifying greater development opportunities as a result. We would expect to see the following outputs:</p> <p><b>Grassroots cultural activity</b></p> <ol style="list-style-type: none"> <li>1. Increased attendance at grassroots events as skill-base increases (in relation to marketing, attracting funding, production values)</li> <li>2. Growth in individuals who can be characterized as 'cultural activists', especially in current under-served areas</li> </ol> <p><b>Local Authority benefits</b></p> <ol style="list-style-type: none"> <li>1. An increase in skilled cultural activism, strengthening potential for joint work</li> <li>2. Access to additional staff, to act as a conduit between LA and grassroots providers</li> <li>3. Improving measures for Ni11 – Engagement in the arts</li> <li>4. Improving measures for Ni6 – Participation in regular volunteering</li> <li>5. Improving measures for Ni7 – Environment with a thriving 3<sup>rd</sup> sector</li> <li>6. Improving measures for Ni119 – Self reported adult health</li> </ol> <p><b>Social Capital / Capacity Building Impact</b></p> <ol style="list-style-type: none"> <li>1. Development of district-wide networking groups linked to art form or interest</li> <li>2. Coast-wide networking as a result of the three posts co-ordinated approach</li> <li>3. Increased participation from the local community as the grass-roots product becomes more sophisticated and confident</li> </ol>
Strategic target areas	<p>This recommendation responds to the following targets, expressed in the strategies listed below.</p> <ul style="list-style-type: none"> <li>• Growth of creative and cultural industries</li> <li>• Achieving sector sustainability</li> <li>• Community participation and development of social capital</li> <li>• Cultural opportunities and dialogue for communities</li> <li>• Improve access to culture for non-confident / minority groups</li> <li>• Pilot new ways of encouraging participation</li> </ul>

	<ul style="list-style-type: none"> <li>• Social cohesion</li> </ul> <p><i>emda</i> Regional Economic Strategy 2006-2020  Regional Cultural Strategy 2006 – 2011  Lincolnshire Local Area Agreement  Lincolnshire One – Thrive Organisational Development Programme  LCC Cultural Strategy 2006 - 2011  ELDC Corporate Strategy 2007 – 2012  BBC Corporate Plan 2006 – 2009  SHDC Corporate Plan 2009 – 2014  SHDC Cultural Strategy</p> <p>Recommendation B contributes towards the Health &amp; Wellbeing agenda through delivering grassroots support to individuals and groups to develop skills and create local activity. It is not specifically aligned to demographic targets but postholders would have clear awareness of demographic priorities.</p>																									
Costing	£77,554 - See attached																									
JD / Brief	See attached																									
Contractual	<p>The three posts will be located geographically, to cover the 11 CCPZs effectively. The following distribution is aimed to produce an even workload for the postholders and retain relevant linkages where appropriate.</p> <table border="1" data-bbox="464 1360 1300 1801"> <tr> <td>1.</td> <td>Holton-le-Clay</td> <td rowspan="5">East Lindsey post (1)</td> </tr> <tr> <td>2.</td> <td>Alford</td> </tr> <tr> <td>4.</td> <td>Skegness</td> </tr> <tr> <td>5.</td> <td>Mablethorpe</td> </tr> <tr> <td>6.</td> <td>Louth</td> </tr> <tr> <td>3.</td> <td>Spilsby</td> <td rowspan="2">Boston and South East Lindsey post (2)</td> </tr> <tr> <td>11.</td> <td>Boston</td> </tr> <tr> <td>7.</td> <td>Spalding</td> <td rowspan="4">South Holland post (3)</td> </tr> <tr> <td>8.</td> <td>Long Sutton/Sutton Bridge</td> </tr> <tr> <td>9.</td> <td>Crowland</td> </tr> <tr> <td>10.</td> <td>Holbeach</td> </tr> </table>	1.	Holton-le-Clay	East Lindsey post (1)	2.	Alford	4.	Skegness	5.	Mablethorpe	6.	Louth	3.	Spilsby	Boston and South East Lindsey post (2)	11.	Boston	7.	Spalding	South Holland post (3)	8.	Long Sutton/Sutton Bridge	9.	Crowland	10.	Holbeach
1.	Holton-le-Clay	East Lindsey post (1)																								
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	<p>We recommend the posts do not sit within a local authority but might be more usefully aligned to the voluntary sector by hosting through a community development organisation</p> <ol style="list-style-type: none"> <li>3. South Lincolnshire Community and Voluntary Services based in Boston and already working in Boston and South Holland (for posts 2 &amp; 3)</li> <li>4. Voluntary Action East Lindsey based in Spilsby (for post 1)</li> </ol> <p>This will allow more flexibility in working practice and will ensure the post holder can meet the needs of local communities as well as districts and other partners.</p> <p>The posts should be offered on a 3 year part-time contract, possibly contracted for ease through LCC.</p>
Existing Infrastructure	<p>It is envisaged each of the 3 local districts will fund a percentage of these posts to ensure buy in at every level. The post would need to make connections with a variety of Officers in each district including:</p> <ul style="list-style-type: none"> <li>ADOs and Events teams</li> <li>Regeneration teams</li> <li>Community Development teams</li> <li>Sports teams</li> </ul> <p>In order for the post to establish a work plan they would need to make contact with groups across their area, being guided by local authorities with regard to emerging opportunities or challenging issues. In addition to these they would need to develop relationships with town and parish councils and other existing/relevant partners as required.</p>
Management	<p>The Development Workers should be managed by a 3<sup>rd</sup> sector consortium, supported by local authority officers</p>

## Cultural Development Workers

### Budget

Item	Yr1	Yr 2	Yr 3	Notes
Post (2.5 days per week)	11,365	11,706	12,057	Based on NJC LA Salary Scales (SCP 27) 3% increase year on year
On costs	2,274	2,342	2,410	Additional @20%
Travel / subsistence	3,000	3,000	3,000	Based on £250 per month
Admin costs	500	500	500	
Equipment	500	500	500	
Office space	0	0	0	In-kind
Project budget	5,000	5,000	5,000	
Training	2800	2800	2800	
	25,439	25,848	26,267	77,554

## Part-time Culture Development Worker - JOB DESCRIPTION

<p>MAIN PURPOSE OF JOB</p>
<ul style="list-style-type: none"> <li>3. To work specifically with the creative voluntary sector (both established groups and emerging projects) to develop people’s skills and confidence to deliver or improve local activity across artforms</li> <li>4. Increase active participation in the arts in the Lincolnshire coastal area in order to regenerate and build stronger, more creative, confident and safer local communities through locally-owned arts initiatives.</li> </ul>
<p>KEY TASKS</p>
<ul style="list-style-type: none"> <li>10. Provide professional advice and assistance to community groups to refine and improve or initiate their own activities and events, either through existing county or district-wide schemes or stand-alone projects.</li> <li>11. Link to colleagues at District and County level to ensure joined-up approach and seek opportunities to respond to ‘cold spots’ identified by them. Liaise with regard to their strategic goals and opportunities for cross-cutting links into health, education, crime-reduction initiatives.</li> <li>12. Take a lead role in developing the Development Agents initiative (with Culture Development Worker colleagues) and engage on a day to day basis with the appointed agents to assist them in delivery against their brief.</li> <li>13. To develop the Live Art initiative described in Recommendation D, focusing on nurturing the confidence and skills of community groups in each area to support the creation of a vibrant live art programme; enabling the groups to take on a more hands-on role in years two and three.</li> <li>14. Respond to opportunities to create informal networks as appropriate, within the post-holders ‘district’ and across the CAZ as a whole. Explore potential to establish a more formal support network, as a means of offering training and advice/sharing opportunities.</li> <li>15. Seek opportunities to link between the professional and voluntary sectors to transfer skills and knowledge.</li> <li>16. Offer funding advice and other support (working in partnership with County and</li> </ul>

District authorities) to enable voluntary groups to develop and submit funding applications, and also to manage project budgets once funding has been achieved.

17. Devise, manage and distribute a small grants scheme.

18. Direct groups to appropriate advice providers with regard to Risk Assessments, health & safety and event management advice.

**CREATIVITY & INNOVATION**

The post holder is required to work on their own as well as collaboratively with a diverse range of individuals and communities.

The post holders work style must respond to the particular requirements of each community, professional organisation or project.

The post holder will seek to develop new opportunities for the voluntary sector and to ensure connectivity is made between similar organisations along the Lincolnshire coastal area.

The post holder will be required to manage a small budget to support networking, marketing and training and development opportunities.

**CONTACTS & RELATIONSHIPS**

The post holder will develop effective professional relationships with local authority partners along the CAZ area and any professional arts organizations with whom they work.

Developing links and relationships with other key partners and stakeholders to support the local cultural sector.

Ability to communicate effectively at all levels (e.g. from chief executives, to community association committees) therefore is a fundamental requirement of the post. They will be required to facilitate, negotiate and develop cooperative working practices.

**KNOWLEDGE & SKILLS**

The post holder is required to have knowledge of arts development, festival and events

sector and have had experience in the following areas:

- Delivery of community arts and events activities, translating community aspirations into programmes of activity
- Working with the arts sector to develop skills, confidence and sustainability
- Partnership working with professional arts organizations and community groups
- Marketing cultural products
- H&S, event management and project management

It is essential that the post holder has a sound knowledge of the following:

- The local, regional and national arts funding environment
- An understanding of community development techniques and the regional and national arts and culture sectors.
- How the arts can support a cultural regeneration scheme

Additionally it is essential that the post holder can demonstrate the following skills and attributes:

- Able to work effectively both within a team and as a team leader
- Able to address equal opportunities and access issues
- Devising arts and cultural programmes
- Developing and sustaining partnerships
- Oral presentation skills
- Managing budgets
- Excellent interpersonal skills
- Ability to lead and motivate
- Strong interpersonal and networking skills

#### RESOURCES – financial & equipment

The post holder will have responsibility for managing assigned budgets and to produce and manage budgets for specific projects.

They will be responsible for making funding applications as appropriate or assisting other organizations to make funding applications.

Maintaining formal records of payments, management information and contractual amendments.

## WORK ENVIRONMENT – work demands and physical demands

Work will take place across a specific area of the Lincolnshire coastal zone area.

### Hours

The post will regularly require work at outside normal office hours, for attendance at evening meetings and events.

The post holder will work to occasional critical deadlines to assist organizations to respond to funding opportunities or deliver activity. Most of these will be generated by long-term projects, however it is expected that some short-term deadlines will need to be accommodated in the planning process. The post holder has to be able to prioritise working practice against these deadlines.

### Physical demands

The post holder will be required to travel between a range of settings (mostly indoor) and the office base.

## RECOMMENDATION C

### The creation of a grassroots 'Development Agents' network

Context	<p>Local consultation has informed us that social capital should be seen as a component of future mainstream development projects, from local schools and health clinics, to village halls and open spaces and parks. Where isolated communities have direct input into the design, implementation, management and evaluation of projects, returns on investments and the sustainability of the initiative are enhanced. We believe that improvements in physical access and modern communications technology that can foster information exchange across social groups should be emphasized to complement social interaction based on face-to-face interchange.</p>
Current	<p>There is a wealth of grassroots cultural activism ensuring the Lincolnshire Coast has its fair share of cultural activity. The established promoters of the Lincolnshire Rural and Community Touring Scheme, the community leaders found within the Coast's Parish Councils through to the hundreds of 3<sup>rd</sup> sector individuals and organisations offering cultural opportunities; consultation has informed us to the view that the Lincolnshire Coast's cultural landscape would be a barren one without the commitment and enthusiasm of these groups and individuals.</p> <p>We acknowledge the work of the Community Activator network set up by Sport England as this recommendation shares many of the same aspirations.</p> <p>Consultation meetings in Spalding and Boston and to a lesser extent in Alford highlighted the need to acknowledge the significant role the local volunteer has in animating the local cultural scene. Their local intelligence, trust and respect by the local community and their ability to make things happen, make them ideal candidates for the proposed Agents' work. Aligning to existing networks such as the community activator network will ensure a strengthened community grassroots activity.</p>
New	<p>We need to change the way we have provided opportunities for culture and address the issues which affect cultural activity by providing a range of locally accessible, family-friendly cultural provision.</p> <p>Investment over the past 25 years has helped create an effective local authority-based network of arts, sports and heritage development officers. Community networks still require development. We would like to test different approaches to developing the capacity of the voluntary cultural sector and the wider community sector through the</p>

	<p>creation of the Development Agents.</p> <p>With a symbiotic relationship to the Development Worker posts, the establishment of voluntary 'Development Agents' will more formally recognize the value of voluntary cultural activity by building a focused approach for grassroots provision in specific locations to encourage cultural developments and to draw out cultural entrepreneurs.</p> <ul style="list-style-type: none"> <li>• Link Development Agents directly to each part-time Development Worker post</li> <li>• Provide an honorarium for a three-year period, which recognizes the additional development role these voluntary posts have</li> <li>• Provide training and networking opportunities</li> </ul>
National comparator/ evidence	<p>DIVA is the development agency for voluntary arts in the Wakefield District. Its aim is to increase opportunities for both voluntary groups and individuals to take part in the arts. Thousands of people in the District participate in arts activities every week. For many people this is through involvement with voluntary groups. There are over 150 arts groups in the District including bands, choirs, art groups, readers groups, theatre groups and film groups. There are also resident groups, healthcare groups and general social welfare organizations that run art activities, sometimes providing their members with the first taste of getting involved in the arts.</p> <p>The Wakefield District is made up of a very wide range of people and groups. DIVA recognizes that this diversity is what gives the District its unique character. DIVA organizes an annual voluntary arts award event acknowledging the contribution and impact of its thousands of members.</p> <p>DIVA empowers grassroots members to take control and influence their artistic, cultural and social well-being.</p>
Strategic fit	<p>Lincolnshire Assembly: Sustainable Community Strategy</p> <p>Engaging East Lindsey – Local Strategic Partnership Community Plan</p> <p>Boston Local Strategic Partnership and Community Strategy</p> <p>Our Community, Our Future – The Community Plan for South Holland</p>
Funding	<p>Arts Council – England</p>

	<p>Regionally managed funds to be matched by locally managed funds</p> <p>The Competitiveness Programme</p> <p>The East Midlands Development Agency (<i>emda</i>) is responsible for this Programme.</p> <p>One of the Programme's three main priorities is directly relevant to the support of this recommendation:</p> <ul style="list-style-type: none"> <li>• Improving resource efficiency in businesses and communities</li> <li>• Increasing sustainable economic and enterprise activity in disadvantaged communities</li> </ul> <p>Activity under these priorities will support a range of beneficiaries including SMEs, universities, Local Authorities, business support intermediaries, entrepreneurs, social enterprises and community organisations</p> <p>Awards for All</p> <p>Awards for All - England is a simple small grants scheme making awards of between £300 and £10,000 and there are numerous examples of this funding being applied to support development posts.</p>
Impact/Success	<p>We are aiming to develop a community arts sector which is strong and vibrant, where local people take positive control of existing opportunities and are emboldened to create new activities where they are lacking.</p> <p>Community activists are vital in linking less confident community members to new experiences and in galvanizing new activity for the benefit of all. The resultant benefits can be far wider than the direct impact of creative and cultural participation. Grass-roots initiatives can enhance health and aspirations, connect communities together, tackle social problems and lead to larger projects with other partners.</p> <p>We would expect to see the following outputs: Existing arts activists recognising their role and identifying opportunities to extend and 'professionalise' it through training and development</p> <p>The creation of 3 new arts activists per district, who develop and deliver one new initiative each within their community</p>

	<p>The creation of a new informal network for training and development or the enhancement of an existing network (such as a district-wide Arts Forum) to deliver this activity</p> <p>Evidence of cross-working by activists with each other, within their district and potentially along the Lincolnshire coastal area</p> <p>Evidence of increased participation in arts and culture activity, especially from former non-participant target groups</p>
Strategic target areas	<p>This recommendation responds to the following targets, expressed in the strategies listed below.</p> <ul style="list-style-type: none"> <li>• Achieving sector sustainability</li> <li>• Expanded learning opportunities, particularly in deprived areas</li> <li>• Community participation and development of social capital</li> <li>• Cultural opportunities and dialogue for communities</li> <li>• Improve access to culture for non-confident / minority groups</li> <li>• Meaningful and accessible opportunities for people to participate in culture</li> <li>• Social cohesion</li> </ul> <p><i>emda</i> Regional Economic Strategy 2006-2020  Regional Cultural Strategy 2006 – 2011  Lincolnshire Local Area Agreement  LCC Cultural Strategy 2006 - 2011  East Lindsey Community Plan  Boston Local Strategic Partnership and Community Strategy  The Community Plan for South Holland  SHDC Cultural Strategy</p> <p>Recommendation C has the potential for exemplary action which can demonstrate the value of cultural activity in relation to the Health &amp; Wellbeing agenda. It emphasises the value placed on community activists and will seek to create new cultural entrepreneurs in target areas.</p> <p>This recommendation can be aligned to the demographic target 'over 55's'.</p>
Costings	£16,500 - See attached
JD/Brief	See attached
Contractual	These posts will be essentially voluntary, with a small honorarium to

	<p>cover out of pocket expenses and value the participation of the post-holders.</p> <p>The posts will be managed by the relevant Cultural Development Worker post but will also ideally be formalised through the relevant area community development organisation:  South Lincolnshire Community and Voluntary Services based in Boston and already working in Boston and South Holland  Voluntary Action East Lindsey based in Spilsby</p>
Existing infrastructure	<p>This recommendation recognises the existing cultural activists who are so important to developing and supporting the local arts scene.</p> <p>There will be a need to clearly map the key activists (using the Lincolnshire coastal audit as an initial guide) with partners in order to identify 'cold spots' where increased participation and leadership will be beneficial.</p> <p>The opportunity to take a more public role as a Development Agent, and receive a small stipend for this work, will be publically advertised, requiring the submission of a CV and statement of intent. Once appointed these Agents will share ideas and experiences with each other and with the Cultural Development Workers, assisting in developing current 'cold' areas and working to enrich their own community through additional cultural provision.</p>
Management	<p>The 'Development Agents' will be supported by the three part-time Development Workers, within a formal arrangement managed by the districts voluntary service organisation.</p>

## Grassroots 'Development Agents' network

### Budget

Item	Yr1	Yr 2	Yr 3	Notes
Annual honarium	4,500	4,500	4,500	3 people x 3 areas @ £500 ea per year
Training	1000	1000	1000	Supporting attendance at externally provided events / provision of 'in-house' training
	5,500	5,500	5,500	16,500

## Cultural Development Agents – BRIEF

### OUTLINE OF ROLE

As an experienced supporter of voluntary arts activity, for instance through the devising and presentation of exhibitions or performances through your own group(s) or by promoting activities such as the Rural & Community Touring Scheme, you have developed a wealth of experience of working in your community.

We wish to value that and to invite you to take a slightly more formal role in:

- Identifying opportunities in your local community and the wider area in which you live
- Identifying people or groups who might benefit from your guidance in developing their own skills
- Sharing your knowledge of the area with your local part-time Cultural Development Worker

There is also a small training budget to support you to develop new skills or enhance old ones. This will be administered by your Cultural Development Worker.

We seek to appoint 3 Agents in each district along the coast and it will be important for you to connect with your colleagues during the time you undertake this role.

You will be paid an honorarium of £500 per year, which will contribute to your expenses, and the role will continue for a maximum of 3 years.

### RESPONSIBILITIES

You will not have additional responsibilities for organizing activities or events but should continue to deliver those activities with which you are already involved.

Whilst you are a Cultural Development Agent we will require you to:

1. Maintain contact with your local Cultural Development Worker
2. Maintain contact with your Agent colleagues in the area, and also be willing to meet with the other 6 colleagues from the two other districts.
3. Actively promote the benefits of voluntary work in the arts sector to people who you think could take a similar role
4. Identify opportunities and communities where new activity would be beneficial or where there is a potential new promoter  
Be willing to attend relevant training (you will be invited to identify what would be most appropriate to you)

<p><b>CONTACTS AND RELATIONSHIPS</b></p>
<p>Your local Cultural Development Worker will provide management and support for the Development Agent posts</p> <p>You are not required to take responsibility for other people or their projects but simply to act as an advocate for the benefits and opportunities of volunteering within the arts and culture sector in your community</p>
<p><b>RESOURCES</b></p>
<p>Your honorarium is intended to cover out of pocket expenses such as minimal stationary needs or travel costs within your area.</p> <p>It will be paid in 2 installments per year. The first installment at the commencement of the year, followed by a second payment half way through the year.</p> <p>A small training budget will be administered by your Cultural Development Worker and allocated appropriately after discussion with their 3 Cultural Development Agents</p>
<p><b>APPOINTMENT</b></p>
<p>We seek to appoint 3 Cultural Development Agents for each district, for a maximum of 3 years. The posts will be reviewed annually during this period and Agents will be free to step down from the responsibility on an annual basis (or before if particular need arises).</p> <p>The posts will be appointed as a result of submission of a CV and covering letter which outlines the applicant's interest in becoming involved and their aspirations for being a Cultural Development Agent for their area.</p>

## RECOMMENDATION D

### Increased resources for Live Art Opportunities

Context	<p>Volunteering and active citizenship are increasingly linked, in government policies and political discourse, to community cohesion and civil renewal. The more that people engage in voluntary activities, the more they will feel part of their communities and build social capital, and the more that communities will become healthier and safer places. With the increasing pace of technological innovation, the live arts experience is becoming progressively threatened. As people spend more and more time in front of their computers for work and leisure, their time and incentive to culturally enrich themselves in a live setting is diminished proportionately.</p> <p>One of the primary elements of a live performing arts experience is the communication and interaction between the performer on stage and the audience. There is no such interaction when the same work of art is experienced through electronic media. This interactive dynamic affects both performer and audience, each of whom communicates one to the other through a series of continuing interactions with one another. An audience not only helps to fulfill the human need for social experiences but can also provide specific social opportunities. Congregate human experiences may have begun with religious rituals, with rites of passage. In modern times, public ceremonies such as weddings, funerals, football games, coronations, festivals and holidays, retain some of the significance of the early ceremonies. Part of the ritual of attending a rock concert, dance performance or opera is simply seeing and being seen.</p> <p>'Use or Ornament, The Social Impact of Participation in the Arts' by Francois Matarasso confirmed that participation in the arts is an effective route for personal growth, leading to enhanced confidence, skill building, educational development and increased employability. The research identified that among adult participants: 91% made new friends; 84% felt more confident; 80% learnt new skills; 63% keen to help in local projects; 54% learnt about other people's cultures; 40% feel more positive about where they live; 37% decided to take up training. Another significant impact of rural touring is the contribution to local economies in terms of voluntary labour</p>
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	<p>that makes participation in the arts possible.</p> <p>The audit identified a varied level of live art provision across the area. In East Lindsey District Council, where there are numerous venues, villages are vibrant and appear more cohesive. In South Holland and Boston uptake is much lower and access to provision is limited.</p> <p>This recommendation acts as a spring board for communities to begin to develop individuals and groups who can become creative advocates to encourage local participation in not just rural touring.</p>
Current	<p>There are several locations where very little live art provision occurs mainly due to a lack of appropriate venues. Our desk-based research supported by the face to face consultation meetings across the 11 Cultural Coastal Priority Zones confirmed that the performing arts are a key development priority with the four partner local authorities (county and district), and 11 CCPZ stakeholders. The Rural and Community Touring Scheme is highly regarded throughout the 11 CCPZs, however it is only the six East Lindsey CCPZs that regularly promote the programme.</p> <p>Consultation in South Holland identified a high percentage of artists and craftsmakers who, although focused on the development of their own practise, saw themselves as consumers (and possibly promoters) of the arts and wanted to attend regular live arts events.</p> <p>Similarly, our meetings with cultural activists and creative businesses in Boston highlighted their interest in promoting more live art at venues such as the Blackfriars Arts Centre, the Sam Newsom Centre and the Boston Stump.</p> <p>Aligning these aspirations to the lack of live art promoters in the Boston and South Holland area has informed this recommendation.</p>
New	<p>We propose a series of performances linked to focused audience development initiatives to develop a local audience.</p> <p>The audit identified gaps in live art provision in the Boston area, Sutton Bridge, Crowland and Holbeach and in addition an opportunity to work with Spilsby Theatre.</p> <p>These performances would be specific to each location but it</p>

	<p>is envisaged in the longer term promoters would be developed to promote professional work in their local venues by connecting with the Lincolnshire Rural and Community Touring Scheme and other live art promoters.</p> <p>We recommend increased resources to ensure that the Lincolnshire Coast's cultural infrastructure - where many isolated rural communities are found – experiences a more equal distribution of professional performing arts events.</p> <p>This Live Art programme to be managed and supported by the 3 part-time Cultural Development Workers.</p>
<p>National comparator/ evidence</p>	<p>The collective annual turnover of the touring schemes is about £2.3 million, a third of which comes from the Arts Council, and a third from local authorities (who also make a substantial 'in kind' contribution); box office income makes up most of the rest.</p> <p>Touring is also supported by the huge unquantifiable but invaluable voluntary effort of promoters and others; free use of facilities and generous hospitality make further invisible contributions. This work aims to inject energy into live art which will in turn increase the number of promoters in the county who are buying into the already successful Lincolnshire Rural Touring Scheme.</p> <p>Rural touring has often been the first step in local arts and community development initiatives, valuable because it is accessible, yet demanding. There are also many case studies of small villages such as Terrington (Yorkshire), Bergh Apton (Norfolk) and Ashbrittle (Somerset), which have used touring to develop new community projects and organisations, with positive outcomes for rural cohesion and regeneration.</p>
<p>Strategic fit</p>	<p>Regional Cultural Strategy: <i>The Place of Choice: A Cultural Strategy for the East Midlands 2006-2011</i></p> <p>Lincolnshire Assembly: Sustainable Community Strategy Relishing the Challenge, Realising our Potential Lincolnshire County Council Cultural Strategy 2006 - 2010</p>

Funding	<p>Arts Council – England Regionally managed funds to be matched by locally managed funds</p> <p>1. Interreg VIB Two of the schemes four priorities are directly relevant to the support of this recommendation: Priority 1: Developing the North West Europe knowledge-based economy by capitalising on the capacity for innovation Priority 4: Promoting strong and prosperous communities at transnational level</p> <p>2. Rural Development Programme for England (RDPE) 2007-2013 The East Midlands Regional Implementation Plans identifies a number of core delivery strands, some of which will be relevant in support of this recommendation:</p> <ul style="list-style-type: none"> <li>• Improving enterprise, innovation and employment</li> <li>• Improving accessibility to jobs and services</li> <li>• Developing active communities</li> </ul> <p>Specific funding has been allocated under the Leader approach including:</p> <ul style="list-style-type: none"> <li>• Encouragement of tourism activities</li> <li>• Training and information</li> <li>• Co-operation activity</li> </ul> <p>Awards for All Awards for All - England is a simple small grants scheme making awards of between £300 and £10,000.</p>
Impact/success	<ul style="list-style-type: none"> <li>• The scheme will directly support Lincolnshire County Council's and Arts Council England's commitment to investing in the Lincolnshire Coast's social capital. The initiative will have the following impact:</li> <li>• Increased individual confidence</li> <li>• The development of a new voluntary group</li> <li>• Skills development including promotion, project management and marketing skills</li> <li>• Identifiable community connectivity</li> <li>• Spin off events organized</li> </ul>

	A more dynamic community who have a regular opportunity to meet as a group
Strategic Target Areas	<p>This recommendation responds to the following targets, expressed in the strategies listed below.</p> <ul style="list-style-type: none"> <li>• Community participation and development of social capital</li> <li>• Cultural opportunities and dialogue for communities</li> <li>• Improve access to culture for people in rural areas</li> <li>• Pilot new ways of encouraging participation</li> <li>• Social cohesion</li> <li>• addressing the relatively high proportion of people with no qualifications and enabling more people who are in work to develop higher level skills</li> <li>• Rich diverse environments, heritage and cultures that residents and visitors enjoy</li> </ul> <p><i>emda</i> Regional Economic Strategy 2006-2020  Regional Cultural Strategy 2006 – 2011  East Midlands Tourism Strategy 2003 – 2010  Change for Sport  Lincolnshire Local Area Agreement  Lincolnshire Assembly: Sustainable Community Strategy  ELDC Corporate Strategy 2007 – 2012  BBC Corporate Plan 2006 – 2009  SHDC Corporate Plan 2009 – 2014  SHDC Cultural Strategy</p> <p>Recommendation D has the potential to deliver against the Health &amp; Wellbeing agenda if programmes are developed in partnership with PCT colleagues. It is not specifically aligned to demographic targets as it is eminently flexible and responsive to need at a given time or place.</p>
Costings	£51,490 - See attached
JD / brief	See attached work plan
Contractual	This work will be managed by the 3 part time Cultural Development Worker posts in year one. Community groups will be developed in each area to support the promotions and will take on a more hands-on role in years two and three.
Existing	The Lincolnshire Rural and Community Touring Scheme is

<p>infrastructure</p>	<p>already thriving in some coastal areas (predominantly in East Lindsey), ensuring an existing pool of promoters with whom new promoters can network.</p> <p>A connection with the area's local authority is important.</p> <p>The Live Art programme would need to make connections with a variety of Officers in each district including:</p> <ul style="list-style-type: none"> <li>ADOs and Events teams</li> <li>Regeneration teams</li> <li>Community Development teams</li> <li>Sports teams</li> </ul>
<p>Management</p>	<p>The Live Art Programme will be managed by the three part-time Development Workers, in partnership with local authority partners.</p> <p>The Development Workers should be managed by a 3<sup>rd</sup> sector consortium, supported by local authority officers</p>

## Live Art - 3 year plan

Each part time Development Worker post will work to develop sustainable community groups who can promote their own live work both in conjunction with the Lincolnshire Rural Touring scheme and independently.

Over a 2 year period local promoters will be trained to enable the Lincolnshire Rural Touring Scheme to flourish across the whole area and for live art provision to be accessible for all.

The number of venues will differ across the area dependent on current provision. In ELDC area they are well catered for so we recommend working with Spilsby Theatre. In Boston the post will look for 2 keen communities and in South Holland the work will focus on Sutton Bridge, Holbeach and Crowland, areas identified within the audit as lacking provision.

### Year 1

The part time Cultural Development Worker post will develop a programme and source local activists to support this process.

The post will fund all activity and ticket sales will be banked to use in year 2.

We are anticipating villages will put in some support in kind through a reduced booking rate for village halls.

### Year 2

A group will be developed to programme and promote live art work.

Local promoters will be trained to enable live art provision to flourish across the whole area, aligned to increased support for Lincolnshire Rural Touring Scheme, ensuring live art provision is more widely accessible.

In year 2 the project will fund 50% of the cost with additional funding being sourced for year 1 ticket sales and year 2 sales.

### Year 3

The voluntary group will be fully functional and able to work with minimal support from the part time Development Worker post. The group will be fully integrated into the Rural Touring Scheme and will receive funding through that scheme, and for any additional programme it will be self funded. *There are only two years of funding implications for Recommendation D.*

The Cultural Development Worker post will offer advice as and when required.

Year 1 - key tasks	Budget South Holland	Notes on South Holland budget	Budget Boston	Notes on Boston budget	Budget ELDC	Notes on ELDC budget
Identify key villages / towns						
Source venues and book venues	1200	Based on 24 days bookings @ £50 per day	£800	Based on 16 days @ £50 per day		
Book a focused but varied programme of performances as suggested below  Drama Music Children theatre Other dance / comedy	£6300 £4500 £3000 £2400	£700 x 3 shows at 3 venues £750 x 2 show at 3 venues £500x 2 shows at 3 venues £800 x 1 show at 3 venues	£4200 £3000 £2000 £1600	£700 x 3 shows at 2 venues £750 x 2 shows at 2 venues £500 x 2 shows at 2 venues £800 x 1 show at 2 venues	£2100 £1500 £1000 £800	£700 x 3 shows at 1 venue £750 x2 shows at 1 venue £500 x 2 shows at 1 venue £800 x 1 show at 1 venue
Launch promotional campaign to gain volunteer support	£100	Printing	£100		n/a	
Marketing performances	£500	Advertising Posters and leaflets	£500	Advertising Posters and leaflets	£300	This is less as it should be able to feed into current print
Staff events	0	Voluntary support	0	Voluntary support		Voluntary support
Recruit local people to develop programme for year 2 Meeting room hire and refreshments	£100		£100		0	
Totals	18,100		12,300		5,700	

£36,100						
Year 2 - key tasks	Budget South Holland	Notes on South Holland budget	Budget Boston	Notes on Boston budget	Budget ELDC	Notes on ELDC budget
Support local group to become constituted and help manage meetings	200	Meeting room hire	200	Meeting room hire	200	Meeting room hire
Source public liability if required	120		120		120	
Organise promoter training	200		200		200	
Administration of promotion	100		100		100	
Book a focused but varied programme of performances as suggested below						
Drama	£3450	Post to fund 50% of cost £700 x 3 shows at 3 venues	£2100	Post to fund 50% of cost £700 x 3 shows at 2 venues	£1050	Post to fund 50% of cost
Music	£2200	£750 x 2 show at 3 venues	£1500	£750 x 2 shows at 2 venues	£500	£700 x 3 shows at 1 venue
Children theatre	£1500	£500x 2 shows at 3 venues	£1000	£500 x 2 shows at 2 venues	£500	£750 x2 shows at 1 venue
Other dance / comedy	£1200	£800 x 1 show at 3 venues	£800	£800 x 1 show at 2 venues	£400	£500 x 2 shows at 1 venue
						£800 x 1 show at 1 venue
Support marketing	£200		£200			
Support staffing events	0	Voluntary support	0	Voluntary support	0	Voluntary support
	9170		6220		3070	
<b>Total Year 2</b>						<b>15,390</b>

## RECOMMENDATION E

### We support the creation of Lincolnshire Cultural Panels

Context	<p>The County Museums Panels were long-standing constructs in support and development of Lincolnshire's museum's infrastructure. Lincolnshire County Council worked alongside the District Councils in convening the quarterly meeting. In 2008 the County Council reviewed the place of the Museums Panels within larger cultural strategic thinking.</p> <p>Lincolnshire is characterized by a range of heritage settings, many of which are also museums. A number of these are owned and run by Lincolnshire County Council, or through lease arrangements. For instance Alford Windmill is owned by Lincolnshire County Council but leased out; the buildings of Church Farm Museum in Skegness are owned by East Lindsey District Council but leased to Lincolnshire County Council. Typical of all parts of the UK, the local authority holding is mirrored by museums and collections held by charitable organizations. Both types of museum tend to be based in historic buildings, often the original catalyst for developing a museum collection.</p> <p>The obligations of a museum organization are far-reaching and not time-limited, with the phrase 'in perpetuity' used to describe the expectations of management for museum collections. This is an uncommon level of obligation which may partly explain the investment made by the Government through the Renaissance scheme for museums. This funding initiative, aimed at raising standards in museum practice and reducing boundaries between local authority and independent museums, has led to the appointment of a County Museums Officer and the provision of an extensive range of training and development opportunities for all museums in the county.</p> <p>However, museums are only part of the coastal heritage picture, with sites of historic importance including pre-historic earthworks, a multi-layered built environment and a complex natural history landscape. A number of organizations operate at local, county, regional and national levels to support the needs of this complex infrastructure and recognize the mutual benefits of working across the cultural sector.</p>
Current	N/A
New	<p>The Lincolnshire Senior Cultural Officers Group has considered extending the remit of the existing County Museum Panels.</p> <p>Greater connectivity between museums and the wider cultural sector</p>

	<p>creates an opportunity for cross-fertilisation and creative development. Aspirations to develop and enrich the heritage sector continue to grow, with capital funded project ambitions at various stages of development, and the audit has captured many of these.</p> <p>East Lindsey  Alford Manor House Museum  Louth Mansion House Arts Centre  Church Farm Museum, Skegness  Woodhall Spa Museum  Skegness Museum of the Lincolnshire Seaside  Structures on the Edge – Wave 2 Bathing Beauties  Lifeboat Station / Gallery at Chapel St Leonards  Wash Estuary Strategy Groups Wash Week  Heritage Open Days</p> <p>Boston  Boston Barrage  Boston Guildhall  Wormgate Heritage Project  Heritage Open Days  Wash Estuary Strategy Groups Wash Week</p> <p>South Holland  Peter Scott Lighthouse – Sutton Bridge  Heritage Open Days  Ayscoughfee Hall Museum  The Gordon Boswell Romany Museum  Lincolnshire Film Archive  Wash Estuary Strategy Groups Wash Week  Gosberton &amp; Quadring Environmental &amp; Social History Festival</p> <p>The creation of District Cultural Panels within the 11 CCPZs will underpin both the CCPZ framework and our proposed Hierarchy of Provision by formalising relationships across the cultural sector and creating opportunities for greater collaboration.</p> <p>We support the creation of the Cultural Panels and their current Terms of Reference with the addition of representation on the Cultural Panels by the recommended Part-Time Development Workers and the Strategic Festival Support Officer.</p>
Management	Lincolnshire County Council – Cultural Services

## RECOMMENDATION F

### The creation of the Lincolnshire Coast Poet Laureateship.

Context	<p>Books are an essential part of our history and the intellectual heritage of the UK. They reflect the particularity and the diversity of cultures as well as their common origins, and they promote intercultural dialogue. There is an important role for the contemporary writer in 21<sup>st</sup> century society. Offering contemporary writers the opportunity to write and share their writing with readers is of fundamental importance to the nurturing of social cohesion and social capital. The aim of the Laureateship is to place the spotlight on the creativity and diverse wealth of Lincolnshire's social and cultural landscape, to promote more circulation of literature within the county, the region and the UK, and to encourage greater interest in non-English literary works by means of the Lincolnshire Coast's 'new arrivals'.</p> <p>Literary tourism in promotion by tourism departments within Lincolnshire is small scale, patchy and only really visible where linked to films. There is a complete lack of real market research to judge potential and what evaluation does exist, for example Lincolnshire Tourism's for the Pride and Prejudice campaign, are restricted to return on investment figures, rather than a wider assessment of product development, potential and understanding of the market. This problem is exacerbated by the fact that literary tourism is mainly controlled by private tour operators and their market assessment obviously remains commercially sensitive.</p>
Current	<p>At the moment literary tourism is happening in the East Midlands, and elsewhere, in a kind of vacuum. There are festivals, trails and tours, but there is no evidence of market assessment, impact or evaluation from which the heritage protagonists and the tourism agencies and operators can really learn from to make an informed judgment about what works and what to develop (if anything at all). Currently most activity does not have a prescribed overall budget for activity and marketing and no additional capacity for project management appears to exist in the East Midland apart from the project officer, Angie Fordwich Gorely who is working with East Lindsey District Council on a Lincolnshire Tourism funded programme looking at developing a series of trails, one of which is focused on Tennyson.</p> <p>Our work has found that there is virtually no real sustained interaction between archives, libraries and museums and the tourism agencies and private operators even in terms of general promotion. We could not find a forum for basic information exchange between the heritage providers about resources they each offer and, in turn, with the</p>

	<p>tourism agencies and providers. The large-scale 'Tennyson 2009' will provide partners and stakeholders with important data on tourist visits, economic impact and local engagement.</p> <p>The Lincolnshire Coast's reading and writing community is vast and diverse. The spoken and written word has formal and informal networks in support of their on going development. Pubs, village halls, community centres, schools and people's own homes are providing venues for Lincolnshire's writers to develop their craft. It is impossible to ignore the literary connections to Alfred Lord Tennyson (with his distinctive use of the Lincolnshire dialect); and more recently Benjamin Zephaniah - who is resident in the Spalding Zone - alongside that of numerous writing and reading groups in the 11 CCPZs. The amount and diversity of writing in the county is impressive and offers a rich cultural vein to the Lincolnshire Coast's regeneration aspirations.</p>
New	<p>Informed by the lessons learned from the monitoring and evaluation of Tennyson 2009, assess the value and impact of the campaign in order to develop the creation of The Lincolnshire Coast Poet Laureateship. The Laureateship addresses artistic, media and tourism aspirations by having considerable impact on the cultural landscape offering opportunities to:</p> <ul style="list-style-type: none"> <li>• Promote the coast by creating interesting PR stories</li> <li>• Connect with the public at a grass roots level</li> <li>• Directly engage with the challenge of raising standards of reading and writing for children and adults</li> <li>• Enable action research to be undertaken in order to incrementally build the case for ongoing investment in literary tourism – development of literary tourism itself being best done in an incremental fashion</li> <li>• Create a Lincolnshire Coast Prize for contemporary poetry to consist of a prize for emerging talents in the field of contemporary poetry. The aim of the prize will be to attract a wide audience of citizens, to discover new emerging talents and promote their work</li> </ul> <p>Connect with the literary and ancestral strand of Lincolnshire Tourism's work</p>

<p>National comparator/ evidence</p>	<p>The United Kingdom has a Poet Laureate. Most states in the US have state poets. Canada has a Poet Laureate. In the USA there's a Poet Laureate Consultant and Wales appointed its first National Poet in 2005.</p> <p>Wales has a long tradition of valuing its poets with the creation of a Bardd Plant Cymru (a Welsh Children's Poet) each year and the chairing and crowning of poets at the annual National Eisteddfod. The National Poet, however, will be the first post which serves Wales on a national basis and do this through both languages.</p> <p>The National Poet will act as a cultural ambassador for Wales - marking and celebrating Welsh lives through verse. The National Poet takes poetry into places it may not normally go in both the public and private area. Unlike England's Poet Laureate Wales's National Poet will not be required to write verse for specific formal occasions but will, instead, follow her inspiration.</p> <p>The Cheshire Poet Laureateship was launched on National Poetry Day 2002 with the following aims:</p> <ol style="list-style-type: none"> <li>1. To provide an opportunity for local poets to have their individual profiles raised</li> <li>2. To use the appointed poet to assist in raising the profile of poetry across the county of Cheshire</li> </ol> <p>The aims will be achieved by:</p> <ul style="list-style-type: none"> <li>• appointing a different poet on an annual basis</li> <li>• creating a core set of commissions each year relating to key events in the Cheshire calendar</li> <li>• generating further commissions, workshops and appearances on behalf of the poet as and when suitable opportunities arise</li> <li>• providing an annual showcase event</li> <li>• publishing work written by the poet during the laureateship</li> </ul>
<p>Strategic Fit</p>	<p>Lincolnshire One – Thrive!</p> <p>Lincolnshire County Council Cultural Strategy 2006 – 2010</p> <p>Engaging East Lindsey - A Community Plan for a Sustainable Future</p> <p>Boston Local Strategic Partnership and Community Strategy</p>

	<p>Our Community, Our Future – the Community Plan for South Holland</p> <p>A Tourism Vision for the Lincolnshire Coast</p> <p>Visitor Destination Shaping Agenda for Lincolnshire Tourism</p>
Impact/Success	<p>The Laureateship’s Legacy Programme will have a valuable impact on the cultural, educational and economic life of the Lincolnshire Coast. The Laureateship will provide additional media profile within the cultural and tourism sectors.</p> <p>The Laureateship offers connectivity between a working artist and the wider aims and objectives of the Lincolnshire Coast’s Cultural Regeneration Plan to engage with communities at grassroots level. Connectivity to Lincolnshire Libraries will assist the service to meet measures within its Library Review.</p> <p>Connections to Lincolnshire Tourism’s literary and ancestral strands will contribute towards increased levels of visitors to the coast.</p>
Strategic target areas	<p>This recommendation responds to the following targets, expressed in the strategies listed below.</p> <ul style="list-style-type: none"> <li>• Increasing visitor spend; attract high value visitors</li> <li>• Community participation and development of social capital</li> <li>• Cultural opportunities and dialogue for communities</li> <li>• Improve access to culture for people in rural areas</li> <li>• Pilot new ways of encouraging participation</li> <li>• Social cohesion</li> </ul> <p><i>emda</i> Regional Economic Strategy 2006-2020  Regional Cultural Strategy 2006 – 2011  East Midlands Tourism Strategy 2003 – 2010  Lincolnshire Local Area Agreement  Lincolnshire Assembly: Sustainable Community Strategy  ELDC Corporate Strategy 2007 – 2012  BBC Corporate Plan 2006 – 2009  SHDC Corporate Plan 2009 – 2014  SHDC Cultural Strategy</p> <p>Recommendation E has considerable connectivity to both Lincolnshire’s built environment and its heritage.</p>
Funding	<p>Arts Council – England - Grants for the Arts</p> <p>Awards for All - England is a simple small grants scheme</p>

	making awards of between £300 and £10,000 Lincolnshire County Council - Economic Development
Costings	£41,000 over three years - See attached
JD / Brief	See attached Poet Laureateship Brief
Contractual	The Poet Laureate will be contracted for ease through Lincolnshire County Council or an independent cultural organisation.
Existing Infrastructure	The Laureateship aligns itself well to Lincolnshire Libraries reading and writing development work. The Laureateship offers CfBT –Lincolnshire School Improvement Service – considerable learning opportunities at all key stages. The Laureateship will offer inspiration to the many writers groups found in the area. The Laureateship can play a full and active role in the area’s arts and literature festivals.
Management	Whoever contracts the Officer will have direct management responsibilities.  A steering group comprising of local authority representatives and one writing group from each district will support the Laureate.

## Budget

	Yr1	Yr 2	Yr 3	Notes
Tenure – 18 months	5000	10000	5000	
Print / Website	2000	1000	1000	
Advertising	500	1000	500	
Long Poem Prize 4 x £500	500	500	500	
Management x 4 years	4500	4500	4500	
<b>TOTAL</b>	<b>12500</b>	<b>17000</b>	<b>11500</b>	<b>41000</b>

## The Lincolnshire Coast Poet Laureateship Brief

Historically, a Poet Laureate served as the official chronicler of state events and occasions. In ancient times, the Laureate was the central means for recording and communicating history. "Laureate" comes from the Latin word 'laureatus', meaning adorned with a crown of laurel, an honour also bestowed on the earliest Olympic athletes.

More currently, the role of a Poet Laureate is to reflect the life of a city, county or even country through readings of poetry. As an ambassador for the literary arts, the Laureate incorporates poetry into a range of official and informal activities.

The creation of the Lincolnshire Poet Laureateship confirms Lincolnshire's support for the arts in general, and for the literary arts in particular.

- The Lincolnshire Coast Poet Laureate is an honorary position lasting eighteen months.
- The intention of the scheme is to raise the profile of Lincolnshire poets and spoken word artists whilst raising the profile of poetry in general, across the county and region.
- A stipend of £10,000 is available for commissions, workshops, performances and publications throughout the eighteen month tenure of the Laureateship to celebrate key events in the Lincolnshire Coast calendar.
- It is expected that the appointed poet or spoken word artist will use the position to seek additional commissions, workshops and appearances during the tenure.
- The Poet Laureate will be given showcase events on World Book Day and National Poetry Day.
- The Poet Laureate will broadcast monthly on a Lincolnshire radio station.
- The Poet Laureate's work will connect with many people, from nursery and school children, young people, the elderly, writers of all ages and to the average person on the street. The main role of the Poet Laureate is to promote the profile of poetry on the Lincolnshire Coast, and beyond.
- The Poet Laureate will give an annual lecture on a related subject.
- A dedicated website highlighting The Lincolnshire Coast Poet Laureateship will be created and will highlight the Laureate's work during the tenure.
- The Poet Laureate's mandate also includes the creation of a legacy programme that will be unique to the individual.
- The scheme is supported by Lincolnshire County Council and Arts Council England.
- Lincolnshire County Council will publish a new collection of the incumbent's work including all commissioned poems during the tenure.
- The terms and conditions of this scheme are reviewed annually.

Conditions:

- Poets or spoken word artists must live, work or study within the administrative county of Lincolnshire (i.e. in one of the seven district councils of Lincolnshire: East Lindsey, West Lindsey, North Kesteven, South Kesteven, South Holland, the City of Lincoln and Boston Borough)
- Poet Laureate nominations may come from any organization or individual in Lincolnshire. Self-nominations are acceptable
- Be aged 18 or over
- The successful poet or spoken word artist will be subject to a criminal background check via the Criminal Records Bureau (CRB). To facilitate this, short-listed candidates will be asked to produce forms of identification in accordance with Lincolnshire County Council policy
- The intellectual property of all work published remains with Lincolnshire Coast Poet Laureate

Form of application:

- Submit six poems on paper, CD or DVD which may have been previously published or unpublished. Please write/type your name, address and title of poem on the reverse side of each poem or on the CD or DVD sleeve.
- Please include a CV, including two referees.
- A covering letter which includes:
  - 1) Why you want to become the Lincolnshire Coast Poet Laureate
  - 2) What you hope to gain from the position
  - 3) How you envisage using the position to raise the profile of poetry across the county and region
- If you are a professional writer and would like your details to feature on the *artsduck artists' directory* then please request an application form in your correspondence

Applications to be sent to: xxxxxxxxxxxxxxxxxxxxx

Applications will be judged by:

- Literature Officer, Arts Council England
- An elected member of Lincolnshire County Council
- Henderson Mullin, Chief Executive – Writing East Midlands
- David Lambert – cultural solutions

The judges will be particularly interested in:

- The standard and range of poetry
- Ability to work in a wide range of community settings
- Ability to perform work in public
- Innovative approaches/ideas to promote poetry
- Ambassadorial potential

## The Lincolnshire Coast Long Poem Prize

Lincolnshire Libraries invites entries from Lincolnshire, UK and international authors for the inaugural Lincolnshire Coast Long Poem Prize. An award of £500 is offered alongside the publication of the long poem on the Lincolnshire Poet Laureate website.

### Guidelines

- A single poem or cycle of poems with a minimum of 10 published pages to a maximum of 20 published pages. A published page is up to 32 lines (or less), including breaks between stanzas.
- No restrictions as to subject matter or aesthetic approach apply
- The deadline for the 2011 Long Poem Prize is xxxx
- Entry fee required: £10
- Entries previously published, accepted or submitted for publication elsewhere are not eligible
- Entrants' anonymity is preserved throughout the judging. Contact information (including an email address) should not appear on the submission, but along with the title on an enclosed separate page
- No submissions will be accepted by email
- No entries will be returned
- Entrants will not be notified separately by letter about the judges' decisions even if a SAE is included for this purpose
- Winners and finalists will be notified via email
- Winners will be announced on (date) via the media and the Lincolnshire Poet Laureate website

Send entries and enquiries to:

XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX

Payment to:

Payment methods:

## RECOMMENDATION G

### Lincolnshire Coast's partners enter into strategic talks with Lincolnshire Tourism and E M Media, the Regional Screen Agency for the East Midlands

Context	<p>EM Media is one of the UK's network of nine Regional Screen Agencies (RSA). Each RSA is an independent organisation with its own links to Regional Development Agencies, industry content providers, training agencies and cultural sector providers specific to its own geographic region.</p> <p>The network of Regional Screen Agencies exists to develop film and moving image culture and industry - incorporating production, exhibition, training, education and archiving. The network also coordinates and promotes the joint activities and strategies of its constituent agencies. The network, and its constituent agencies, is independent of, but works in close strategic partnership with, the UK Film Council, which in turn invests in the Regional Screen Agencies.</p>
Current	<p>Although Lincolnshire's landscape and built heritage has provided a backdrop to some of the sectors most popular films over the past decade, it has arguably lost out on many more possible opportunities. This is due in part to Lincolnshire's lack of regular connectivity with the sector's 'movers and shakers'. Discussions with Lincolnshire Tourism highlighted the considerable opportunity for the Lincolnshire Coast to become a regular film location. In August 2009 Lincolnshire Tourism pledged support for the East Midlands Film Friendly Initiative and is the result of work by EM Media, which aims to increase inward investment into the East Midlands through active promotion of the region's diverse locations, skilled crew and facilities. The Initiative will bring together local authorities, city centre management organisations and tourism organisations from across the region to work with EM Media to encourage a positive filmmaking experience across the East Midlands. The Film Friendly Initiative will ensure filming in the East Midlands is easy, efficient and effective. EM Media will continue its work to increase levels of filming in the region and partners in the Initiative will work to encourage return business from production companies, by guaranteeing producers a positive filming experience in the East Midlands.</p>
New	<p>The Lincolnshire Coast – A Film Location Lincolnshire Coast's partners enter into strategic talks with Lincolnshire Tourism and E M Media, the Regional Screen</p>

	<p>Agency for the East Midlands</p>
National comparator/evidence	<p>The impact of films has brought destination tourism to a new level, and for many destinations and attractions, the broadcast media has become their single most effective marketing tool. Media coverage can propel a destination into the tourism 'premiership league' almost overnight.</p> <p>The UK Film Council has released a report which looks at the impact which films have had on tourist destinations and attractions. The report notes Alnwick Castle - the location for Hogwarts - saw a 120% rise in visitor numbers following the release of <i>Harry Potter</i>. The films are estimated to have brought in £9 million in tourist revenue to the area.</p> <p>Nearer to home, the 2005 film adaptation of Jane Austen's classic novel preceded a 20% increase in visitors to Burghley House, Lincolnshire - which doubled as Lady Catherine de Bourg's home, Rosings, whilst the release of the film version of <i>The Da Vinci Code</i> saw a visitor increase of 26% at Lincoln Cathedral.</p>
Impact/Success	<p>Increased level of Lincolnshire Coast locations used by television and film production companies.</p> <p>Increased levels of Lincolnshire skilled TV and film crew employed.</p>
Strategic target areas	<p>This recommendation responds to the following targets, expressed in the strategies listed below.</p> <ul style="list-style-type: none"> <li>• Increasing visitor spend; attract high value visitors</li> <li>• Growth of creative and cultural industries</li> <li>• Improve access to culture for people in rural areas</li> </ul> <p><i>emda</i> Regional Economic Strategy 2006-2020  Regional Cultural Strategy 2006 – 2011  East Midlands Tourism Strategy 2003 – 2010  Change for Sport  Lincolnshire Local Area Agreement  Lincolnshire Assembly: Sustainable Community Strategy  ELDC Corporate Strategy 2007 – 2012  BBC Corporate Plan 2006 – 2009  SHDC Corporate Plan 2009 – 2014  SHDC Cultural Strategy</p>

Funding	<p>Officer time from:</p> <p>East Lindsey District Council  Boston Borough Council  South Holland District Council  Lincolnshire County Council  Lincolnshire Tourism</p>
Management	<p>Creation of a Lincolnshire Coast Film Location Advisory Group (as a possible sub-group of the wider Film Friendly Initiative) managed by a consortium of local authority, tourism, University of Lincoln and independent TV and film production companies.</p>

## RECOMMENDATION H

### The creation of strategic clusters of gallery and public art trails

<b>Context</b>	<p>Contemporary public art is assuming a more visible presence in the UK. Opportunities for its promotion have been provided both by visual arts organisations and by central and local governments' desire to support and stimulate environmental renewal, give people a better quality of life, and generate public discussion - and new hope. The creation of dedicated public art agencies and strategies has a direct correlation with the improvement of a regions built and natural environment, and is achieved through the involvement of artists and better design. By bringing good design to the public realm one aims to change negative perceptions, contribute to a contemporary environment and raise local aspirations for the future. Through these actions, people will be encouraged to stay in the region and take pride in it, whilst others will be tempted to visit and possibly move to South Lincolnshire.</p> <p>There are considerable social, health and heritage benefits to trails. Due to linear design, trails act as a meeting place for the community. Trails foster community involvement, and corresponding pride, in addition to providing an opportunity to interact with people of varying backgrounds and experiences. Common trail activities such as walking and cycling are all relatively inexpensive, unorganized activities, providing accessible cultural and recreation opportunities.</p> <p>The experience of walking and cycling helps us connect people and places. Walkers move at slower speeds and have more time to perceive and comprehend the details of the environment and the community.</p> <p>Active leisure pastimes, that are and will continue to be popular, are those that are unstructured and can be enjoyed close to home or work. Trails are affordable, accessible and unscheduled opportunities. Trails provide the visitor with first hand opportunities to understand, appreciate, and enjoy the local heritage.</p>
<b>Current</b>	<p>Feedback from the Spalding public consultation meeting by the area's artists, craftsmakers and 3<sup>rd</sup> sector, alongside that of our desk research identified a considerable number of studios and galleries evenly distributed throughout the area's five CCPZs. The area has a history of public and private finance in support and development of art in the public realm. Artistic intervention of the streetscape is well-documented and there is an acceptance and understanding by the local community of the social and economic impact of public art. Feedback highlighted the relatively 'quick win' that can be achieved by connecting the area's galleries and studios through a signage and</p>

	<p>media campaign.</p> <p>South Holland is a member of the Lincolnshire Public Art Network.</p>
New	<p>South Holland Gallery and Public Art Trail</p> <p>The creation of strategic clusters of gallery and public art trails, linking with existing provision, whilst identifying artistic and geographical gaps and the funding to fill them.</p>
National comparator/ evidence	<p>The Hull Fish Trail is an excellent example of a popular and successful arts trail encouraging the public to walk around the city's Civic and Maritime Quarter.</p> <p>The Fish Pavement Trail was commissioned in 1992 by Hull City Council to run through the Old Town of Hull. Sponsored by Seven Seas, the Trail consists of sculptures and engravings of fish (and some invertebrates) representing all the letters of the alphabet.</p> <p>Although initiated over 17 years ago, this innovative and yet accessible artistic intervention is still promoted by the local Tourist Board and Hull City Council, and offers the public an opportunity to explore the city throughout the year.</p> <p>The Arundel Gallery Trail, Sussex has been running for 21 years. The 2009 Gallery Trail runs from 22nd to 31 August and works alongside the larger, annual Arundel Festival. The event is an essential part of the South of England's art calendar, drawing together a wide range of established artists as well as showcasing much unknown local talent. The trail draws over 10,000 visitors and receives significant press coverage for the area and local creative industries.</p>
Strategic Fit	<p>Lincolnshire One – Thrive!</p> <p>Our Community, Our Future – The Community Plan for South Holland</p> <p>A Tourism Vision for the Lincolnshire Coast</p> <p>Visitor Destination Shaping Agenda for Lincolnshire Tourism</p>
Funding	<p>Arts Council – England</p> <p>Regionally managed funds to be matched by locally managed funds</p> <p>INTERREG VIB - CACIN – The fund will support:</p>

	<ul style="list-style-type: none"> <li>• a series of branded arts and crafts trails in partner countries that become known as a distinct tourism products based on their unique cultural identity; long term self sufficient clusters of SMEs based on cultural and creative industries linking rural and urban areas</li> <li>• training and support for the marketing and promotion of these trails</li> <li>• Heritage Lottery PSiCA (Partnership Schemes in Conservation Areas) which funds building conservation with match funding from LAs.</li> </ul>
Impact/Success	<p>The Initiative would be an integral component for highlighting high quality design within the built environment and public spaces. Increased opportunities for local galleries to be involved in the Zone's cultural offer and play a key part towards creating a larger scale event. The trail would offer South Holland and the Fens a new tourism attraction which will increase the length a visitor stays in the area. There would be greater promotion of the local cultural offer leading to increased spend and economic support for local CIs. This would lead to greater opportunities for galleries and local makers to work collaboratively.</p>
Strategic target areas	<p>This recommendation responds to the following targets, expressed in the strategies listed below.</p> <ul style="list-style-type: none"> <li>• Increasing visitor spend; attract high value visitors</li> <li>• Growth of creative and cultural industries</li> <li>• Cultural opportunities and dialogue for communities</li> <li>• Improve access to culture for people in rural areas</li> <li>• Pilot new ways of encouraging participation</li> </ul> <p><i>emda</i> Regional Economic Strategy 2006-2020  Regional Cultural Strategy 2006 – 2011  East Midlands Tourism Strategy 2003 – 2010  Change for Sport  Lincolnshire Local Area Agreement  Lincolnshire Assembly: Sustainable Community Strategy  ELDC Corporate Strategy 2007 – 2012  BBC Corporate Plan 2006 – 2009  SHDC Corporate Plan 2009 – 2014  SHDC Cultural Strategy</p> <p>In this way Recommendation A obliquely delivers against the Health &amp;</p>

	Wellbeing agenda as well as economic priorities. It is not specifically aligned to demographic targets as it is eminently flexible and responsive to need at a given time or place.
Costing	£15,000 over two years - See attached
JD / Brief	N/A
Contractual	The Initiative will be contracted through Lincolnshire County Council or an independent cultural organisation.
Existing Infrastructure	<p>South Holland District Council is a member of the Lincolnshire Public Art Network - <a href="http://www.lpan.org.uk">http://www.lpan.org.uk</a> - is a strategic group of predominantly local authority officers promoting a wide range of public art pieces and projects sited across the county. LPAN has worked in partnership with other organisations such as Groundwork Trust and Lincolnshire Tourism to raise the awareness and benefits that art in the public realm can have both in local communities and as a driver to increase tourism to Lincolnshire.</p> <p>South Holland's support of its resident artists and craftsmakers through initiatives such as the annual Open Arts and Postcard competitions and Art on the Map, Lincolnshire's Open Studios project ensures an existing visual arts infrastructure can be built upon.</p>
Management	<p>The post will be managed by Lincolnshire County Council or an independent cultural organisation.</p> <p>A steering group comprising of Lincolnshire County Council, South Holland District Council and the 3<sup>rd</sup> sector will support the development and management of the post.</p>

#### Research into the creation of a South Holland Gallery and Public Art Trail Budget

	Yr1	Yr 2	Notes
R & D – 10 x £300	3000		Identify appropriate clusters; gain permissions from galleries and public art 'owners'.
Website		2000	Identify gaps and funding to fill them.
Print		5000	Clusters and trails highlighted
Advertising	500	1500	Production of various formats
Project Management		3000	10 days x £300
TOTAL	3,500	11,500	15,000

## RECOMMENDATION I

To work with Boston Mayflower Ltd. (Housing Association) on a feasibility study for a sustainable community festivals programme

Context	<p>The impact and importance of community-led festivals and celebrations is well documented in this document. Festivals come in all shapes and sizes. Some are explicitly focussed on the arts, some are focussed on celebrating the place in which they happen, or arise out of special aspects of the landscape and its heritage. Some festivals are explicitly addressed to visitors and tourists to the county, whilst others happen for local people, a punctuation mark in the year when the community comes out, comes together, comes alive.</p>
Current	<p>Three consultation meetings were held in Boston due to our desk-based research identifying considerable gaps in current levels of cultural provision. In 2008 the cultural services provided by Boston Borough Council had been scored as 'poor' and had 'uncertain prospects' for improvement, according to an independent report released by the Audit Commission. It was felt the Council could not show that its investment in cultural services met residents' needs or that it had been successful in improving residents' quality of life. Research also identified that there was currently only one promoter of the Lincolnshire Rural and Community Touring Scheme, whilst Blackfriars Arts Centre had lost its Arts Council England regularly Funded Organization (RFO) status in 2006.</p> <p>The consultation meetings were attended by amongst others, individual artists, Boston Camera Club, Blackfriars Arts Centre, a gallery owner from Sleaford (who offered exhibition opportunities for Lincolnshire artists) and Boston Mayflower Ltd (Housing Association). All had an opinion on the current state and level of culture within the borough. All had been resident in the area for at least 20 years, some for 60 years.</p> <p>There was clear disappointment of the cancellation of Party in the Park in 2009. The group felt that this was short-sighted of the Borough as they believed that it was the one cultural event in the area that brought everyone together. Even though Party in the Park was a relatively young event, people felt it had provided a unique focal point for the culturally-diverse communities of the borough.</p> <p>Further discussions identified that the Housing Trust had been expanding its social responsibility over the past five years and they were now directly organizing and managing local community festival and celebrations for its residents and the wider community.</p> <p>Our consultation identified the Boston Mayflower Ltd (Housing Association) as a forward-thinking organization who recognise the role</p>

	<p>culture can play in the quality of life of its 5000 residents, and the wider Boston community. The Company has set up a programme of Community Hubs and regular cultural celebrations, and we believe have much to offer the Zone by way of accessible, cultural experiences. With the cancellation of the 2009 Party in the Park the Company offers a realistic alternative.</p>
New	<p>We recommend that partners enter into discussion with Boston Mayflower Ltd (Housing Association) and embark upon a feasibility study of the Company managing a series of small, community celebrations throughout the year, leading to the establishment of a larger, annual community festival.</p>
National comparator/ evidence	<p>Maryhill Housing Association, Glasgow</p> <p>Maryhill Housing Association is playing a vital role in the regeneration of the impressive canal network which flows through Glasgow. The Association had a key role in the Maryhill “Big Man” one-day community festival to celebrate the rich historical connection Maryhill has with the Forth and Clyde Canal. The event attracted huge numbers of families as it was so-named to celebrate the new engineering design: a giant steel structure known as the Maryhill Bigman, which acts as a footbridge at one of the canal’s junction.</p> <p>The Association is clear of its role within the wider community’s on-going regeneration, and is offering cultural opportunities for its thousands of residents.</p> <p>The Nottingham Caribbean Carnival</p> <p>The Caribbean Carnival in Nottingham began in 1970 and it quickly became the main cultural attraction for Nottingham’s black community.</p> <p>Due to a lack of funding and awareness the bid to make the event a major Midlands attraction failed after just three years and this was a pattern which was repeated throughout the 80s and 90s. In 1998 the Carnival was cancelled over concerns for health, safety and security. However there was such a reaction from the black community, including demonstrations, which resulted in Nottingham City Council asking for outside help to reestablish the event.</p> <p>The Tuntum Housing Association, a community based black-led housing association, were approached and agreed to set up an infrastructure to help re-form the Carnival.</p> <p>Tuntum is not simply about providing quality housing and has recently</p>

	<p>been awarded a community award for its work reviving the annual Caribbean Carnival in Nottingham. The event now attracts over 60,000 people.</p>
Strategic fit	<p>Lincolnshire Assembly: Sustainable Community Strategy</p> <p>Boston Local Strategic Partnership and Community Strategy</p> <p>A Tourism Vision for the Lincolnshire Coast</p> <p>Visitor Destination Shaping Agenda for Lincolnshire Tourism</p>
Funding	<p>Interreg VIB</p> <p>Two of the schemes four priorities are directly relevant to the Lincolnshire Coastal Strategy:</p> <p>Priority 1: Developing the North West Europe knowledge-based economy by capitalising on the capacity for innovation</p> <p>Priority 4: Promoting strong and prosperous communities at transnational level</p> <p>Creative Regions which aims to foster sustainable development through the promotion and utilization of cultural landscapes as both an attractor and setting for the creative economy</p> <p>The East Midlands Operational Programme identifies a number of "Priority Axes" under which funding may be available to support Lincolnshire Coast cultural offer.</p> <p>Priority Axis 2: Sustainable economic and enterprise activity in disadvantaged Communities.</p> <p>Awards for All - England is a small grants scheme making awards of between £300 and £10,000. The Awards for All programme aims to help improve local communities and the lives of people most in need.</p>
Impact/success	<p>A new community festival programme starting in 2010 leading to a large annual festival in 2011 will offer the borough of Boston a much needed, grassroots programme of activity.</p> <p>Resident morale will be raised having seen the loss of the Party in the Park festival in 2009.</p> <p>The festival programme offers the borough a significant visitor attraction.</p> <p>Ownership by the housing association will ensure participation and promote inclusion of key target groups</p> <p>An increase in skilled cultural activism, strengthening potential for</p>

	<p>joint work Access to additional staff, to act as a conduit between LA and grassroots providers</p> <p>Improving measures for Ni11 – Engagement in the arts</p> <p>Improving measures for Ni7 – Environment with a thriving 3<sup>rd</sup> sector</p> <p>Increased participation from the local community as the grass-roots product becomes more sophisticated and confident</p> <p>Increased attendance at grassroots events as skill-base increases (in relation to marketing, attracting funding, production values)</p>
Strategic target areas	<p>This recommendation responds to the following targets, expressed in the strategies listed below.</p> <ul style="list-style-type: none"> <li>• Increasing visitor spend; attract high value visitors</li> <li>• Growth of creative and cultural industries</li> <li>• Community participation and development of social capital</li> <li>• Cultural opportunities and dialogue for communities</li> <li>• Improve access to culture for people in rural areas</li> <li>• Pilot new ways of encouraging participation</li> <li>• Social cohesion</li> </ul> <p><i>emda</i> Regional Economic Strategy 2006-2020 Regional Cultural Strategy 2006 – 2011 East Midlands Tourism Strategy 2003 – 2010 Change for Sport Lincolnshire Local Area Agreement Lincolnshire Assembly: Sustainable Community Strategy ELDC Corporate Strategy 2007 – 2012 BBC Corporate Plan 2006 – 2009 SHDC Corporate Plan 2009 – 2014 SHDC Cultural Strategy</p> <p>Recommendation I can deliver directly against the Health &amp; Wellbeing agenda. It has the possibility of becoming a considerable driver in the borough’s aspiration for a healthier community. The recommendation can also assist Boston Borough Council and its heritage partners in the further development of its heritage offer by way of ensuring current and future heritage initiatives link with the proposed community festivals.</p>

Costings	£4,500 - See attached
JD/Brief	N/A
Contractual	The contractual considerations of the Festival would be explored as part of the feasibility study.
Existing infrastructure	Boston has a sophisticated cultural infrastructure. The Cultural Quarter, the Sam Newsome Centre, Blackfriars Arts Centre, the Guildhall, Boston College, Boston Mayflower Ltd (Housing Association and Boston Borough Council are but a few of its cultural providers offering the residents of, and the visitors to Boston, a rich cultural tapestry.
Management	The managerial considerations of the Festival would be explored as part of the feasibility study.

## Budget

### Feasibility study for a sustainable community festivals programme

#### R & D

- Interviews with sponsors, funders, Licensing Authorities and Emergency Services
- Cultural and economic assessment
- Strategic management

#### Consultants to embark on the following:

##### Economic Assessment and interview potential partners and stakeholders

5 days x £300 - Economic assessment	£1500
10 days x £300 – Interviews	£3000
<b>TOTAL</b>	<b>£4,500</b>

## RECOMMENDATION J

### To research and create a '4 Seasons Festival Programme' for the Spalding Zone

Context	<p>Festivals exist for four primary reasons:</p> <ol style="list-style-type: none"><li>1. To 'switch people on to' art and culture by offering a short, intense burst of activity that achieves impact and concentrates attention.</li><li>2. To enrich local people's quality of life by providing new artistic and other cultural opportunities in places where these don't currently exist.</li><li>3. To provide an opportunity for celebration, and a focus for, and expression of, collective effort by the local community</li><li>4. To improve local quality of life. Of particular relevance to the visitor economy, and beyond their avowed passion for the arts, many festival producers cite a desire to improve local quality of life and put their city/town/village 'on the map' and to challenge negative perceptions where these exist.</li></ol> <p>The audit identified Spalding as a festival hot spot but the remainder of the district as having a gap in provision. This Recommendation aims to develop the strength of Spalding's reputation for festivals alongside the need for more activity within the district. The new festivals will engage community and attract new visitors. This recommendation also looks to develop opportunities for new arrivals to connect with the festival and led up participatory work.</p>
Current	<p>Spalding is well-known for its festivals; this is an aspect which should be developed further. Major Spalding Zone festivals currently take place in May (Flower Festival) and October (Pumpkin Festival) and the area would benefit from a summer and winter festival to start to develop a year-round programme of events.</p> <p>Conversations with South Holland District Council, the 3<sup>rd</sup> sector and the Zone's artists, craftsmakers and creative industries at the two consultation meetings clearly identified a considerable sense of pride in the area. Many artists and craftsmakers had found ways of functioning on a professional or semi-professional basis. They already fed into and contributed to the various community –led and local authority run festivals and celebrations. In many cases they directly organized the celebration.</p>

	<p>Our consultation identified an aspiration across the board for the creation of a more connected, vibrant and high-visible cultural landscape in the area. Building on existing activity, there is a desire in the area for not only consolidation of exciting cultural provision, but development of new, locally-based and locally run festivals and celebrations.</p>
<p>New</p>	<p><b>A Spalding Festival of 4 Seasons Festival Programme</b></p> <p>The festival would be focused in Spalding but encompass the whole five CCPZs.</p> <p>We recommend the creation of a coordinated '4 Seasons Festival Programme' with a winter festival developed around <i>fire and light</i> using the local landscape and heritage buildings for unique artist-led interventions; and a summer festival drawing on local themes of diversity, natural environment, film, food and folk and involve new arrivals in the celebrations.</p> <p>To develop this strand a sensible approach would be to enter into a research and development phase in year one followed by the contracting of a freelance position to pilot both festivals in year 2. Should the festivals be successful this position could be reviewed and funding sought to continue the work.</p> <p>Community involvement is key to the success of both festivals and the work should be developed in partnership with community development initiatives.</p>
<p>National comparator/ evidence</p>	<p>Ulverston is a small market town in Cumbria, with a population of 11,500. During the 1980s and early 1990s its fortunes declined as out of town shopping centres affected its many small retailers.</p> <p>In 1997 a consortium, 'Ulverston 2000+', of district and parish councils, local businesses and others was established. Its principal aim was to re-brand the town and change its image, and it was decided to develop and promote the very strong cultural and artistic themes existing within the area, under the by-line 'Ulverston Festival town'.</p> <p>During 2002, the town hosted 13 festivals and events. The Partnership also supported the provision of subsidised studios to foster an entrepreneurial culture within local arts and craftspeople.</p> <p>Ulverston's re-branding has led to increased visitor numbers and</p>

	<p>visitor spend, and has promoted economic development.</p> <p>One of the many festivals is the Lantern Procession, which was created by the renowned arts company Welfare State International (WSI). This festival which takes place in September attracts 10,000 visitors.</p> <p>A study on the arts festivals of Cumbria found their economic impact to be estimated at generated spending by festivals of £1.64 million, producing spend elsewhere in the economy of over £4 million. Estimated visitor spending was calculated at between £4 and £6 million, with induced spending in the broader economy nearly £8 million. The cultural impacts are as important – serving audiences of at least 400,000 (attendances) and transforming local spaces into festival and temporary arts venues. The study also notes the social impacts of arts festivals, attracting 40% of audiences from outside of Cumbria, encouraging a voluntary workforce of around 1200 people and helping to sustain Cumbria’s festival traditions.</p>
Strategic Fit	<p>Regional Cultural Strategy:  <i>“The Place of Choice: A Cultural Strategy for the East Midlands 2006-2011”</i></p> <p>Our Community, Our Future – The Community Plan for South Holland</p> <p>A Tourism Vision for the Lincolnshire Coast          Visitor Destination Shaping Agenda for Lincolnshire Tourism</p>
Funding	<p>Interreg VIB</p> <p>Two of the schemes four priorities are directly relevant to the Lincolnshire Coastal Strategy:          Priority 1: Developing the North West Europe knowledge-based economy by capitalising on the capacity for innovation          Priority 4: Promoting strong and prosperous communities at transnational level</p> <p>Creative Regions which aims to foster sustainable development through the promotion and utilization of cultural landscapes as both an attractor and setting for the creative economy</p> <p>The East Midlands Operational Programme identifies a number of “Priority Axes” under which funding may be available to support Lincolnshire Coast cultural offer.</p> <p>Priority Axis 2: Sustainable economic and enterprise activity in disadvantaged Communities.</p> <p>Rural Development Programme for England (RDPE) 2007-2013</p>

	<p>East Midlands Regional Implementation Plans identifies a number of core delivery strands, some of which will be relevant in support of this recommendation:</p> <ul style="list-style-type: none"> <li>• Improving enterprise, innovation and employment</li> <li>• Improving accessibility to jobs and services</li> <li>• Developing active communities</li> </ul> <p>Specific funding has been allocated under the Leader approach including:</p> <ul style="list-style-type: none"> <li>• Encouragement of tourism activities</li> <li>• Training and information</li> <li>• Co-operation activity</li> </ul> <p>Awards for All - England is a small grants scheme making awards of between £300 and £10,000. The Awards for All programme aims to help improve local communities and the lives of people most in need.</p>
Impact/Success	<p>Spalding has the potential to become known as a festival town, to engage its communities throughout the year and to draw in visitors all year round.</p> <p>The recommended festivals add a new dimension to the calendar and builds on the existing strengths of the area whilst offering new cultural opportunities. A summer festival focusing on film, folk and food has the potential to bring all areas of the community together to celebrate the breadth of local traditions. Light and fire is celebrated the world over and with the large open skies of the Fens, the natural environment will offer interesting backdrops for artistic interventions.</p> <p>The festivals would have the following impact:</p> <p>Impact for the whole district</p> <ol style="list-style-type: none"> <li>1. Impact on the branding of South Holland and specifically Spalding as a festival town of 4 seasons.</li> <li>2. Increased opportunities to be involved in the community and play a part towards creating a large scale event</li> <li>3. Creative jobs established to support the festival artistic programme</li> </ol> <p>Visitor / Economic impact</p> <ol style="list-style-type: none"> <li>1. An increase in visitor numbers to the area's festivals and associate events of least 10%</li> <li>2. An increase in overnight stays to attend festivals</li> </ol>

	<p>3. The creation of new jobs to support the growing festival infrastructure</p> <p>Social capital / capacity building impact</p> <p>1. Increased participation from the local community especially new arrivals</p> <p>The development of new traditions</p>
Strategic target areas	<p>This recommendation responds to the following targets, expressed in the strategies listed below.</p> <ul style="list-style-type: none"> <li>• Increasing visitor spend; attract high value visitors</li> <li>• Growth of creative and cultural industries</li> <li>• Community participation and development of social capital</li> <li>• Cultural opportunities and dialogue for communities</li> <li>• Improve access to culture for people in rural areas</li> <li>• Pilot new ways of encouraging participation</li> <li>• Social cohesion</li> </ul> <p><i>emda</i> Regional Economic Strategy 2006-2020  Regional Cultural Strategy 2006 – 2011  East Midlands Tourism Strategy 2003 – 2010  Change for Sport  Lincolnshire Local Area Agreement  Lincolnshire Assembly: Sustainable Community Strategy  ELDC Corporate Strategy 2007 – 2012  BBC Corporate Plan 2006 – 2009  SHDC Corporate Plan 2009 – 2014  SHDC Cultural Strategy</p> <p>Recommendation D has the potential to deliver against the Health &amp; Wellbeing agenda as well as economic priorities. It is not specifically aligned to demographic targets as it is eminently flexible and responsive to need at a given time or place.</p>
Costings	£79,050 - See attached budget
JD / Brief	See attached
Contractual Existing Infrastructure	<p>This post could be offered as 2 year freelance contract to pilot the festivals. The research and development phase would take place in year 1, with events delivered during year 2. Following year 2 additional funding would need to be sourced – this could be a package with funding from district and town councils as well as local business and grants.</p> <p>The contract should be managed by LCC and sit as part of the CAZ</p>

	team.
Management	<p>The post will be contracted for ease through Lincolnshire County Council or an independent cultural organisation.</p> <p>A steering group comprising of LCC, and SHDC and the 3<sup>rd</sup> sector will support the development and management of the post.</p>

## Budget

### Events Post

	Year 1	Year 2	Notes
Events Officer annual fee	15,000	15,000	Year 1 – Research & development phase Year 2 – Event delivery phase
Travel	1500	1500	
Admin	500	500	
Equipment	500	500	Lap top etc
Sub total	17,500	17,500	

### Summer Film, Folk and Food

#### Artistic content

Film screenings		2000	This might be reduced if liaising with FISH
Taste of Lincolnshire booking		500	
Dance performance booking		750	
Bands		2000	Combination of local musicians and others
Street Theatre		2000	
Participatory work		2500	Lead in workshops to provide food, film themed installations or parade
<b>Logistics and event management</b>			
Stewards & Security		1,500	
First Aid		400	St Johns
Venue Hire (Show Site)		500	
Radio Hire		200	
Technical Reqs.		2,000	PA, cabling, speakers, etc
Event infrastructure costs		1400	Barriers, floor matting, lighting, generators etc
Stage		1500	
VIP's catering		400	
Misc/contingency		1,000	
Sub total		18650	

<b>Winter Fire and Light festival</b>		
Artistic content		5,000
Pyro		6,000
Performance/installations		1,000
Music		1000
Lantern Making Courses		1,500
20 Workshops (artist fees)		
Materials		300
Room hire		200
Logistics and event management		
Stewards & Security		1,500
First Aid		400
Venue Hire (Show Site)		500
Radio Hire		200
Technical Reqs.		2,000
event infrastructure costs		1400
		400
VIP's catering		
Misc/contingency		1,000
Sub total		£22,400
4 Season festival branding and marketing campaign		3,000
Total expenditure per year	17,500	61,550
<b>TOTAL COST</b>		<b>79,050</b>

## South Holland Events Officer

<b>MAIN PURPOSE OF JOB</b>
<ol style="list-style-type: none"><li>5. To research, develop and deliver 2 new festivals in South Holland District</li><li>6. Increase active participation in the district, engage particularly new arrivals and young people and to encourage cultural tourism by branding Spalding and the South Holland area as a festival town of '4 Seasons'.</li></ol>
<b>KEY TASKS</b>
<ol style="list-style-type: none"><li>19. To research and develop a winter and summer festival to compliment the pre-existing Pumpkin Festival and Flower Parade which take place across the district.</li><li>20. To programme each event with innovative and appropriate work as a means of raising the media profile of the area to attract new audiences.</li><li>21. To fund raise additional elements of the festival programme</li><li>22. To work with local and regional artists, and creative industries to develop participatory opportunities leading up to each festival.</li><li>23. To manage the event delivery ensuring all health and safety, event plans and risk assessments are undertaken.</li><li>24. To work in partnerships with local community activists to ensure the festivals are grounded in their locality.</li><li>25. To make connections with the Coastal Festival Support Officer to ensure joint promotion of the festivals.</li><li>26. To devise a marketing strategy for each festival and implement a plan for the branding of the area as a festival area of '4 Seasons'.</li></ol>

### CREATIVITY & INNOVATION

The post holder is required to exhibit considerable individual flair, have appropriate artistic and cultural knowledge and networks, be confident of working on their own, whilst ensuring collaborative working with a diverse range of individuals and communities occurs.

The post holder's work style must respond to the particular requirements of each community, professional organisation or project.

The post holder will be required to manage a budget for each festival.

### CONTACTS & RELATIONSHIPS

The post holder will develop effective professional relationships with a wide range of artistic companies providing an appropriate mix of cultural events and services.

The post holder will develop links and relationships with key partners to support the local cultural economy.

The post holder will have the ability to communicate effectively at all levels (e.g. from chief executives, to community association committees) and is therefore a fundamental requirement of the post. They will be required to facilitate, negotiate and develop cooperative working practices.

### KNOWLEDGE & SKILLS

The post holder is required to have knowledge of the arts development, festival and events sector and have had experience in the following areas:

- Delivery of community arts and events activities, translating community aspirations into programmes
- Working with the arts sector to develop skills, confidence and sustainability
- Partnership working with professional arts organizations and community groups
- Marketing cultural products
- H&S and event management

It is essential that the post holder has a sound knowledge of the following:

- The local, regional and national arts funding environment
- An understanding of community development techniques and the regional and national arts and cultural sectors.
- How festivals can support a cultural regeneration scheme
- The diverse national and regional cultural festivals scene

Additionally it is essential that the post holder can demonstrate the following skills and attributes:

- Able to work effectively both within a team and as a team leader
- Able to address equal opportunities and access issues
- Devise arts and cultural programmes
- Develop and sustain partnerships

- Oral presentation skills
- Manage budgets
- Excellent interpersonal skills
- Ability to lead and motivate
- Strong interpersonal and networking skills
- Able to develop effective working relationships with a wide range of partners

**RESOURCES – financial & equipment**

The post holder will have responsibility for managing assigned budgets and to produce and manage budgets for specific projects and festival activity.

They will be responsible for making funding applications as appropriate.

Maintaining formal records of payments, management information and contractual amendments.

**WORK ENVIRONMENT – work demands, physical demands, working conditions & work context**

Due to the nature of the work of the post, work will take place across the South Holland district area in various settings, both in and out of the office, in remote sites and in publicly accessible areas.

**Hours**

They will work irregular hours and these include regular weekend and unsociable hours working. They are employed on a managed hours system.

The post holder will work to frequent critical deadlines. Many of these are generated by long term projects, however it is expected that some short-term deadlines will need to be accommodated in their planning process. The post holder has to be able to prioritize working practice against these deadlines.

**Physical demands**

The post holder has to work outdoors in all weather conditions

## RECOMMENDATION K

### To enter into a strategic Village Green Development Initiative

Context	<p>Communities are increasingly looking for wide open spaces to stage cultural events and fetes and provide a haven where children can play.</p> <p>As a result, the number of bids to secure areas with protected "village green" status has more than doubled in 2008. According to the Open Spaces Society there were 172 applications in 2008 compared with just 77 in 2006. The organisation believes that the resurgence has been partly driven by a growing recognition of the benefits of a village green as well as residents wanting to fight off developments for housing and supermarkets. Housing developments are being built with green playing areas in their heart and developers are said to consider a village green in a new estate to be a major attraction for new buyers who want to feel they are living in a traditional rural village.</p> <p>A green is officially recognized as land on which a significant number of inhabitants have indulged in lawful sports and pastimes for 20 years. One of the most famous village greens is the green in Finchingfield, Essex, which is said to be 'the most photographed village in England'.</p> <p>The improvement of environmental features can act as a regenerating force; for instance, the Commission for Architecture and the Built Environment (CABE) note in their report <i>Does Money Grow on Trees?</i> that "Local perceptions of the value of a local area and its future have been improved because of the physical improvements to the park, increasing the confidence of people who live and invest in the area to stay there and not leave".</p>
Current	<p>Our work in meeting and listening to partners, stakeholders and potential partners and stakeholders highlighted the passion by which the very local of community activists work. Parish councillors, individual artists and craftsmakers, village hall committees care for, and share with each other, a love of the built environment and their local heritage. Many stated that they have relocated to the area in order to invest time, and in certain cases, money in creating a quality of life unobtainable elsewhere.</p> <p>We were impressed by this passion to 'make a difference' and after discussions with Lincolnshire County Council's Economic Development Officers, who had been involved in engaging with various coastal communities, reviewed the impact of the North Thoresby Village Green Initiative.</p> <p>The North Thoresby Village Green initiative, a Lincolnshire Small</p>

	<p>Market Towns Project, saw Scottish artist Alan Potter involved in the enhancement works on the Village Green. Similar activities, strongly linked to community engagement, have been undertaken within North Kesteven, to great success.</p>
New	<p>To enter into a strategic Village Green Development Initiative informed by North Thorseby's experiences.</p> <p>A similar 'art in the public realm' initiative working with local communities on the enhancement of their village greens would provide a means to engage local people on an intergenerational basis in a cultural activity. In turn this would provide a signpost to engagement in other creative opportunities.</p>
National comparator/ evidence	<p><b>Kelshall Village Green Restoration Project - Hertfordshire</b></p> <p>The village green at Kelshall is very small, but was the only common land in the village. It had been neglected since the early part of the last century, when an ancient monument on the green was last restored. This monument (which was the stone base of an ancient cross, removed in antiquity from the nearby church) was also deteriorated, and the whole area needed restoration.</p> <p>The project re-graded the green to make access easier for everyone, restored the ancient cross, created a new plinth for it and installed new paving and seating around it. A new stone cross shows what the ancient cross looked like, and contains interpretation panels explaining the story of the cross and the history and natural history of Kelshall. A booklet on similar themes has also been produced.</p> <p>The Kelshall Village Green Restoration Group have plans for the future, which include further access and interpretation work on the village green, as well as improved arrangements for long-term monitoring and maintenance.</p> <p><b>Meanwood Village Green Wall Project - Leeds</b></p> <p>The Meanwood Village Green Wall Group had three aims with the project:</p> <ul style="list-style-type: none"> <li>To restore a locally important drystone wall in the village;</li> <li>To research the local history of the Meanwood Quarry</li> <li>To research the history of the Meanwood Cricket Club.</li> </ul> <p>They worked in partnership to restore the wall with the six teams</p>

	<p>(including children) who play cricket on the green (the walls forms a boundary).</p> <p>The group researched the history of playing cricket on the Green including local characters and stories. Local residents were interviewed to record their memories of the Quarry and the Cricket Club. (Training was provided by the Oral History Society). The footage was combined with the filming of the restoration of the wall to make a video of the project. Volunteers were trained in drystone walling skills and filming and editing footage.</p> <p>The local quarry provided stone for locally important buildings such as the Parish Church, Meanwood Village School and Mill Hill Chapel, Leeds.</p>
Strategic Fit	<p>Lincolnshire One – Thrive!  Lincolnshire County Council Cultural Strategy 2006 – 2010  Engaging East Lindsey - A Community Plan for a Sustainable Future  Boston Local Strategic Partnership and Community Strategy  Our Community, Our Future – the Community Plan for South Holland</p>
Funding	<p>Arts Council – England  Grants for the Arts</p> <p>Awards for All  Awards for All - England is a small grants scheme making awards of between £300 and £10,000</p> <p>Heritage Lottery  PSiCA (Partnership Schemes in Conservation Areas) which funds building conservation with match funding from Las</p> <p>Groundwork Lincolnshire Open Spaces Fund</p> <p>Big Lottery Open Spaces Fund  (Applications need to be community led for individual projects)</p>
Impact/Success	<p>Local development frameworks aim to promote greater community engagement with the planning process, the Village Green Development Initiative would assist local authorities to seek direct participation from local people in shaping the future of their communities.</p> <p>The Initiative would be an integral component of achieving high</p>

	<p>quality design within the built environment and public spaces. The Village Green Development will contribute to the quality of life through good design and the creation of sustainable communities in accordance with PPS1.</p> <p>Working with artists will offer an opportunity to design schemes which go beyond the purely functional and create places that reflect the life, identity and aspirations of a particular place or community.</p> <p>Public Art is complementary to good urban and building design, as part of social investment in new housing, the design and use of community and public spaces. The Village Green Development will consider how the public use and interact with the sites, making it more accessible and legible.</p> <p>The Village Green Development has the potential to create strong PR opportunities for the county and develop the Public Art offer of the area. By Year 4 once all schemes are complete this work could become an attractive sculpture trail for visitors.</p>
Strategic target areas	<p>This recommendation responds to the following targets, expressed in the strategies listed below.</p> <ul style="list-style-type: none"> <li>• Growth of creative and cultural industries</li> <li>• Community participation and development of social capital</li> <li>• Cultural opportunities and dialogue for communities</li> <li>• Improve access to culture for people in rural areas</li> <li>• Pilot new ways of encouraging participation</li> <li>• Social cohesion</li> </ul> <p><i>emda</i> Regional Economic Strategy 2006-2020  Regional Cultural Strategy 2006 – 2011  Lincolnshire Local Area Agreement  Lincolnshire Assembly: Sustainable Community Strategy  ELDC Corporate Strategy 2007 – 2012  BBC Corporate Plan 2006 – 2009  SHDC Corporate Plan 2009 – 2014  SHDC Cultural Strategy</p> <p>There are three areas where heritage-led regeneration may be assumed to have an impact on health: that of historic park or landscape regeneration providing quality open space for health</p>

	pursuits; that of health improvement by participation of groups and individuals in heritage-led regeneration; and that of health impact through other determinants, for instance a change in other indicators of deprivation.
Costings	£69000 - See attached
JD / Brief	See attached artists brief.
Contractual	The contracts will, for ease of purpose be managed through Lincolnshire County Council or an independent cultural organisation.
Existing Infrastructure	<p>Lincolnshire Development has a growing reputation of working with artists on village and town enhancement programmes. North Thoresby was initiated by them.</p> <p>Lincolnshire Public Art Network - <a href="http://www.lpan.org.uk">http://www.lpan.org.uk</a> - is a strategic group of predominantly local authority officers promoting a wide range of public art pieces and projects sited across the county. LPAN regularly works in partnership with other organisations such as the Groundwork Trust and Lincolnshire Tourism to raise the awareness and benefits that art in the public realm can have both in local communities and as a driver to increase tourism to Lincolnshire.</p> <p>East Lindsey, Boston Borough and South Holland Councils recognize the role and impact of art in the public realm. All have invested in public art projects over the past decade and offer significant experience.</p>
Management	A steering group will be established comprising of appropriate local authority representation and the Parish Council.

#### Budget

#### Village Green Development Initiative

	Yr1	Yr 2	Yr 3	Notes
Projects x 3	15000	15000	15000	
Short listed bursaries	1000	1000	1000	2 x £500 annually
School workshops	1000	1000	1000	
Print	1000	1000	1000	
Advertising	500	500	500	
Management x 3 years	4500	4500	4500	
<b>TOTAL</b>	<b>23000</b>	<b>23000</b>	<b>23000</b>	<b>69000</b>

#### The Lincolnshire Coast

Village Green Development Initiative  
Artist Brief:

Lincolnshire County Council and Arts Council England in partnership with xxxxxx District Council are looking to invite an artist to produce an illustrated proposal/approach for the enhancement of xxxxxx village green.

We are looking to appoint a professional artist, with experience of working in the public realm, someone who makes exciting, contemporary work, has a proven track record and is familiar with issues surrounding planning permission, maintenance etc.

We strongly encourage applications from the East Midlands region, but welcome applications from further a field. Our aim is to commission work that is innovative, of the highest quality and appropriate for the site.

The work will be developed in consultation with the local community so it is important the chosen artist can communicate effectively with community groups and work in collaboration.

Each proposal will be subjected to a rigorous selection process – involving artists, arts officers, landscape designers and members of the community.

Selection Criteria:

- Innovation and Quality
- Has answered brief with a short proposal
- Clarity of vision and approach
- Appropriateness to site
- Ability and experience to execute the project, to communicate and work with team
- Practicalities – distance/availability

The short-listed artist will be invited to visit the site on xxxxxxxxxxxx and asked to present their proposals on xxxxxxxxxxxx and one artist will be selected to develop their project.

The work needs to be installed by XXXXXXXXXXXXXXXXXXXX.

Fees

There is a bursary of £500 for the two short listed proposals, which includes travel expenses.

There is an overall budget of £15000 for the artwork, which includes materials, manufacture and artists fees.

(The suggested breakdown is £3000 artist's fees; £9000 for materials and £3000 for installation.)

REQUIREMENTS AND DEADLINE: xxxxxxxxxxxx

Please send hard copies of a supporting statement – of no more than 500 words – outlining initial thoughts, approaches and reasons for applying, CV and up to 5 images that give an indication of the type of work you are proposing - to illustrate your approach.

For further information, brief and details of the site please contact: xxxxxxxxxxxxxxxxxxxxx

#### Artist Brief:

##### Concept

We are looking for an artist to produce a series of contemporary artworks that reflects upon the heritage and history of xxxxxxxxxxxxxxxx. Artworks that draw attention to xxxxxxxxxxxx (see information sheet for background info and images) a small green space in the heart of xxxxxxxx.

We are looking for work that provides an exciting alternative to the traditional perceptions and understandings of what can and should be sited on a village green. The work needs to be ambitious, innovative, contemporary and high quality – we want this project to be noticed throughout the UK, and to become a real talking point for the county.

The work will comprise of at least two pieces that vary in scale and form - unified conceptually and aesthetically through design and materials. The works must be permanent, robust, vandal proof and require little if any maintenance.

The works need to take into consideration the following:

- Encourage people to visit, sit and reflect upon the art and its location
- Emphasize and place value on local distinctiveness, making a unique feature of the village

The successful artist needs to consider the following:

Green principles, i.e. by monitoring use of energy/ potential use of recyclables/ manufacturing techniques creating minimal waste / use of materials sourced locally with low environmental impact

#### Where the artworks will be sited

The works will be sited on xxxxxxxxxxx village green.

The artist, in partnership with a small, local community support group will determine exact locations.

### Roles and Responsibilities

The successful artist will need to work closely with the local community support group and the project managers.

### Dates and Deadlines

XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX

### Context

This project is part of a wider cultural regeneration plan for the Lincolnshire Coast. It connectivity to the wider plan should be exploited at every turn. The successful artist will benefit from being a part of the plan and will be encouraged to participate in other cultural initiatives.

XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX

The Village Green Development Initiative is funded by LCC, ACE and xxxxxx District Council.

### Creative Engagement & Evaluation –

The project will be independently evaluated, however it is expected the chosen artist will document the process through photography and have regular communication with the project manager to feed back key developments.

### Publicity

The project manager's will be responsible for liaising with the press and media within the local area, whilst ACE will assist with regional and national media contacts. There will also be workshops to engage local schools to generate publicity etc.

There is a small design fee to create appropriate material to promote the project – the successful artist will be involved in this part of the project.

### Local support

Public consultation has ensured local support for the project. The village green is currently accessible at all times and to all - but our work will ensure it can be enjoyed as a safer and more easily accessed place by even more people.

## RECOMMENDATION L

To work with Chapel Recording Studios, South Thorsby on the commissioning of a feasibility study into the creation of a significant music festival at Cadwell Park

### Context

In a recent BBC news article, Stuart Galbraith, the UK Managing Director of live entertainment company Live Nation, who has 30 years' experience of working in the industry, was reported as saying: 'The UK live music scene is more buoyant now than I can ever remember it.' Indeed, the live music scene is the fastest growing part of the music industry. Recent statistics published by Creative & Cultural Skills Show that of the 95,000 people working in the music industry the largest sector is live performance, which accounts for 42,480 (or 45%) of the workforce.

Figures published by the Performing Right Society (PRS) show that public performance royalties collected in the UK on behalf of composers, songwriters and music publishers grew from £6.4m in 1999 to £14.7m in 2005. And these amounts relate only to major or formal concerts, recitals and festivals, as distinct from other income from live music generally, such as gigs in pubs, clubs, community buildings, and so on. As these figures represent only the proportion of ticket sales paid to PRS members, they are a small fraction of how much live music is worth overall to the economy. They do however helpfully demonstrate how composers and songwriters benefit directly from a healthy live music industry.

At the same time more and more festivals are helping to add to this healthy picture. Glastonbury has grown to be 30 times its original size, while Reading, Leeds, and T in the Park continue to boom alongside new events like Connect and Latitude. In the same BBC news article mentioned above, Charlie Presburg of concert information service Pollstar was quoted as saying that: 'In the last five or six years festival tickets have gone through the roof, they are selling out more quickly and there are more festivals in the UK and Europe.' These festivals make a huge contribution to the economy. For example, organizers of the Glastonbury Festival estimated in 2005 that the Festival's impact on the local economy was over £50m; this included the £750,000 employers' income tax bill for the 1,100 people employed. A study in 2006 also revealed that the overall value of Scotland's biggest music festival, T in the Park, had increased to £18m.

The incredible recent growth in festivals across the UK was also underlined in Sir Les Elton's report of the Independent Fees Panel published by DCMS in January 2007. This stated that there had been an increase of almost 130% (from 60 to 142) in licenses granted to events of over 5,000 capacity between 2005/6 and 2006/7.

A buoyant live music scene impacts on other parts of the industry.

	<p>For example, figures released by the Music Industries Association show that in 2005, musicians spent £110m on electric, bass and acoustic instruments; this is up from £102m in 2004.</p> <p>But it's not just large live music events that have a substantial impact on our national and local economies. A report published in 2004 by Arts Council England and the Association of Festival Organizers estimated that UK folk festivals generated spending of over £82m a year. And think of the additional money spent in local pubs and restaurants in Camden or Newcastle when there are gigs on at the Roundhouse in Camden or The Sage, Gateshead – two recently established venues that are further testament to our appetite for live music.</p> <p>The impact of live music on local economies is important, not only to the venues staging concerts and gigs, but also to local businesses, such as restaurants, pubs and transport providers. In 2006, a study was jointly commissioned by the Forum and DCMS to examine the feasibility of measuring such economic impacts.</p> <p>However, it is not just the economy that benefits from a healthy live music scene. As the rehearsal room scheme in Wrexham demonstrates, during the summer months of 2006, over 700 young people on average spent almost five hours per day in a safe, secure environment, productively and successfully engaging with live music. That is not to mention the millions of people throughout the United Kingdom who are entertained and thrilled by the live music experience. One ticket outlet had reported that in 2006 they sold 15 million tickets for live music events throughout the UK.</p>
Current	<p>Live music is promoted throughout the Lincolnshire Coast. From the So Festival in Skegness, the Lincolnshire and Lincoln International Chamber Festival, the London Mozart Players East Lindsey and South Holland Residencies, the rich folk music programme found in the Lincolnshire Rural and Community Touring Scheme, to the rock and jazz clubs found in the Lincolnshire Coast's many public houses, music has the long-standing ability to attract people from the comfort of their homes to savour the live music experience.</p> <p>From our public consultation meetings, as well as those with the four local authorities and Art Council England, it was clear that all felt that the Lincolnshire Coast needed a large, high-impact, sustainable festival that engaged with the widest of local, regional and national audiences.</p> <p>The Lincolnshire Coast is rich with festivals and celebrations and Recommendation A of this document addresses these opportunities, whilst this recommendation highlighted the opportunity to explore in more detail how such a significant festival for the Lincolnshire Coast</p>

	<p>can be realized.</p> <p>There is a golden opportunity to build upon this popularity by entering into discussions with Chapel Recording Studios, South Thorsby. Situated between Louth and Alford and with their impressive international clientele list containing such names as The Arctic Monkeys, Kaiser Chiefs, Paul Weller, The Streets, Simple Minds, Shirley Bassey and Reverend &amp; the Makers, Chapel Studios are offering one of the most sought-after recording services in Europe. On a weekly basis, some of the world's most highly respected musicians are travelling to the Lincolnshire Coast.</p> <p>The Lincolnshire Coast's cultural festivals infrastructure is currently in an enviable position, enjoying at it does the commitment and support of a diverse range of funders from local authorities, regional cultural organisations, the 3<sup>rd</sup> as well as private sector. Evaluation from past festivals and the recent So Festival in Skegness will inform this recommendation in the research and development of a music festival for the region.</p>
New	<p>Cadwell Music Festival</p> <p>With their impressive international contacts in the contemporary popular music world, Chapel Recording Studios are well placed to offer professional advice and support into the feasibility of a significant music festival in the Lincolnshire Coast area.</p> <p>It is recommended partners contact Chapel Recording Studios to assess the Studios' level of involvement in the development of a music festival.</p>
National comparator/ evidence	<p>The Big Chill is one of the newest events in the festival calendar, having only started in 1994.</p> <p>Originally, the show began as a Sunday only event - at London Islington's Union Chapel. The event was such a success that the show's creators Pete Lawrence and Katrina Larkin decided to take it somewhere bigger - so they put the show on the road.</p> <p>The following summer the Big Chill was back - at the foot of the Black Mountains. Over 700 people followed them there, until they decided they needed somewhere bigger still. So they moved to Dorset in 1998. The creators now had an envious problem. Instead of a few hundred people coming out to support live music, there were 5000. So in 2002 the Big Chill moved to its new home at Eastnor Castle, near Ledbury.</p> <p>But it is more than a festival. Last year the annual event attracted over 27,000 people to the beautiful surroundings of the Malvern Hills - and the organizers say this was entirely by word of mouth.</p> <p>But the Big Chill isn't just an event. It's also a record label, releasing</p>

new music from international artists performing in The Greek Islands, Cairo, Helsinki, Budapest, Prague, Australia, New Zealand and Japan. The Big Chill celebrates creativity in all its forms. And as well as being entertained audibly, visitors are also treated to a selection of spoken word, film, dance and sound-responsive visuals.

#### Beach Break Live – The UK Student Festival

Beach Break Live is now entering its third year. From a dream (and a few drinks), not to mention concerned looks on bank managers faces to the sun kissed days of Beach Break Live 2007, the 'glory' of Dragons Den and the mass congregation of 5000 students to Polzeath in 2008... The idea was to bring together everything the organizers love about festivals, find a sandy beach and create a new breed of festival purely for students, where great music, frivolous fun and a strong sense of community are at the heart of it all.

#### The Process:

Jan - June 2006. Finding a venue.

The organizers scoured the Cornish coast line for the perfect venue, and Carruan Farm, Polzeath was found. Beach Break Live is the only 3 day festival within walking distance of a white sandy beach. Carruan Farm sits on a beautiful hill with 270 degree sea views, just a 10 minutes stroll down a private path to one of the UK's premier surf beaches.

June - Dec 2006.

Seven months was taken working with stakeholders in Polzeath to understand how the organizers could build the festival in harmony with the local community and environment. This being an ongoing process.

Jan - June 2007. Creating the event.

Six months of planning, programming, arranging the finance and sponsorship and marketing and promoting the festival at the UK's colleges and universities, culminating in the 2007 festival.

Oct - Dec 2007. Appearance on Dragon's Den and the U-turn.

After a successful appearance on the BBC's Dragons Den the organizers had the fortune of meeting Outgoing Travel, the UK's leading Student Travel and Event specialists. The opportunity to partner with them signaled the beginning of a new business relationship, so they conducted a rapid hand break turn, said no

	<p>thanks to the money from the Dragons, relocated to Manchester and started working with the Outgoing Travel company.</p> <p>June 2008. Raising the Bar. From the humble attendance of 2007, 5000 students, big bands and a BBC film crew was a pleasant shock to the system in 2008! This was the year the organizers knew the festival had hit the tipping point. Planning for 2009. Due to a massive demand for tickets in 2009 (500 Early Bird Tickets sold out in two days), the organizers decided to pack up camp in Polzeath and move along the Cornish coast to a site capable of holding 10,000 people. The 2009 programme has just been announced and boasts some of the most popular festival acts and bands on the circuit, with the headline acts being Dizze Rascal, The Zutons, Mystery Jets and Noisettes.</p>
Strategic Fit	<p>East Midlands Regional Spatial Strategy Policy 25: Regional Priorities for Tourism <i>emda</i> Regional Economic Strategy 2006-2020 Priority Action 2f : Increasing Visitor Spend The Place of Choice: A Cultural Strategy for the East Midlands 2006-2011 Destination East Midlands: The East Midlands Tourism Strategy 2003-2010 Destination East Midlands: The East Midlands Tourism Strategy 2003-2010 Engaging East Lindsey - A Community Plan for a Sustainable Future East Lindsey District Council – Corporate Strategy 2007 – 2012</p>
Funding	<ul style="list-style-type: none"> <li>To be identified as part of the research</li> </ul>
Impact/Success	<ul style="list-style-type: none"> <li>Completion of feasibility study within agreed timescale.</li> <li>Securing the sponsorship and management expertise of a major national festival promoter.</li> <li>Realization of a new music festival for the Lincolnshire Coast by 2011 to align with 2011/2012 Cultural Olympiad.</li> <li>The Festival will act as catalysts for attracting visitors and increasing their average spend and length of stay.</li> </ul> <p>The Festival will also be seen as an image-maker for the local area, creating a profile for the Lincolnshire Coast, positioning the coast in the market and providing a competitive marketing advantage.</p>
Strategic target	This recommendation responds to the following targets, expressed in

areas	<p>the strategies listed below.</p> <ul style="list-style-type: none"> <li>• Increasing visitor spend; attract high value visitors</li> <li>• Improve access to culture for people in rural areas</li> <li>• Pilot new ways of encouraging participation</li> <li>• Social cohesion</li> </ul> <p>emda Regional Economic Strategy 2006-2020  Regional Cultural Strategy 2006 – 2011  East Midlands Tourism Strategy 2003 – 2010  Change for Sport  Lincolnshire Local Area Agreement  Lincolnshire Assembly: Sustainable Community Strategy  ELDC Corporate Strategy 2007 – 2012  BBC Corporate Plan 2006 – 2009  SHDC Corporate Plan 2009 – 2014  SHDC Cultural Strategy</p>
Costings	£4,500 - See attached
JD / Brief	N/A
Contractual	The contractual considerations of the festival would be explored as part of the feasibility study.
Existing Infrastructure	<p>An initiative of the size and cultural significance of the proposed music festival complements the coast's ability to reinvent itself for an ever-changing visitor demographic.</p> <p>The Lincolnshire Coast's cultural offer is rich and diverse; the introduction of a large, music festival to its cultural landscape could seriously provide Lincolnshire with a new, significant cultural 'hook'. There is no one organisation currently in Lincolnshire that we are aware of, with the necessary skills set to devise, manage and deliver a festival of the magnitude being proposed. However, there may well be partners and players with a role to play, and these will be identified in the feasibility study.</p>
Miscellaneous	<p>Private Sponsorship</p> <p>Arts and music festival promoters The Mean Fiddler Music Group PLC, Live Nation, Beach Break Live, The Big Chill, Bestival Ltd and Hay Festival will be approached.</p>
Management	The management of the festival would be explored as part of the feasibility study.

## Budget

Feasibility study into the creation of a significant music festival at Cadwell Park

### R & D

1. Interviews with sponsors, funders, Licensing Authorities and Emergency Services
2. Cultural and economic assessment
3. Strategic management

Consultants to embark on the following:

Economic Assessment and interview potential partners and stakeholders

5 days x £300 - Economic assessment	£1500
10 days x £300 – Interviews	£3000
TOTAL	£4500

## The Lincolnshire Coast Recommendations

### ISSUES / CHALLENGES / SOLUTIONS

This section has been constructed to assist partners and stakeholders with some of the issues associated with the twelve recommendations. The paper has been created in order to stimulate discussion and debate about the relevance of the recommendations to the diverse range of cultural sector partners involved or potentially involved in the on-going cultural regeneration of the Lincolnshire Coast.

The twelve recommendations predominantly focus on further development of the Lincolnshire's coasts arts infrastructure. This is due to the feedback from our February and March 2009 consultation meetings. Following the 14 July partner's meeting we believe there is considerable scope and opportunity for further recommendations highlighting the heritage and built environment. Indeed, the document's Built Environment section suggests how partners can work together on moving this agenda forward through entering into discussions with Jacek Dominiczak and Monica Zawadska of Fast Urban Research.

We have also highlighted at the end of each CCPZ Overview a 'Further Opportunities' section. Partners are invited to consider how these can also be prioritised and developed over the medium to long-term.

REC.	ISSUES	CHALLENGES	SOLUTIONS
A. Strategic Festivals Support Officer	ELDC already considering creating Festival & Events post.	Little or no buy-in from ELDC	Create 2 p/t posts in BBC and SHDC. Discuss with ELDC how funding can augment their plans.
	Complex partnerships required	Each partner clear of the benefits and value for money. Each have a voice in the decision-making process	Strong, clear leadership. Clear rationale for the steering group.
	Disparity of provision	Valuing different approaches	Creation of a 3 – 5 year

			development plan. Creation of a dedicated funding pool from partners. Creation of confident, robust branding.
	Art Council England sustained investment of the Lincolnshire Coast	Convincing Arts Council England of the value of continued investment over the medium-term	Strategic funding commitment by partners and potential partners. Identification of EU and other funding streams.
	Boston Borough Council currently outsourcing its Cultural Services department	Ensuring the coastal work remains a focus for the Borough, highlighting the clear benefits of buying in to the programme.	
	Attracting suitably experienced applicants against complex partner requirements		Creation of SMART action plan. Clear outcomes to support the role.
	Lincolnshire Tourism's current aspirations for a Festivals & Events Officer.	Ensuring on-going cooperation between partners and Lincolnshire Tourism	
B. The creation of three part-time Cultural Development Workers	Communication. Connectivity. Cohesion. Ensuring the creation of a true and sophisticated coastal development team	Convincing partners as to the benefits of the benefits of the workers being based at a central office	Identification of appropriately located office with suitable office infrastructure
	How the workload is spread geographically and sector specific.	Ensuring wide cultural sector experience of the team.	Ensuring partners' networks advertise the posts.

		Recruitment of the workers. Managing different operational approaches of the workers.	Ensuring a broad base of knowledge and experience.
	Ensuring coverage and penetration of the whole area.	Engaging and communicating with the creative and cultural sectors at grassroots level. Ensuring the support is of a high standard and valued.	Creation of a SMART action plan, supported by a focussed steering group
	Adoption of the workers by the existing cultural providers and activists	Creating a credible climate for buy-in by the sector. Highlight the benefits of assisting with current projects and plans and not replicating them	Strong leadership is required to ensure the workers know what they can do, and with whom.
	One size does not fit all. Offering bespoke, local advice and support	Capacity of workers. Experience and skills of the workers	Detailed intelligence of the CCPZs. Clear SMART action plan created.
C. The creation of a grassroots 'Development Agents' network	Identification and recruitment of appropriately 'connected' community activists. How to develop a clear rationale.	The ability of partners to recruit someone who does not necessarily conform to typical local authority bureaucratic methods. The ability of partners to be open-minded and flexible in the way they engage with the Agents.	Managed and led by the Cultural Development Workers at grassroots level
	The Agents motivation will be localised.	Offering opportunities for Agents to share skills and experiences	Creation of an appropriate format for harnessing Agents' energy.
	Connecting to the existing healthy living	Highlighting the value of connection	Ensure Lincolnshire Sports

	agenda	and joint-working	Partnership and /or partners' health and well-being colleagues are invited on to steering group
D. Increased resources for Live Art Opportunities	Inflated cost of 'product as not associated with established Lincolnshire Rural and Community Touring Scheme	Ensuring consistently high-quality product	Liaison and connectivity with Lincolnshire Rural and Community Touring Scheme
	Potential clash and competition with Lincolnshire Rural and Community Touring Scheme		Liaison and connectivity with Lincolnshire Rural and Community Touring Scheme and its managers.
	Ensuring the work is developed alongside that of the 'Development Agents' network	Convincing the Agents of the benefits of training. Capacity of Agents may be limited	Collaboration between Agents will ensure economies of scale when booking 'product'. Creation of 'product' database.
	Confidence of Agents and local promoters to set up live art programme.	Capacity-building in year three so as to directly deliver. 'Hand-holding' in year two and three.	Research 'lapsed' Rural Touring promoters. Recruitment drive for new promoters. Work with Parish Councils to connect at local level alongside the Agents.

E We support the creation of Lincolnshire Cultural Panels	No Issues	No challenges	Lincolnshire County Council is about to convene panel meetings
F. We recommend the creation of the Lincolnshire Coast Poet Laureateship.	Agreeing relationship between partners' corporate aims and the Laureate's creative aspirations	Ensuring a clearly defined relationship is agreed	Strong, independent support. Clear contract created and signed. Clear connection with regional Ancestral and Literary plan and trails aligned to Lincolnshire Tourism's plans.
	Ensuring connection with grassroots communities	Identifying appropriate groups and individuals by way of an 'engagement plan'	Identification of up to two key advisor/supporters.
	Missing out on high profile media coverage and opportunities	Forging strong relationships with local and national media.	Work closely with partners Communication Teams and the Laureate's advisor/supporters.
G. Lincolnshire Coast's partners enter	Speculative nature of the benefits of investing time in the membership to the proposed group.		To identify an officer who has the time and appropriate leadership qualities to drive the group forward.

into strategic talks with E M Media, the Regional Screen Agency for the East Midlands			
H. The creation of strategic clusters of gallery and public art trails	Ensuring the trails connect suitably high-quality galleries and public art. Highlighting the benefits to the creative sector of applying to be considered for the proposed trails.		The creation of robust selection criteria
I. To work with Boston Mayflower Ltd. (Housing Association) on a feasibility study for a sustainable community festivals programme	Managing public expectation of a new festival taking the place of the cancelled Party in the Park	Creating a unique festival product, informed by the feasibility study.	The feasibility study to engage with a diverse range of local communities.

	Boston Borough Council currently out-sourcing its Cultural Services department	Ensuring the coastal work remains a focus for the Borough, highlighting the clear benefits of buying in to the programme.	
J. To research and create a '4 Seasons Festival Programme' for the Spalding Zone	Securing the medium to long-term funding packages for the sustainability of the programme	Research and agree what is not reliant upon year on year funding	Research and secure at least a three -year funding package
	The successful recruitment of appropriately skilled officer	Secure officer with at least event management and creative programming skills	Ensure strategic fit with SHDC's cultural and economic plans. Connectivity with Strategic Festivals Support Officer, Cultural Development Workers and Agents for advice, training and support network.
	Engaging with the four CCPZ's culturally diverse communities	Ensuring clear community benefit is at the centre of the work	Steering group to comprise of local community 'leaders'; alongside established community development workers.
	Ensure that the two proposed festivals have a strategic fit to the existing Flower	Being clear that the two proposed festivals are seen as strengthening the	Strong leadership within the management team.

	ad Pumpkin Festivals	existing festival infrastructure and not a threat. Highlighting the audience development potential of a '4 Seasons festival programme' to the existing festival infrastructure	
K. To enter into a strategic Village Green Development Initiative	Ensuring the public understands the role and benefit of the programme and how they can apply	How to manage geographical split against the quality of the applications.	Clear selection criteria. Development of a support panel with local authority planning officers and independent 3 <sup>rd</sup> sector representation.
	Securing the appropriate planning permission	Transparent relationship with local authority planning departments	Development of a steering group with local authority planning officers and independent 3 <sup>rd</sup> sector
	Missing out on high profile media coverage and opportunities	Forging strong relationships with local and national media.	Work closely with partners' Communication Teams and the steering group
	Securing the right artists/craftsmakers for the work	Ensuring partners distribute commissioning details to all their networks	The steering group's ability to access a suitable artists and craftsmakers' database to successful recruit and realise the work.
	How to keep successful applicants keen to continue their interest in their local community		Enter into discussions with Community Lincs about possible development of Parish Plans

<p>L. To work with Chapel Recording Studios, South Thorsby on the commissioning of a feasibility study into the creation of a significant music festival at Cadwell Park</p>	<p>Highlight the significant impact on the whole Lincolnshire Coast of a festival the scale and size of the one proposed.</p>	<p>Ensuring the Lincolnshire Coast's existing cultural festivals understands the place and role of the proposed festival and how it would add value to their work.</p>	<p>The feasibility study to consult with current festival promoters.</p>
	<p>Avoiding 'festival fatigue'.</p>	<p>Identifying what the unique selling point of such a festival would be</p>	<p>Feasibility study to identify the social and economic benefits of the proposed festival to partners</p>

# Coastal Lives – Cultural Lives

## A Lincolnshire Coast Cultural Development Plan 2010 – 2013

### Appendices

A. The Audit	275
B. CCPZ Zones and Populations	408
C. Funding Sources	415
D. Bibliography and References	424
E. List of Consultees	428

cultural solutions – September 2009

# Lincolnshire Coastal Action Zone

## A. Audit of cultural provision

The information captured within this mapping exercise is to be used as baseline data on which to build a comprehensive cultural map of the Lincolnshire coast.

Partners and stakeholders are encouraged to ensure the data is added to on a regular basis. Lincolnshire County Council and the 'project board' will devise a system by which information updating and uploading can occur.

It is proposed that an interactive website containing this baseline data is researched and developed. The website will take the form of a map of the study area and offer the user up-to-date information on the cultural vitality of the Lincolnshire coast.

The audit contains a brief introduction about the CCPZ town or place and then an overview of each settlement. This is followed by full details of what was found in each place.

## East Lindsey Area

### County wide schemes in East Lindsey

#### The Lincolnshire Rural and Community Touring Scheme

Coordinated by Nottinghamshire County Council the Scheme provides high quality professional live arts touring to village halls and community venues throughout the county.

#### Lincolnshire Public Art Network - LPAN

The aim of LPAN is to promote the wide range of public art pieces and projects that are sited across the county. LPAN has regularly worked in partnership with other organisations such as the Groundwork Trust and Lincolnshire Tourism to raise the awareness and benefits that Art in the Public Realm can have both in local communities and as a driver to increase tourism.

[http://www.lpan.org.uk/projects\\_list.php?district=eastlindsey](http://www.lpan.org.uk/projects_list.php?district=eastlindsey)

#### Children's Play Areas

East Lindsey District Council is currently responsible for the inspection and maintenance of 15 children's play areas as listed below:

Horncastle, Hemingby, Coningsby, Tattershall, Spilsby, Bucknall, Old Bolingbroke, Minting, Frithville, Sibsey, Stickney, Willoughby, Legbourne, North Somercotes, Grainthorpe, North Cotes, Marshchapel, Theddlethorpe, Friskney, Wainfleet St. Mary, Wainfleet all Saints, Croft, Ingoldmells, Hogsthorpe, Burgh le Marsh, Fulstow, Tetney, Holton le Clay, East Barkwith, Wragby, Donington on Bain, Ludford, Binbrook, N. Thoresby, Tetford, Wragby and Manby/Grimoldby

#### London Mozart Players Residency in East Lindsey

This residency is a district wide initiative, which has been running since 2001, developed by East Lindsey District Council with support from Orchestras Live and Lincolnshire County Council. The scheme has now also expanded into South Holland district. The Croydon-based London Mozart Players tour the district 3 times per year, delivering 9-10 concerts annually in village halls, churches and other community venues, as well as providing approximately 40 workshop activities for schools and groups.

[www.lmp.org](http://www.lmp.org)

#### Voluntary Action East Lindsey

Voluntary Action East Lindsey offer services and support to local voluntary and community organisations across the six East Lindsey CCPZs. They work with many partners to ensure that the third sector is represented in the area of East Lindsey. Lindum House, 10 Queens Street, Spilsby PE23 5JE - 01 790 720 000

[www.vael.org.uk](http://www.vael.org.uk)

### Lincolnshire Multi-Use Centres (MUC)

<http://microsites.lincolnshire.gov.uk/LMUC/index.asp?catId=10128>

The centres have been developed under a 'Hub and Spoke' principle, mirroring the CCPZ model here presented, where a centrally located 'Hub' will work with a number of other local communities 'Spokes'. A network of Multi-Use Centres has been developed where local residents can access a range of advice and guidance on services normally only found in larger towns and cities.

### CFBT - Schools Arts Provision

CFBT works across the county facilitating arts and culture provision in schools. The following work is taking place in South Holland District area:

Each of the following schools is involved in a programme of after school workshops.

Alford John Spendluffe Technology College  
Willoughby St. Helena's Primary  
Marshchapel Primary  
Skegness The Richmond School

### Louth

Children in public care project working for a full day with professional artists

### Arts Celebration

All schools across the county invited to

Spilsby cluster school (involving Primary and Secondary Schools)  
Extended provision project

### New Media Project

Birkbeck School, North Somercoates

### Artsmark Schools

Alford Primary School  
Grimoldby Primary School  
Holton-le-Clay Junior School  
Huttoft Primary School  
Louth Kidgate Primary  
Louth Lacey Gardens  
Saltfleetby Primary School  
Skegness The Richmond Primary School

Spilsby Primary School  
Willoughby St Helena 's Primary School  
Louth Cordeaux  
Louth Monks Dyke

Schools with trained Arts Award Advisers in them  
Louth King Edward VI Grammar School  
Birkbeck School

## Cultural Coastal Priority Zone - CCPZ

### 1. Holton-le-Clay Zone

Holton-le-Clay has long-established roots, with part of its parish church, St Peter's, dating back to Norman times. Nowadays, Holton-le-Clay is a largely residential village with a population of 3,875 people, according to the 2001 census.

It is popular with families and around 400 of the 1,557 households in the village have dependent children; most homes are semi-detached and bungalows, as well as some sought-after, relatively recent properties.

There are two schools in the village, one for infants, and the other for primary pupils, and proximity to Waltham and Louth put it in the catchment area for Louth's three secondary schools and the Waltham Toll Bar Business and Enterprise College.

The tower of St Martin's church which has recently undergone refurbishment at a cost of £350,000 is a prominent local landmark.

One of the more sparsely populated CCPZs in East Lindsey, the sixteen villages within this Zone contain churches, small primary schools, village halls and various arts and sporting third sector organisations and societies.

The population tends to generate either very local cultural events such as local fetes, music nights at the local school or village hall, or otherwise travel to Grimsby or Louth in order to access artistic and cultural activities.

Holton-le-Clay holds annual events including a flower show over the three-day May Bank Holiday weekend. St Peter's Parish Church, which was built about 1,100 years ago, also hosts an annual church fete during the summer months. There is a playing field and children's play area in the village. Holton-le-Clay has its own cricket club. Public footpaths allow ramblers to walk between the village, and its neighbours, Tetney and Thoresby.

Of the other settlements within this Zone the following are possibly the most culturally active:

### Holton Le Clay Zone villages and settlements

1. Conisholme
2. Covenham St Bartholmew
3. Covenham St Mary
4. Fotherby
5. Fulstow
6. Grainthorpe
7. Little Grimsby
8. Marshchapel

9. New Waltham
10. North Cotes
11. North Thoresby
12. Tetney
13. Waithe
14. Yarburgh
15. Utterby
16. North Somercotes \* Peripheral

### Conisholme

The village is about three miles from the Lincolnshire Coast. With a parish that covers the large area of 1,240 acres. The large village of North Somercotes is to the east. The parish mostly extends south-west across Conisholme Fen towards the Louth canal and North Cockerington.

During the early hours of 4 January 2009, one of the twenty wind turbines for Fen Farm on Conisholme, south-west of the village, built by Enercon and designed by architect Lord Norman Foster, was damaged. National newspaper coverage speculated that it had been hit by an UFO after local reports of strange lights in the sky. The story received considerable national media coverage.

### Waithe

This little parish which covers just 750 acres lies on the A16 between Louth and Grimsby. An old established community, its parish registers date back to 1698.

### Tetney

A small village with a primary school, a pub - the Plough Inn - a fish and chip shop, a little general store, two churches, a village hall, a garden centre and a golf course. With Grimsby just five miles away, the village is attracting new residents who work in the town but want to enjoy a rural home life.

### Grainsby

The quaint Lincolnshire village of Grainsby nestles just off the busy A16, running from Grimsby to Louth. Bypassed by around 17,000 vehicles everyday, the tiny village, six miles south of Grimsby, goes unnoticed by most. It has a historic church, St Nicholas's, with medieval origins although much of it was rebuilt in the 18th and 19th centuries.

### Grainthorpe

Grainthorpe is situated 15 miles from Grimsby, eight from Louth and 25 from Lincoln. An annual art and crafts exhibition, in which the church and village hall are given over to local artists and craftsmen to display their work, attracts visitors from far and wide. A bygones event is also staged in the village every year around August bank holiday. The village, which boasts an entry in the Domesday Book, has a public house renowned for its good food and wide range of guest beers. Once a thriving port, Coalshore Lane was used by horses and carts to carry coal from Grainthorpe Haven on the coast to the nearby canal from where it was ferried by barge to Louth.

## Marshchapel

About ten miles north of Louth, this area was once part of the parish of Fulstow. As the sea receded and more people found a living at the east end of the parish, a chapel was built. The first written evidence of this was in 1387, when the rector of Fulstow was directed to find a vicar for 'The Chapel in the Marsh'. Salt was the chief industry from pre-Roman times until the 16th century, evidence of which abounds on the eastern side of the ancient sea bank, shown as undulations in the fields. North Lane goes up and down like a huge switch-back. The sea bank is now the main road, known as Sea Dyke Way, and the northern boundary follows one of the many watercourses of the marsh drainage system. The retreating foreshore of the Humber estuary marks the eastern boundary.

New Waltham is located just south of Grimsby and Cleethorpes close to the A16 and is situated between the villages of Waltham and Humberston. Previously part of Waltham parish, the parish of New Waltham was created in 1961. Its population at the 2001 census was 4,553. The main road is Station Road / Humberston Avenue – B1219 - which is named after the former station on the East Lincolnshire Railway (from Grimsby to Louth) which went straight through the village. The boundary of North-East Lincolnshire and East Lindsey is only metres from the south part of the village (near Enfield Primary School), and the Lincolnshire village of Holton-le-Clay is less than a mile to the south. New Waltham's population has increased greatly since the year 2000, with many houses being built to cater for the ever expanding population. New Waltham has three schools; Enfield Primary School, New Waltham Primary School and the secondary school, Tollbar Business and Enterprise College, which is the largest in the region and between the village and Waltham.

## North Thoresby

This pleasant village has a population of about 1,000. Situated between Grimsby and Louth – it's about seven miles from each with regular bus services to both - it lies in an agricultural area but offers easy and reasonably swift access to major population centres and the Humber Bank industrial belt.

A popular and attractive village, North Thoresby has two pubs with restaurants, a variety of local shops, a primary school, surgery and pharmacy, village hall and facilities for a variety of sports. The village centre has recently been designated as a conservation area which should help to strengthen its identity and encourage local businesses.

St Helen's Church reflects the village's long history, being said to occupy a site on which Christian worship has continued for more than 1,000 years.

Utterby is a village located on the A16 running from Grimsby to Louth, it has a population of 467 people.

North Somercotes is a large coastal village with a population of approximately 1800 people, located between Mablethorpe and Grimsby.

The village's name means "North Summer Grazing Area" as only in summer would it be dry enough for sheep and cattle to be able to graze in this area. It is located midway between the towns of Mablethorpe and Cleethorpes, and is the home of two public houses, (the Axe and Cleaver and the Bay Horse). There is a youth club for 12 to 17 year

olds, which meets in the village hall twice a week. There are two schools, North Somercotes Primary and The Birkbeck School and Community Arts College. The Primary School is one of the oldest primary schools in the entire East Midlands region, dating back to 1691.

North Somercotes was famous throughout the county of Lincolnshire for its village carnival in which brightly decorated floats with both children and adults dressing up wound the streets of the village once a year, usually in mid July. A young teenage village beauty was traditionally chosen to be the Rose Princess and a much younger girl was chosen to be the Princess's attendant. The Princess was crowned during the event. The last of these carnivals took place in 2000. The event did not occur in 2001 to keep the 2001 UK foot and mouth crisis out of the county; the event has not taken place since. However, one surviving tradition for which North Somercotes is well known is that of its Pancake Races, which takes place annually on Shrove Tuesday at the Birkbeck School and Community Arts College. There are races for different age groups and the winner of the adult race has their name inscribed on the trophy. Each winner receives a frying pan!

The village has its own local directory called *Communication*, which is distributed amongst villagers free-of-charge.

#### Lakeside Lido

There is a caravan park known as Lakeside Lido on the edge of the village, with both static caravans and room for touring caravaners, many of whom travel to the village from South Yorkshire, as well as the nearby larger town of Grimsby. The camp comprises a large lake, suitable for fishing, tennis courts, a swimming pool, a bar and woods with public footpaths. Local residents may also use the park's facilities for a small charge.

### Venues (Other)

The local schools, village halls, churches and public houses are seen as the main venues for artistic and cultural activity in the Holton-le-Clay CCPZ. The close proximity to Grimsby, Louth, Cleethorpes and Skegness allows relatively easy access to artistic and cultural activity.

#### Grainthorpe & Conisholme Village Hall

Church Lane, Grainthorpe  
Louth, LN11 7JR  
Mrs K Fisher - 01472 388940

#### Fotherby Conservative Hall (Village Hall)

Secretary / Treasurer - W. Woolhouse  
Laxfield  
Church Lane, Fotherby  
Louth, LN11 0UH

01472 840263

### **New Waltham Village Hall**

Station Rd, New Waltham  
Grimsby DN36 4QJ  
01472 812368

### **Tetney Village hall**

Humberston Road  
Tetney  
Grimsby  
DN36 5NL  
01472 815886 or 01472 211728

### **Yarburgh Village Hall**

Main Road/King Street  
Yarburgh  
Louth  
LN11 0PN

## **Venues Heritage**

None identified.

## **Local Attractions**

The Holton le Clay to Great Steeping Middle Marsh is a distinctive, intact rural landscape with very few detracting features with foothills to the Wolds rising from the Tetney Lock to Skegness Coastal Outmarsh; with views to Tetford Wolds Farmland and Little Cawthorpe to Skendleby Wolds Farmland.

### **North Thoresby Village Green**

A Lincolnshire Small Market Towns Project, Artist Alan Potter from Scotland has been involved in the enhancement works on the Village Green. Alan has designed two new gateways to the green, flanked by railings depicting scenes from the village which were developed through community workshops. Alan has also created a new memorial on the green, which features a central mosaic and seating. This marks the site where a WW2 plane crashed, killing all eight crew. Alan has also installed a number of small mosaics, developed by working with the local community and featuring lost trades from the village.

## Tetney Annual Bonfire Spectacular - November

### Local groups and organisations

#### Waithe St Martins Community Group

T Kuzemczak  
3 Church Lane  
Waithe  
Near Grimsby  
DN36 5PR  
[kuzemczakt@lindsey.tlfe.org](mailto:kuzemczakt@lindsey.tlfe.org)

#### Le-Clay Dance Work-Shop

Dance classes for children from 3 years old.  
Ballet, Modern and Tap.  
Bev - 01472 590045

#### Holton Theatre Club

Pauline Hall - 01472 827416  
Peter Franklin - 01472 828135

#### Adult Tap Classes

Meets at the Church Hall  
Alternate Wednesdays 7-8:30pm  
Kathy - 01472 597109

#### Marshchapel Arts

##### (Incorporating Lindsey Art Group)

Paul Hicks 01472 389874 / Mick Emmett 01507 388537  
Marshchapel Arts is a recently created organisation based at St Mary's Church in Marshchapel, which aims to build on the series of successful artistic events which were launched by a London Mozart Players concert in 2006.

#### Fulstow Players Theatrical Group

Nigel French  
[nfrench2@globalnet.co.uk](mailto:nfrench2@globalnet.co.uk)

North Thoresby & District Bowling Club – Mrs B. R. Allen – 01472 827280

North Thoresby Cricket Club – Dave Bedlow - 01472 840364

North Thoresby Football Club – Dave Bedlow – 01472 840364

North Thoresby Juniors Football Team (under 16's) - Steve Wright – 07931929576

## Creative Industries

**Bob Armstrong**  
Woodlands  
Peppin Lane,  
Fotherby nr Louth  
LN11 0UW

## Festivals and Events

**Grainthorpe Annual Art Exhibition**  
St Clement's Church - August.

**North Somercotes Pancake Races**  
Shrove Tuesday at the Birkbeck School and Community Arts College

**Lincolnshire Wolds Walking Festival - 16 - 31 May 2009**  
The fifth Lincolnshire Wolds Walking Festival offers a vast range of over 90 organised walks in the Lincolnshire Wolds Area of Outstanding Natural Beauty and surrounding countryside.  
Lincolnshire Tourism - [www.woldswalkingfestival.co.uk](http://www.woldswalkingfestival.co.uk)

## Sports Venues and Other Venues

**Birkbeck School and Community Art College**  
Specialist Arts College  
Keeling Street  
North Somercotes  
LN11 7PN  
01507 358352  
[office@birkbeck.lincs.sch.uk](mailto:office@birkbeck.lincs.sch.uk)

**Covenham Water Sports Centre**  
Covenham Water Sports Association  
Covenham Reservoir  
Firebeacon Lane  
Covenham St Mary  
LN11 0PA  
[www.cwsa.co.uk](http://www.cwsa.co.uk)

## Town Hall

There is no Town Hall within this Zone.

### Holton le Clay Parish Council Offices

Peppercorn Walk  
Holton le Clay  
Lincolnshire  
DN36 5DG

## Library

Lincolnshire County Council offers a comprehensive Mobile Library Service to the vast majority of the villages and settlements within the Holton Le Clay Zone.

Details can be found at:

[http://www.lincolnshire.gov.uk/section\\_popup.asp?objectid=3684&object=TABLE&catid=7005&docid=36811&close=0](http://www.lincolnshire.gov.uk/section_popup.asp?objectid=3684&object=TABLE&catid=7005&docid=36811&close=0)

## Open Spaces

Play areas at:

Holton le Clay, Grainthorpe, Marshchapel, North Cotes, North Thoresby, Tetney.

### Tetney Blow Wells (Lincolnshire Wildlife Trust - LWT)

The reserve consists of four large blow wells with associated habitats, which include damp woodland, meadow and old water-cress beds that have been colonised by marsh vegetation and reedbeds. The blow wells are the result of artesian springs where water under pressure escapes from the chalk through structural weaknesses in the overlying boulder clay to reach the surface. The wells are reed-fringed and have prolific growths of starwort and Canadian pondweed.

### Donna Nook National Nature Reserve (LWT)

The reserve has one of the largest and most accessible breeding colonies of grey seals in the UK.

### Saltfleetby-Theddlethorpe Dunes National Nature Reserve (LWT)

This important reserve contains tidal sand and mudflats, salt and freshwater marshes and sand dunes. On the foreshore, accreting mud and silt flats and saltmarsh in the north give way to a narrower sandy beach at the southern end.

## Cultural Coastal Priority Zone - CCPZ

### 2. Alford Zone

Alford is the third largest market town in East Lindsey and has attracted a number of relocations from the South East, perhaps as a result of the fact that between 1960 – 1970 one could board a train at Alford and travel straight to Kings Cross in London. The town has a population of about 3,500 and serves a hinterland of a further 4,500. Alford lies at the eastern foot of the Lincolnshire Wolds, 13 miles north-west of Skegness. The town is well-known for its August Bank Holiday craft markets which have taken place year since the 1970s. The market takes place in the grounds of Alford Manor House and includes a range of stalls selling locally-crafted products together with live music in the music tent and street theatre. Similar markets take place at Spring Bank Holiday, Christmas and Easter as well as smaller events which take place in the Corn Exchange every Tuesday and Friday during the summer.

There are three schools in Alford. Alford Primary School, Queen Elizabeth's Grammar School, Alford (QEGS) which has specialist status as a Business and Enterprise College and John Spendluffe Foundation Technology College

Located south-west of the town is Beechings Way Industrial Estate. The estate is mainly commercial and contains such industries as printing companies and manufacturing firms. There are builders' merchants and the Royal Mail sorting office.

### Alford Zone villages and settlements

1. Authorpe
2. Beesby
3. Bilsby
4. Cumberworth
5. Farlesthrope
6. Furlby
7. Hutoft
8. Markby
9. Rigsby
10. Saleby
11. Sloothby
12. South Thoresby
13. Thurlby
14. Well

Authorpe is a village north west of Alford lying between the A16 and the A157. It has a church, chapel, former brickpits, village shop, railway station and blacksmiths shop.

Beesby with Saleby is a civil parish. According to the 2001 census it had a population of 228.

Bilsby is a village and civil parish just east of Alford. According to the 2001 census it had a population of 415.

Asserby and Thurlby are hamlets located within the parish of Bilsby. The English surname *Billing* derives from Bilsby, and the village name may be derived from the Norse goddess Bil.

Bilsby church is dedicated to the Holy Trinity. The church is covered with stucco, and has a stone tower with brick battlements. The pulpit stem is the bole of a tree, with its steps cut from another.

Farlesthorpe is a small hamlet north east of Willoughby and to the east of Alford. The hamlet has a decommissioned parish church and telephone box as its only services. The East coast mainline used to run through the village and plans are currently ongoing for the railway house to be refurbished.

Huttoft is a small village, 4½ miles east of the market town of Alford. It lies along the A52, between Ingoldmells and Sutton-on-Sea. There are a few services in the village, which include Huttoft Primary School, St Margaret's Church, the village hall, a Post Office and a petrol station, which also serves as the village shop. On Friday evening, a mobile Fish & Chips van also makes an appearance outside the village hall! Additionally, the village has its own 'landmark'; Booton's Windmill (no sails) which can be seen for miles. Huttoft is also the location of the Radcliffe Donkey Sanctuary.

A small river called Boys Griff, located at the end of Mill Lane in Huttoft (and also crosses Crawcroft Lane) is known for its fishing. .

Sloothby is a small village south-east of Willoughby on the road towards the seaside village of Chapel St Leonards. The village has several farms and a small church that is occasionally used for functions. There is also a small antiques store in the village.

Sloothby lies roughly five miles from the Lincolnshire Wolds; the land here is flat and marshy.

South Thoresby is a village and civil parish. The local pub is the Vine Inn.

The village's recording studio, Chapel Recording Studios has seen some of the world's most popular performers record there; the Darkness recorded 'Permission To Land', the Arctic Monkeys recorded 'Whatever People Say I Am That's What I'm Not', and the Automatic recorded 'Not Accepted Anywhere'. It is about one mile from the A16. The village church is St Andrews.

Well is a small estate village on the foot of the east entry to the Lincolnshire Wolds. The village is picturesque as it provides good views of the gradually sloping hills towards the west. In the village there is a church, a telephone box, a post box and a bus shelter with an excellent 'callconnect' bus service.

The cricket club in Well serves the whole of Alford and the surrounding area. Frequent matches are played here and in the summer car boot sales are a common occurrence and once yearly a Bonfire Night is held in early November.

## Venues Arts

### Alford Manor House

West Street, Alford  
LN13 9HT  
Sara Blair-Manning  
01507 463073  
01507 463073  
[info@alfordmanorhouse.co.uk](mailto:info@alfordmanorhouse.co.uk)  
[www.alfordmanorhouse.co.uk](http://www.alfordmanorhouse.co.uk)

### Alford Corn Exchange

Market Place  
Alford  
LN13 9EB  
01507 601111

## Venues (Other)

### Withern Village Hall

Alford Road, Withern,  
Alford, LN13 0NF  
Mrs. Calthorpe  
01507 450396

### Half Moon Hotel and Restaurant

25 – 28 West Street  
Alford  
LN13 9DG  
Dave Dixon  
01507 463477  
[halfmoonalford25@aol.com](mailto:halfmoonalford25@aol.com)

### Queen Elizabeth's Grammar School

Station Road, Alford,  
LN13 9HY  
Mrs. Lear / Mrs. White  
01507 462403  
01507 462125  
[reception@qegs.co.uk](mailto:reception@qegs.co.uk)

**John Spendluffe Foundation**  
Technology College  
Hanby Lane  
Alford  
LN13 9BL  
Mr. Allen  
01507 462443  
[office@john-spendluffe.lincs.sch.uk](mailto:office@john-spendluffe.lincs.sch.uk)

**Alford Primary School**  
Hanby Lane  
Alford  
LN13 9BJ  
Mrs Newbery  
01507 463414  
[Primaryschool@alford.lincs.sch.uk](mailto:Primaryschool@alford.lincs.sch.uk)

**War Memorial Hall**  
Chantry Road  
Alford  
Hazel Bogg  
01507 450630  
[hazelbogg@aol.com](mailto:hazelbogg@aol.com)

**Aby Church of England Primary**  
School Lane  
Aby  
Alford,  
LN13 0DL  
Mrs Spriggs  
01507 480279  
[anita.cram@aby.lincs.sch.uk](mailto:anita.cram@aby.lincs.sch.uk)

**St Wilfrid's Church Hall**  
Church Street  
Alford  
LN13 9AX  
Georgie Richardson  
01507 463345

### Authorpe Village Hall

(1930s dance hall with wooden interior and stage etc.)

Main Street

Authorpe

Louth

LN11 8PF

Contact - Mr M Clarke

Homelea

Authorpe

Louth

LN11 8PF

### Strubby, Beesby & Maltby Village Hall

Main Road

Maltby le Marsh

Alford

LN13 0JP

Contact - Mrs J Gray

Main Road

Maltby le Marsh

Alford

LN13 0JP

### Huttoft Village Hall

Sutton Road

Huttoft

Alford

LN13 9RG

Contact - Mr J R Turner

Kismet

Mumby Road

Huttoft

Alford

LN13 9RF

## Venues Heritage

### Alford Windmill

Alford is known for its five-sailed windmill. A tower mill built in 1837 by Sam Oxley, an Alford millwright. In its heyday it was capable of grinding 4 to 5 tons of corn per day. The mill worked until 1955. After two years standing idle it was restored to full working order and is still in full commercial use, producing organic flour and cereal. It is the only

windmill left in Alford; in 1932 there were three, each with a different number of sails (four, five and six).

### **Alford Manor House Museum**

Alford Manor House is reputedly the largest thatched manor house in the country. Established as a museum in the early 1970's, in 2006 it was refurbished with National Lottery funding in association with English Heritage. The refurbishment led to the creation of gallery space for temporary exhibitions of local artwork and increased accessibility for disabled visitors. The manor house has a tea room and open gardens. The development of the coach house into additional facilities is also underway, together with plans for redeveloping a barn at the back of the site to create a performance space. Future plans will see the restoration of the gardens and improve the grounds and outbuildings at Alford Manor House. These areas have a heritage value in their own right and it is important to bring them up to the same high standard as the restored Manor House. Collectively, the gardens, grounds and outbuildings have great potential for expanding the range of heritage and cultural activities available for visitors and the local community at the Manor House site.

### **Hackett Barn Museum at Alford Manor House**

Hackett Barn Museum is part of the Alford Manor House Complex. Situated at the rear of the 17th century thatched Manor, it houses many of the town's larger historic artifacts. A rare, complete, man-driven, wheelwrights lathe, complete with tools and samples, is a major exhibit. A Winnowing, Huller and Threshing Machine are reminders of our farming heritage. Many old workmen's tools, including a carpenter's chest, complete with all the tools that once belonged to one of the town's Doctors is on display. A new feature is the Bootmaker's Shop, with leather patterns, old studded boots, clogs, hobbling irons. Also many items from one of the town's old chemist shops are in a pharmacy display. A beautiful Victorian covered hearse is an interesting exhibit. Also an outside wooden lavatory causes many comments and amusing stories! Many unusual items donated by local people, and a fine selection of old kitchen memorabilia, are always on display.

### **Religious Buildings**

The main church in Alford is St Wilfrid's located at the junction between Church Street, South Street and West Street. The church operates frequent services and holds annual events such as the flower show. Approximately four miles from Alford, in the tiny village of Markby, is the church of St Peter's, the only remaining thatched church in Lincolnshire. Popular with tourists, it is still used for weddings, christenings and funerals, as well as normal services.

## Local groups and organisations

### Alford Acoustic Music Club (formerly Alford Folk Club)

[nick.o'farrell@virgin.net](mailto:nick.o'farrell@virgin.net)

### Alford Morris

Patrick Purves

[PPurves@aol.com](mailto:PPurves@aol.com)

01507 605385

### The Music Makers – Handbell Ringers

The team practice regularly and offer small concerts throughout the area.

Cathy Nettle – Team Leader - 01507 – 490956

### Lincolnshire Wolds Storytelling

Keef - Storyteller

Keith tells stories about his native home county of Lincolnshire. He has lived in the same cottage all his life except for three years when he was away at college. Brought up on a farm, he understands the joys and sorrows of Lincolnshire rural life.

[keith@storylincs.org.uk](mailto:keith@storylincs.org.uk)

01507 466436

### Lincolnshire Storytelling Circle

The Circle is committed to sharing oral tradition and listening to the spoken word. They honour all cultures and beliefs, and believe in having a good time, sharing our words and celebrating our lives.

The Lincolnshire Storytelling Circle is open to all.

Bayt Shalom

Ulceby Cross

Alford

LN13 0EY

[info@LincolnshireStorytellers.org.uk](mailto:info@LincolnshireStorytellers.org.uk)

The University of the Third Age (U3A) is a grouping of autonomous, self-help organisations run by the voluntary efforts of their members. All U3A's are members of the Third Age Trust (a registered charity) which is their national support and advisory body. The word 'university' is used in its original sense of people coming together to share and pursue learning in all its forms.

The Alford & District U3A is one of several in the area and has links with U3A's in Louth, Skegness, Grimsby/Cleethorpes, Market Rasen and Horncastle.

The general monthly meeting is held on the third Thursday of each month at the Half Moon Hotel in Alford at 10.30 a.m. There is usually a guest speaker.

D M Fell  
Secretary Alford U3A  
66 Hamilton Rd  
Alford  
Lincs LN13 9AX  
01507462 454  
[deirdrem@tiscali.co.uk](mailto:deirdrem@tiscali.co.uk)

**Alford Youth Centre**  
John Spendluffe Technology College  
Hanby Lane  
Alford  
01507 601111

**Alford Literature for Pleasure**  
Mrs Hedley  
4 Main Road  
Hundleby  
Splisby  
PE25 5LS  
01790 752737  
[judithhedley@hotmail.com](mailto:judithhedley@hotmail.com)

**Alford Writers Group**  
Mrs Bogg  
Badgers  
Hodgetoft Lane  
Maltby le Marsh  
Alford  
LN13 0JR  
01507 450630

**Arabian Delights Dance Club**  
Mrs Hardy  
23 Parsons Lane  
Alford  
LN13 9BE  
01507 464869

**Withern Arts Group**  
Mr. Leigh  
Garloff, Church Lane

Withern  
Alford  
LN13 0NG  
01507 450242  
[e-leigh@fish.co.uk](mailto:e-leigh@fish.co.uk)

## Creative Industries

**Alford Pottery**  
Michel & Heather Ducos  
112 West Street  
Alford  
LN12 9DJ  
01507 462242 – 01507 466271

**Flexible Graphics**  
Mr. M. Vickers – Director  
7C Beechings Way  
Alford  
LN13 9JE  
01507 462229

**Chapel Recording Studios**  
Andy Dransfield  
Studio Manager  
South Thoresby, LN13 0AS  
Studio 1 & Office: 01507 480305 Studio 2: 01507 480761  
Mobile: 07950 950283

**Snookes & Wolfe Jewellers**  
[kate@snookeswolfe.co.uk](mailto:kate@snookeswolfe.co.uk)  
07840 867282

**SS Crome Graphic Designers**  
17 Commercial Road  
Alford  
LN13 9EY

**John le Voi – Guitar Maker**  
The Workshop  
West Street

Alford  
LN13 9E&  
01507 463341  
[johnlevoiguitars.co.uk](http://johnlevoiguitars.co.uk)

## Festivals and Events

### Alford Festival Music

Founded in 1996, Alford Festival Music is a non-profit making voluntary organisation. The stated aims of AFM are to bring live music to Alford and it is involved in running a Jazz Festival and a Jazz Club as well as promoting concerts of Folk Music, Classical Music, Rock, Pop and music of different ethnic origins, mostly with professional musicians. It also runs workshops and masterclasses for amateur musicians.

Alford Festival Music uses a range of venues in the Town, from Community Halls to pubs, gardens, churches, the Manor House, the Windmill and the streets.

Pris McGirr on 01 507 463 468 - [info@alfordfestivalmusic.org.uk](mailto:info@alfordfestivalmusic.org.uk)

### Alford Craft Markets

Takes place at spring, Easter, August Bank Hols and Christmas as well as Tuesdays and Fridays throughout summer. Alford Manor House and the Corn Exchange.

Contact- Colin Hornsey - 01522 687911 - [acm@alford.info](mailto:acm@alford.info)

## Sports Venues and Other Venues

### Alford Sports Hall

Hanby Lane  
Alford  
LN13 9BL  
Elaine Oatway  
01507 463867  
[alfordsportshall@tiscali.co.uk](mailto:alfordsportshall@tiscali.co.uk)

### Alford Cricket Club

Train Fen Holt  
Well Lane  
Alford  
LN13 0ET  
Neil Calvert  
01507 466977  
[neil@tothby.freereserve.co.uk](mailto:neil@tothby.freereserve.co.uk)

**Woodthorpe Hall Golf Club**  
Woodthorpe, Alford  
LN13 0DD  
Mrs. Stubbs  
01507 450294  
01507 450885  
[enquiries@woodthorpehall.com](mailto:enquiries@woodthorpehall.com)

## Town Hall

There are no town halls within this Zone.

**Council Offices**  
Corn Exchange  
Alford  
LN13 9EB

## Library

**Alford Library**  
6 South Market Place  
Alford  
LN13 9AF  
01522 782010  
01522 516137  
[alford.library@lincolnshire.gov.uk](mailto:alford.library@lincolnshire.gov.uk)

## Open Spaces

### **Muckton Wood (LWT)**

This is ancient semi-natural woodland on boulder clay soil on the eastern edge of the Lincolnshire Wolds between Alford and Louth.

### **Rigsby Wood (LWT)**

Rigsby Wood is an ancient woodland lying partly on chalky Boulder Clay and partly on glacial sands at the edge of the Wolds above Alford.

### **Willoughby Branch Line (LWT)**

The reserve is part of the disused branch railway from Willoughby to Mablethorpe. Since the line was taken up in 1971, the track has developed into a fine wildlife area with ashwood, hawthorn scrub and grassland supporting a varied flora.

### **Alford Memorial Park**

South Street, Alford 420 metres South of Market Place.

Open 24hrs every day of the year with lighting and CCTV.

Play areas recently installed to cater for ages 2-5, 6-12 and 13-16.

Includes two multi-units, two sets of swings, one spring unit, one bank slide and a wide range of rotating units.

Open Grass Area

Five-a-side Football Pitch

Fitness Trail and Small Skateboard Area

'Learn to Cycle' Network of Paths

Ornamental and Native Plantings

## Cultural Coastal Priority Zone - CCPZ

### 3. Spilsby Zone

Spilsby is a market town and civil parish. The town is situated adjacent to the main A16 Trunk Road at the southern edge of the Lincolnshire Wolds north of the Fenlands, 33 miles east of the city of Lincoln. 17 miles north east of Boston and 13 miles north west from Skegness.

The town has been a rural market town for over seven hundred years and has changed little in size or character since the beginning of the 19th century, retaining much of its Victorian charm. The town centre features a range of small supermarkets, traditional newsagents, baker, butchers and clothing stores although many local residents choose to shop on a weekly basis at the larger commercial shopping centres of nearby Boston and Skegness.

At the centre of town is an open square or traditional market place, from which the four main town streets radiate. Markets take place on a Monday. The population of the town was 2,336 in the 2001 census, although as the census was nearly eight years ago some minor changes will have taken place since then.

### Spilsby Zone villages and settlements

1. Ashby by Partney
2. Ashby by Scremby
3. East Keale
4. Eastville
5. Fen Dyke Corner
6. Friskney
7. Gunby
8. Halton Hologate
9. Keal Coates
10. Monkthorpe
11. New Leake
12. Partney
13. Scremby
14. Skendlebury
15. Stickney
16. Toynton All Saints
17. Ulceby
18. Welton le Marsh

Eastville is located north of Boston and is a small hamlet sitting on one of the long straight Roman trackways that cross East Fen. Some of these minor roads in this area

can be five miles long in a straight line, and sit below sea level. The Romans drained a lot of this area, digging the long deep ditches that sit each side of these roads. The Victorians enhanced the system by building pumping stations powered by steam engines, although most have now long been replaced with electric or diesel engines. Friskney has a resident population of 1,453 according to the 2001 census. Friskney is one of the largest villages by area in Europe because of its surrounding farmland. It is the largest village by area in the UK. Friskney is famous for the Friskney Fletchers, an archery club whose roots date back to the middle ages. Halton Hologate is a small village located east of Spilsby. Facilities include a small chapel, a pub and The Rectory. Keal Cotes, forming part of West Keal parish, is a small linear village located on the A16 one mile south of West Keal and one mile north of Stickford. The nearest market town is Spilsby, some six miles to the north and market day is on Mondays. The village is at the southern edge of the Wolds north of the Fenlands, 36.5 miles east of Lincoln, 12 miles north east of Boston and 17 miles west of Skegness. The remains of a substantial Roman Villa or high status Romano-British Farmhouse, the only one in Lincolnshire, are located in a large field at the south end of the village. Partney is a small village, around 3 miles north of Spilsby. This village was the birth place of Henry Stubbe, the noted seventeenth century thinker. Stickney is a linear village lying along the A16 in the middle of the Fens, just east of New Bolingbroke. The village hosts the Stickney Farm Park Visitor Attraction opened in the early 2000s. The parish church is dedicated to St Luke. The William Lovell CE Secondary Modern School is a Specialist Music College. The village also has a primary school on Main Road, opposite the church. The village used to be on an east-west railway line, which closed in 1970.

## Venues Arts

### Spilsby Theatre

Church Street

Spilsby

PE23 5DY

[www.spilsby.info/theatre](http://www.spilsby.info/theatre)

Barbara Karpowicz - 01790 752936

Spilsby Theatre is owned and run by the (London-based) Dandelion Trust. Originally a circuit-court the building was converted into a theatre in the 1970s and now offers 100-seater venue well suited to smaller scale events. The Theatre has made a name for itself presenting world music performances in recent years.

## Venues (Other)

### Friskney Village Hall Committee

Mrs Corten-Miller  
Eaudykes  
Friskney  
Boston  
PE22 8NL  
01754 820341  
[lcortenmiller@aol.com](mailto:lcortenmiller@aol.com)

### Spilsby Centre of Excellence (MUC)

Old Grammar School  
12, Church Street  
Spilsby PE23 5DU  
01790 752768  
[centerofexcellence@hotmail.co.uk](mailto:centerofexcellence@hotmail.co.uk)

### Ashby by Partney Village Hall

Halton Road  
Ashby by Partney  
Spilsby  
PE23 5RQ  
01754 890602

### Cracroft Village Hall

Chair and Booking Secretary: Jean Colley - 01790 752236

### Eastville, Midville & New Leake Village Hall

Station Road  
Eastville  
Boston  
PE22 8LS  
c/o Mrs C McLaren  
Copperfield  
Spilsby Road  
New Leake  
Boston  
PE22 8JT  
01205 270514

### Partney, Dalby & Dexthorpe Victory Hall

Mr Neil Blanchard - 01790 752024  
Partney, Dalby & Dexthorpe Victory Hall  
Skegness Road  
Partney  
Spilsby  
PE23 4PY

### Toynton Village Hall

Eastville Road  
Toynton St Peter  
Spilsby  
PE23 5AW  
Mrs R Machin  
4 Fenside Road  
Toynton All Saints  
Spilsby  
PE23 5DE  
01790 753806

### Ulceby Village Hall

01469 588755

### Welton le Marsh Village Hall

Mill Lane  
Welton le Marsh  
Spilsby  
PE23 5SX  
01754 890670

## Venues Heritage

### Bolingbroke Castle

Bolingbroke Castle was built in the parish of Spilsby around 1220 by Ranulph de Blondeville, Earl of Chester and Earl of Lincoln. Much damaged during its involvement in the English Civil war, after the nearby Battle of Winceby in October 1643, only the lower sections of the outer walls remain. The last standing section of the castle, the gatehouse finally collapsed in 1815. Henry de Bolingbroke, later to become King Henry IV of England, was born at Bolingbroke Castle in 1366.

The Battle of Britain Memorial Flight at RAF Coningsby has an historic flying collection of a Lancaster bomber plus five Spitfire and two Hurricane fighters, a DC47 Dakota transport and two Chipmunk trainers.

The Lincolnshire Aviation Heritage Centre is in East Kirkby, Spilsby on the site of RAF East Kirkby. The museum, which is open daily except Sundays, commemorates the RAF's presence in Lincolnshire during World War II. The museum contains one of the world's three remaining Lancaster bombers still capable of flying (although it does not currently fly, as the museum cannot afford the £2,000,000 cost of an air worthiness certificate).

**Gunby Hall** was built in 1700 for Sir William Massingberd. It is built of plum coloured brick with stone dressings and is an elegant rectangle with a flat roofline. In design, it is really a town house more suited to a London square than its position deep in the Lincolnshire countryside. The architect is unknown but it is assumed that it was a builder or mason who had studied the work of Sir Christopher Wren.

The Massingberd family rose from the ranks of yeomanry during the Middle Ages to a baronetcy by the time of Sir Henry Massingberd who bought the small manor house at Gunby in 1640.

In 1944 Gunby Hall was given to the National Trust by the Massingberd family.

Tennyson described it as a 'haunt of ancient peace'

07870 758 876

## Local Attractions

### Sir John Franklin Statue

Franklin, arctic navigator and explorer, was born in Spilsby in 1786. Having joined the Royal Navy aged just 14, he commanded expeditions where on one occasion he and his crew survived by chewing the leather of old boots.

At the age of 57, he commanded his final expedition to find the North-West Passage between Canada and the Arctic, where tragically the expedition disappeared. A plaque on the wall of the Franklin House Bakery marks John's birthplace and a memorial to him can also be found within the parish church.

### Snipedales Nature Reserve and Country Park

Situated on the southern edge of the Lincolnshire Wolds, Snipe Dales is one of few semi-natural wet valley systems still surviving. These wet valleys, rough grazing, and scrub and wood land of the Nature Reserve provide good habitat for a variety of wildlife. Its 220 acres of steep-sided valleys are fretted by streams which have cut through the soft Spilsby Sandstone to the underlying Kimmeridge Clay. Breeding birds include grasshopper warbler, willow warbler, sedge warbler, meadow pipit and yellow hammer.

**Somersby** - Birthplace of Alfred Lord Tennyson. The old rectory (now a private house) where Alfred Tennyson was born is opposite the 15th Century Church. It is built of greenstone and patched with brick. Warden Hill overlooks the village. From the village, there is a bridle way up to the summit from which there are views towards the North Sea across the marsh.

### **Stockwith Mill - Tea Room and Craft Shop**

Harrington Road  
Hagworthingham  
Spilsby  
PE23 4NE  
01 507 588 221  
[info@stockwithmill.co.uk](mailto:info@stockwithmill.co.uk)

### **Northcote Heavy Horse Centre**

Great Steeping, Spilsby  
PE23 5PS  
01754 830286  
07899 815960  
[northcotehorses@btconnect.com](mailto:northcotehorses@btconnect.com)

### **The Parrot Zoo**

Dickonhill Road  
Friskney, Spilsby  
PE22 8PP  
0871 384 1130

## **Local groups and organisations**

**The University of the Third Age** has a monthly general meeting, with a guest speaker on the second Wednesday of each month, at 2pm, at the Spilsby Centre of Excellence. The various Special Interest Groups report on what they have been doing, and there is a chance for a chat over a cup of tea or coffee.

Chairman: Geoff Wheatley, Fen View, East Keal,  
01 790 754 079  
[gandd@zencudo.co.uk](mailto:gandd@zencudo.co.uk)

### **Voluntary Action East Lindsey**

Lindum House  
10 Queens Street

Spilsby  
Lincolnshire.  
PE23 5JE

Voluntary Action East Lindsey offer services and support to local voluntary and community organisations across the district. The organisation works with many partners to ensure that they are represented in the decisions that affect them around the area of East Lindsey.

### **Banovallum Brass**

Mr. M Tong  
17 Partney Road  
Spilsby  
PE23 5EJ

### **Spilsby Players**

Mr. R Heane  
Shrepas Lodge  
Sandy Lane  
Great Steeping  
Spilsby  
PE23 5PS

### **Spilsby Harlequins**

Mrs J Watson  
Wentbridge  
Northorpe Road  
Halton Holegate  
Spilsby  
PE23 5NZ

The Harlequins entertain at local functions. Their repertoire is extensive and varied.

### **Keal and Toynton Environmental Group**

The group addresses environmental issues in East Keal and the surrounding villages.  
Tim Dineen - 01790 754853.

### **Friskney Art Group**

Margaret - 01507 820239  
Heather - 01507 820291

## Creative Industries

### BMP Recording Studios

The Red House

Aswardby

Spilsby

PE23 4JU

01790 754400

[info@bmp-recording.co.uk](mailto:info@bmp-recording.co.uk)

### Sally Davies

Manor Barn,

Main Road,

Greetham,

Horncastle

LN9 6NT

(Although outside of the Alford area, a high percentage of sally's work is within the Lincolnshire Coastal Zones)

### Phyllis Mahon

Greetham

[Phyllis.mahon@googlemail.com](mailto:Phyllis.mahon@googlemail.com)

## Festivals and Events

The popular **Spilsby Show** takes place on the town playing fields on Ancaster Avenue off Boston Road. The event is held every July and proceeds support several local charities.

Brendan Bugg - 01790 752 213

[info@spilsbyshow.co.uk](mailto:info@spilsbyshow.co.uk)

[www.spilsbyshow.co.uk](http://www.spilsbyshow.co.uk)

### Friskney Village Show

Contact - Trish Hunter - 820536

## Sports Venues and Other Venues

### Spilsby Sports Pavilion and Playing Fields

Ancaster Avenue

Spilsby

Bookings Secretary - 01790 752 213

## Town Hall

Franklin Hall  
Halton Road  
Spilsby  
PE23 5LA

## Library

Spilsby Library  
2 West End Villas  
Spilsby  
Lincolnshire  
PE23 5ED  
01522 782010  
[spilsby.library@lincolnshire.gov.uk](mailto:spilsby.library@lincolnshire.gov.uk)

## Open Spaces

### Snipe Dales Country Park and Nature Reserve

Situated on the southern edge of the Lincolnshire Wolds, Snipe Dales is one of few semi-natural wet valley systems still surviving. These wet valleys, rough grazing, and scrub and wood land of the Nature Reserve provide good habitat for a variety of wildlife.

## Cultural Coastal Priority Zone - CCPZ

### 4. Skegness Zone

Skegness has a total resident population of 18,910 (although this expands to around 150,000 during the summer season) and is perhaps best known as the location of the first Butlins Holiday resort, built in 1936, which remains within the area to this day. The town is one of the most well known traditional seaside resorts in the UK, attracting visitors from the inland East Midlands cities: Leicester, Nottingham and Derby. In 1908 Great Northern Railways commissioned a poster from artist John Hassall to advertise excursions to the resort, the first being from King's Cross, London on Good Friday 1908. The 'Skegness is so Bracing' motto, and poster featuring 'The Jolly Fisherman' helped to put Skegness on the map and is now world famous. The poster was developed by Hassall from an image of a French Fisherman he had previously created for a Gazetteer of UK destination in 1904. Penzance rather than Skegness was the destination then depicted.

Many of the hotels, guest-houses, self catering apartments and bed & breakfast establishments in and around the Skegness area are members of the "Skegness East Coast and Wolds Hospitality Association" or SECWHA for short. However, Skegness, like many UK resorts, has suffered in recent years due to the increase in cheap foreign package holidays over staying at home. Its past two summer seasons have been marred by rain, and in the 18 months leading up to the end of 2008, the resort had suffered the destruction by fire of three of its most popular attractions - The Dunes pub at Winthorpe, the Parade Complex which housed a nightclub, bar and amusement arcade, and most recently a seafront building almost adjacent to the Parade Complex housing two bars and a chip shop.

### Skegness Zone villages and settlements

1. Addlethorpe
2. Bratoft
3. Burgh le Marsh
4. Chapel St Leonards
5. Croft
6. Firsby
7. Gibraltar Point
8. Great Steeping
9. Habertoft
10. Hogsthorpe
11. Ingoldmells
12. Irby in the Marsh
13. Little Steeping

14. Orby
15. Thorpe St Peter
16. Wainfleet All Saints
17. Wainfleet St Marys

Addlethorpe is a small village with a Golf Course, located just off the A52 west of Ingoldmells. The Golf Course is 6,400-yards and has an unusual par of 74. The village is home to many caravan sites including The King's Head site and Cottage Farm.

Bratoft is a small hamlet lying west of Spilsby in between the A158 and the B1195. Bratoft meadow is an area of semi-natural species rich grassland. In 1970 a fertilizer experiment was set up to examine the effect of different forms and rates of fertilizer application on the conservation value of this type of old meadow. The particular species of interest in this study was the Green Winged Orchid *Orchis morio*.

Burgh le Marsh is a town to the west of Skegness. The population is 2,016. The town is built on a large hill surrounded by former marsh land, and the marsh influenced the town's name, Burgh Le Marsh. Both the windmill and church are visible from far distances. A bypass was opened on 30 November 2007. A Roman Road passes through the town on the way to Skegness, and comes from the north-west via Tetford and Ulceby. The town is on the site of a former Roman fort. Local organisation Burgh Forward has worked hard in recent years to use cultural events to promote local cohesion. Their annual event programme combines local travel and other information with an events diary. The church, St Peter & St Paul, is well used as a performance venue.

Chapel St. Leonards is situated 5 miles to the north of Skegness. The village is primary a location for caravan park holidays, with its main attraction being several miles of coastline. Another feature of the town is Chapel Point, which is just over a mile from the centre of the village. Chapel Point was once part of a major coastal defense line during World War II and has now been restored. The restoration has included the Gun Structure and the Viewing Platform. In recent years, it has become a favourite location for bird spotters as it is frequently visited by a number of overseas birds including the Mediterranean Gull.

Firsby is a small rural linear village 8 miles inland from Skegness. The village lies on the northern side of the waterway today known as the Steeping River, which is the lower element of the River Lymn that sources in the Lincolnshire Wolds. Today a quiet rural village Firsby was once the location of one of the busiest railway stations on the East Coast of England. At the last census in 2001 the population of the village was recorded as 276.

Hogsthorpe is a small village approximately 2 miles from the North Sea, and seaside resort Chapel St Leonards, with which it shares its parish. It has a church, a restaurant, two public houses, a small primary school, a newly constructed village hall and a small shop/post office. The A52 runs through Hogsthorpe, which is a main road that connects it to nearby towns Skegness, Mablethorpe and Ingoldmells village.

Ingoldmells is a relatively large village with a population of 3888. The village receives a lot of tourism yearly due its close position to Skegness. Most housing is found in the west of the village in large council complexes near the beautiful ancient church of St Peter and St Paul.

The National Coastwatch Station - the only safety provision on the beach at Ingoldmells was closed in May 2008 by the beach owners to make way to open a beach bar.

Billy Butlin opened the UK's first holiday camp in Ingoldmells in 1936, and is a large employer in the area, attracting many tourists. It is generally assumed that Butlins visitors tend to stay on site rather than visiting nearby Skegness and other attractions. Many facilities have become available to accommodate the tourists including shops, caravan parks, and a theme park, Fantasy Island, which is being constantly developed. Little Steeping was once served by Little Steeping Railway Station before its closure in 1970.

Wainfleet is situated 5 miles inland from Skegness. The river running through it is the River Steeping with the local section known as the 'Haven', or safe harbour. On the bank of the Haven sits Bateman's Brewery which supplies its Wainfleet brewed "Good Honest Ales" to Lincolnshire and many other parts of the world. Tours and excellent food and drink are available daily. Between the Brewery and the town runs a main railway line with Wainfleet's own station. Trains stop regularly during each day. The town is also well served by local bus services and a daily National Coach service to London.

## Venues Arts

### Embassy Theatre

Trish Wiles

Grande Parade

SKEGNESS

PE25 2UG

01754 897673

[trish.wiles@e-lindsey.gov.uk](mailto:trish.wiles@e-lindsey.gov.uk)

[www.embassytheatre.co.uk](http://www.embassytheatre.co.uk)

The 1,100 seater Embassy Theatre is the largest performance venue in Lincolnshire. It presents a varied programme which has traditionally catered mainly for visitors to Skegness, as well as supporting local amateur performance organisations. More recently it has begun to diversify its offer to build more local audiences and extend the season. Smaller venues including churches and school halls are also used for events such as Rural Touring Scheme performances and music events.

### Imperial Ballroom

Grosvenor House Hotel

North Parade

Skegness  
PE25 2TE

**The Old Library Gallery**

Market Place  
Burgh Le Marsh  
Skegness  
PE24 5JW  
01754 811211

**Tower Cinema Skegness Cinema**

111 Lumley Road  
Skegness  
PE25 3LL  
01754 763938

**Coronation Hall**

High Street  
Wainfleet  
Skegness  
01 754 881 744

**Venues (Other)**

**Ingoldmells Primary School**

Mrs. Burbage  
Simpson Court  
Ingoldmells  
PE25 1PS  
01754 872989

**St Matthew's Church**

Lumley Avenue  
Skegness  
PE25 2AT  
01754 763875

## Venues Heritage

### Church Farm Museum

Church Road South

Skegness

PE25 2HF

01754 - 766658

[churchfarmmuseum@lincolnshire.gov.uk](mailto:churchfarmmuseum@lincolnshire.gov.uk)

[www.skegness-resort.co.uk/church.farm.museum](http://www.skegness-resort.co.uk/church.farm.museum)

Church Farm Museum is Lincolnshire's only open air museum and though just a short distance from the centre of Skegness, it soon spirits you away to a quieter more tranquil age. The original 1760s farmhouse is furnished to the period 1900 - 1910 and the room settings are styled as if the inhabitants have just stepped out for a moment.

### Museum and Windmill in Burgh Le Marsh

High Street

Burgh le Marsh

Skegness

01754 810324

### Magdalen College Museum

St. John Street

Wainfleet

PE24 4DL

01 754 881 548

## Local Attractions

### Skegness Clock Tower

At the end of Lumley Road is the town's prominent clock tower, built in 1898-99 and funded through public subscription

### Skegness Pier

Skegness had a 1,843 foot long pier which was opened on Whit Monday 1881, at that time it was the fourth longest in England. Steamboat trips ran from the pier to The Wash and Hunstanton from 1882 until 1910. In 1919, it was damaged by a drifting ship and it took twenty years to raise the money to fully repair it. Again in 1978, the pier was badly damaged and considerably shortened; this time by severe gales. The pier has since undergone major refurbishment and is now once again a thriving tourist attraction, although it no longer extends far seaward of the high tide line.

### **Meccano Exhibition**

An annual world premier Meccano exhibition is staged in the Embassy Theatre, on the Grand Parade by the seafront.

### **Natureland Seal Sanctuary**

North Parade

Skegness

PE25 1DB

01754 764345

[info@skegnessnatureland.co.uk](mailto:info@skegnessnatureland.co.uk)

### **Skegness Stadium**

Marsh Lane

Orby, Skegness

PE24 5JA

### **Botton's Skegness Pleasure Beach**

Grand Parade

Skegness

PE25 2UQ

01754 763697

### **Bateman's Brewery Visitor Centre**

Salem Bridge Brewery

Wainfleet

PE24 4JE

01754 880317

### **Magdalen Museum**

St John Street

Wainfleet

PE24 4DL

01754 881548

[pulse@lincolnshiretourism.com](mailto:pulse@lincolnshiretourism.com)

### **On-Your-Marques Model Car Museum**

Thrumber Marsh Lane

Mumby

Alford

LN13 9TL

01507 490052

[www.on-your-marques.co.uk](http://www.on-your-marques.co.uk)

## Local groups and organisations

### GFS Platform

The organisation offers a safe, single-gendered and non-judgmental environment where girls and young women can explore their personal development.

Ms. Armstrong  
Townsend House  
3 Saxby Avenue  
Skegness  
PE25 3JZ  
01754 612424

### Skegness Art Group

Mrs. Collins  
4 Catherine Crescent  
Skegness  
PE25 3LF  
[coral.collins@btopenworld.com](mailto:coral.collins@btopenworld.com)

### Skegness Carnival Committee

Mr. Dovey  
20 Seacroft Drive  
Skegness  
PE25 3AP  
01754 766958  
[grahamdovey@hotmail.com](mailto:grahamdovey@hotmail.com)

### Skegness Musical Theatre Company

172 Drummond Road  
Skegness  
PE25 3BS  
01754 765645  
[MarjPayne@aol.com](mailto:MarjPayne@aol.com)

### Skegness Playgoers Society

Mrs Clayton  
65 Church Road South  
Skegness  
PE25 2HN  
01754 762881

### **Burgh Forward Group**

Mr. Dodsworth  
Middle Marsh Farm  
Burgh Le Marsh  
Skegness  
PE24 5EF  
01754 810866  
[jimeldc@btinternet.com](mailto:jimeldc@btinternet.com)

### **East Lincolnshire Arts - Skegness Imperial Ball Room**

Mr. Payne  
172 Drummond Road  
Skegness  
PE25 3BS  
01754 765645  
[GraPay@aol.com](mailto:GraPay@aol.com)

### **Skegness Civic Society**

[info@skegnesscivicsociety.org](mailto:info@skegnesscivicsociety.org)

### **Skegness Surf and Kite Academy**

Skegness KiteFEST  
01754 898 202 - 07919 961 624  
[info@skegx.co.uk](mailto:info@skegx.co.uk)

### **Fanfare Big Band**

Gordon Grant  
Ainsley Cottage  
Wainfleet Road  
Irby in the Marsh  
PE24 5AT

### **Plays for Playtime**

Michael Cooper  
34 Wilford Grove  
Skegness  
PE25 3EZ

### **Skegness Co-op Arts Group**

Mr & Mrs Riches  
308 Drummond Road

Skegness  
PE25 3AT

## Creative Industries

Malcolm Tait  
Shalom, Chapel Lane  
Addlethorpe  
Skegness  
PE24 4TG

Charlotte Lister  
Roman Bank Farm  
Brickyard Lane  
Theddlethorpe  
LN12 1NR  
[charlie.lister@btopenworld.com](mailto:charlie.lister@btopenworld.com)  
01507 338249 - 07739 223612

Janice Sutton Theatre School & Productions  
Croft Leys  
Low Road  
Croft PE24 4RQ  
01754 762668

## Festivals and Events

**SEAS - September 25th - October 4th 2009** - is a spectacular arts initiative taking place around the Black and North Sea regions during 2008 and 2009. Skegness and Mablethorpe (the only UK venues) was one of the 10 locations hosting this pan-European arts project.

East Lindsey District Council, together with UK partners, Skegness Town Council, Lincolnshire County Council, University of Lincoln and Arts Council England, delivered the innovative project, which used art experiences to attract new visitors to Lincolnshire and the coast. Local young people, arts businesses and voluntary arts organisations also participated in a range of innovative interventions.

### So Festival 09

A new festival initiative spearheaded by Arts Council England, with partners East Lindsey District Council and Skegness Town Council. Key creative partners are Leicester Comedy

Festival and ViVA, East Midlands Regional Orchestra. A weekend festival took place on 25 July 2009 (the day of the illuminations switch on) as a taster for events due to take place biennially in 2010, 2013. This event responds to the Arts Council's aspirations to reach hard to reach audiences but also connects to the Cultural Olympiad.

### Volleyball England Beach Tour – Skegness

Saturday 22nd & Sunday 23rd August

[charlotte.swift@e-lindsey.gov.uk](mailto:charlotte.swift@e-lindsey.gov.uk)

### Beach Soccer Festival – Skegness Saturday 4th & Sunday 5th July

[charlotte.swift@e-lindsey.gov.uk](mailto:charlotte.swift@e-lindsey.gov.uk)

### Skegness Carnival

Taking place each July, Skegness Carnival is managed by an independent committee of local residents - [www.skeg-carnival.org.uk](http://www.skeg-carnival.org.uk)

### X-Fest

A festival which developed with support from Lincolnshire Creative Solutions Initiative during 2005 – 2007, the event showcases extreme sport events in collaboration with organisations such as the British Kite Surfing Association. This festival has been cancelled for 2009 with the intention to build a more robust project for 2010 - [www.skeqx.co.uk](http://www.skeqx.co.uk)

## Sports Venues and Other Venues

### Skegness Sports Centre

Paul Bronks

Burgh Road

Skegness

PE25 2RJ

01754 610352

[skegnesssportscentre@e-lindsey.gov.uk](mailto:skegnesssportscentre@e-lindsey.gov.uk)

### X-Site Skatepark

North Parade

Skegness

Lincs

PE25 1BF

01754 762579

[info@xsiteskatepark.co.uk](mailto:info@xsiteskatepark.co.uk)

**Skegness Sports Hall**  
Burgh Road  
Skegness  
PE25 2LA

**Embassy Swimming Pool**  
Grand Parade  
Skegness  
PE25 2UG  
01754 610675  
<mailto:embassypool@e-lindsey.gov.uk>

**Fairy Dell Paddling Pool**  
South Parade  
Skegness

**Sunshine Paddling Pool**  
North Foreshore  
Skegness

## Town Hall

**Town Hall**  
North Parade  
Skegness  
PE25 1DA  
01754 766113  
[townclerk@skegness.gov.uk](mailto:townclerk@skegness.gov.uk)

## Library

**Skegness Library**  
23 Roman Bank  
Skegness  
PE25 2SA

**Burgh le Marsh Library**  
High Street  
Burgh le Marsh  
PE24 5JS

## Wainfleet Library

St John Street

Wainfleet

PE24 4DL

### Open Spaces

Alma Avenue play area

Foreshore Gardens (including 8 bowling greens) and play area.

King George V Walk

Tower Gardens and play area

Vine and Coronation Walks

Burgh le Marsh play area

Croft play area

Hogsthorpe play area

Ingoldmells play area

Wainfleet All Saints play area

Wainfleet St Marys play area

Church Lane play area, Winthorpe

**Gibraltar Point National Nature Reserve** is an area of approximately 4.3 square kilometres. The reserve is owned by Lincolnshire County Council and ELDC Council and is administered by the Lincolnshire Wildlife Trust. The reserve comprises two parallel ridges of sand dunes—the "east dunes" and the "west dunes"—separated by approximately half a kilometre of saltmarsh; and an area on the seaward side with further saltmarsh and sand, shingle and muddy beaches. The reserve extends for a distance of about 5 kilometres (3 miles) along the coast, from the southern end of Skegness to the northern corner of The Wash (Gibraltar Point itself is at the southernmost tip, and marks the point where the North Sea coast turns southwest towards Boston). A golf course occupies much of the west dunes (the inland side) at the Skegness end of the area. Gibraltar Point is an area of coastal deposition—at the end of the 18th century, the west dunes were by the shore, but they are now 1 kilometre inland.

In 2006 a new Visitors' Centre opened at the southern end of the reserve. This contains the Wild Coast Exhibition, an exhibition about the habitats and wildlife of Gibraltar Point including 3D models of sand dunes and saltmarshes where visitors can, for example, peer inside the burrow of a Natterjack toad. The Nature Discovery Room has interactive displays and marine tanks containing animals found in the sea off the Lincolnshire coast. The Point Café and Look-out serves light meals in the café and gives good views across the reserve and The Wash from the Look-out.

## Coastal Country Park

The proposed park is earmarked for an area between Sandilands and Chapel St. Leonards, covering approximately eight kilometres of coastline and up to 35 square kilometres of coastal hinterland.

It is planned for the area to be developed over the next five to ten years and then ongoing beyond that. Among potential developments are a visitor or heritage centre, networked observatories, interpretation points and improved parking and recreational facilities.

Contact - [csteel@lincstrust.co.uk](mailto:csteel@lincstrust.co.uk)

## Cultural Coastal Priority Zone - CCPZ

### 5. Mablethorpe Zone

Mablethorpe has been in existence for many centuries although part of it was lost to the sea in the 1540s. For example, records of the Fitzwilliam family of Mablethorpe Hall date back to the 1300s. In the 19th century it was also a centre for ship-breaking during the winter. Mablethorpe Hall is to the west of the town along Alford Road. It is near the parish church of St Mary.

In 1883 the first lifeboat station was built in Mablethorpe. The station ran until the First World War when it temporarily closed due to not having a full crew. After the War the station was closed permanently due to a continuing shortage of crew until 1965 when an inshore lifeboat (ILB) station was established.

Along with many small seaside villages and some inland towns and villages, Mablethorpe lost its railway station in 1970, which contributed to this town's relative decline compared to Skegness which is the only destination in the district to retain its railway.

Mablethorpe beach is long, wide and flat, and separated from the town by a narrow strip of large sand-dunes and sea defenses which effectively obscure any sea views. A series of holiday parks, largely for static caravans, are situated along Quebec Road which runs along the landward side of the sea defenses.

A sand train operates to take visitors to the north end of the beach. In May 2008 a small, free-to-use, skatepark was opened in Mablethorpe. It is situated on the seafront opposite The Beck pub on Quebec Road.

Just over a mile to the north-east of the town, near the Seal Sanctuary, is the large Theddlethorpe Gas terminal, which supplies 5% of the UK's gas. To the west is the Bambers Wind Farm which opened in November 2004 and has 8 turbines which produce 5MWe. The Bambers II windfarm, an extension of the first, opened in November 2006 producing 5MWe with 6 turbines. The two turbines at Mablethorpe wind farm, which produce 1.2MWe, were the first wind turbines in Lincolnshire when they were built in July 2002. All three are owned by Ecotricity and situated at the corner of West Bank and the Trusthorpe Drains.

### Mablethorpe Zone villages and settlements

1. Aby
2. Anderby
3. Maltby le Marsh
4. Mumby
5. Saltfleet
6. Saltfleetby All Saints
7. Salthfleetby St Clements

8. Salthfleetby St Peter
9. Sandilands
10. Sutton on Sea
11. Theddlethorpe All Saints
12. Theddlethorpe St Helens
13. Trusthorpe

Aby is approximately 32 miles east of Lincoln, and 11 miles south of Louth.

Anderby has a population of 335, according to the 2001 census.

The main village in the parish is called Anderby, and consists mainly of a stretch of housing just off the main A52. Two miles to the east, on the coast is the smaller seaside hamlet of Anderby Creek. The settlement has a beach that has been mentioned in the Good Beach Guide and a Drainage Museum situated at the head of the creek which gives the place its name. There is a beach shop and a cafe, a few houses and a village pub. It is a quaint, small hamlet, with 5 caravan sites, easy access to the beach, without the arcade and amusement development which is a feature of larger coastal destinations in the area. Anderby has been protected by the council against development of modern tourist facilities to preserve the unspoilt status of the area. In the past Anderby Creek was home to the Anderby Creek quarry and surrounded by an area named Lakeside and its mainly chalet construction. Anderby Creek bricks were used to build a few of the houses, specifically those near Lakeside. There are also two war-era defensive structures in Anderby Creek, one inside the Sunkist Caravan Park near the Anderby Creek, and one near the wooded area that separates Anderby Creek from Marsh Yard.

Maltby le Marsh is a village between at the junction of the A1104 and the A157. The village still has a shop, newsagent and Post Office, Oham Lakes Fishing Lakes, the Crown Inn Pub, the Turks Head pub and the Willows Caravan site. The tower mill is disused and the sails have been removed, but the brick base still survives. The village hall, which is shared with Strubby and Beesby, is converted from the Methodist chapel.

Salthfleetby is a linear village situated approximately seven miles east of Louth and ten miles north of Mablethorpe in the direction of the coast. The village had a population of 599 at the 2001 Census.

A section of the seashore of the village is part of the Salthfleetby – Theddlethorpe Dunes National Nature Reserve, which comprises sea dunes and both saltwater and freshwater marshes. The reserve is one of only five locations in the UK where the Natterjack Toad can be found. Until 1999, the village legally comprised of three parishes, Salthfleetby St. Peter, Salthfleetby All Saints and Salthfleetby St. Clement, each one centered around the church that gave it its name. However, the village has operated as one entity for many years.

Theddlethorpe is situated approximately four miles north of Mablethorpe and on the coast of the North Sea. The village had a population of 707 at the 2001 Census. The National Grid PLC owned Theddlethorpe Gas Terminal processes natural gas extracted from beneath the North Sea for use in the UK.

The village legally comprises two parishes, Theddlethorpe All Saints and Theddlethorpe St Helens, each one centred around the church that gave it its name.

Trusthorpe lies between Sutton on Sea and Mablethorpe, a relatively small historic settlement which is now a popular holiday destination with large static caravan sites on its seaward side. Services are largely provided in nearby Mablethorpe or Sutton.

St Peter's Church in the village has an original medieval font and architecture dating from the 1600s but much of the present church dates from 1842, when the Victorians rebuilt it.

Sutton on Sea lies approximately 2 miles south of Mablethorpe, traditionally regarded by many visitors as a slightly more up-market destination, a belief that local business people have sought to reinforce since the Willoughby and Sutton Railway Company joined its line to Mablethorpe in 1888. The area has a long history, known for its smuggling in the 18<sup>th</sup> and early 19<sup>th</sup> centuries and appreciated for its long and well maintained promenade in the 20<sup>th</sup> century. In recent years investment in outdoor play areas and paddling pool and the creation of a multi area community facility (MACA) with multi-use games area (MUGA) has added to the attractions.

## Venues Arts

The Dunes Theatre in Mablethorpe originally owned and operated by East Lindsey District Council has, for the last few years, been leased privately. The venue has largely ceased to operate as a theatre venue.

## Venues (Other)

### Saltfleetby Village Hall

Mrs. Tait  
Meadowbank  
Main Road  
Saltfleetby  
LN11 7SS

### Meridale Community Centre

Mr John Monk  
High Street  
Sutton on Sea  
LN12 2ET

### **Mablethorpe Community Hall**

Stanley Ave  
Mablethorpe  
LN12 1DP  
Mrs. Moira Love - 01 507 472 391

### **Mablethorpe Day Centre**

Ruskin Road  
Mablethorpe  
Mrs L West - 01507 472055

### **Mablethorpe Library and Community access centre**

Stanley Avenue  
Mablethorpe  
LN12 1DP  
Trish Wiles 01754 897673  
[Trish.wiles@e-lindsey.gov.uk](mailto:Trish.wiles@e-lindsey.gov.uk)

### **Methodist Chapel**

Station Road  
Sutton on Sea  
LN12 2HN  
Mrs L Evans - 01507 441158

### **The Enterprise Community Hall**

15 Trusthorpe Road  
Sutton on Sea  
LN12 2LT  
01507 442078

### **Meridale Youth Centre**

1 High Street  
Sutton on Sea  
LN12 2ET  
Mr. J. Monk MBE  
01507 441481  
01507 441481  
[meridale@meridale.co.uk](mailto:meridale@meridale.co.uk)

### **Sutton on Sea Social Club**

Trusthorpe Road  
Sutton on Sea  
LN12 2LG

Mr. David Overton  
01507 441258  
[suttonsocial@aol.com](mailto:suttonsocial@aol.com)

**Grange and Links Hotel**  
Sandilands  
Sutton on Sea  
LN12 2RA  
Anne Askew  
01507 441334  
01507 443033  
[Enquiries@GrangeandLinksHotel.co.uk](mailto:Enquiries@GrangeandLinksHotel.co.uk)

**Trusthorpe Village Hall**  
Sutton Road  
Trusthorpe  
LN12 2PH  
Mrs A Green  
01507 441203  
01507 443441

**Tennyson High School**  
Seaholme Road  
Mablethorpe  
LN12 2DF  
01507 473331  
01507 474928  
[dgosling@tennyson.lincs.sch.uk](mailto:dgosling@tennyson.lincs.sch.uk)

**Strubby, Beesby and Maltby le Marsh Village Hall**  
Main Road  
Maltby le Marsh  
Alford  
LN13 0JP  
Mrs Jane Gray  
01507 450372  
[1-jgraymatbyss@btconnect.com](mailto:1-jgraymatbyss@btconnect.com)

**The Boatshed**  
34 Victoria Road  
Mablethorpe  
LN12 2AJ  
Sarah Vines

01507 479165  
[theboatshed@tiscali.co.uk](mailto:theboatshed@tiscali.co.uk)

**Mablethorpe Social and Working Men's Club**  
22 Victoria Road  
Mablethorpe  
LN12 2AQ  
Mr. Short  
01507 472479

**St Peter's Community Hall**  
Victoria Road  
Mablethorpe  
Patsy Pike  
01507 477757

**Trusthorpe Methodist Church Hall**  
Main Street  
Trusthorpe  
Mrs Smith  
01507 441035

**Kirkstead Holiday Park**  
North Road  
Trusthorpe  
LN12 2QD  
Mark Pittam  
01507 441483  
[mark@kirkstead.co.uk](mailto:mark@kirkstead.co.uk)

**Poplar Farm Gallery, Craft Centre**  
Helen Matthews  
Crabtree Lane  
Sutton-on-Sea  
01507 443112 – 07894 292641  
[Helen.matthews@btinternet.com](mailto:Helen.matthews@btinternet.com)  
[www.poplarfarm.org.uk](http://www.poplarfarm.org.uk)

**Anderby Village Hall**  
Sea Road  
Anderby

Skegness  
PE24 5YB  
Jo - 01507 490080

### Maltby le Marsh Village Hall

Parish Clerk - Mrs J. Cooper  
Rose Cottage  
Asserby Corner  
Bilsby, Alford  
07714 323744  
[jencooper1@tiscali.co.uk](mailto:jencooper1@tiscali.co.uk)

### Saltfleet Social Centre

Mrs I Pace  
c/o Marris  
Sea Lane  
Saltfleet  
Venues Heritage

### The Pullover – Mablethorpe

Mablethorpe Pullover features in postcards of the early to mid 20<sup>th</sup> century. Refurbishment resulted in it being resurfaced and new street furniture installed to create a more attractive link between the town and the beach. The Star of the East can be found at the top of the Pullover. The pullover has had a complete makeover with bespoke designed benches meandering up towards the seaside and a series of tapering black granite 'shadow lines' inset into the re-surfaced ground emanating from the centre of the Star's supporting column.

## Local Attractions

### The Star of the East - Mablethorpe

The 'Star of the East' metal sculpture by artist Michael Trainor is the centrepiece of a series of environmental improvements for the coastal stretch between Mablethorpe and Chapel St Leonards which commenced with the revitalisation of Mablethorpe's Pullover - the vital link between town and beach. Each of the shadow lines represents an important date in Mablethorpe's history from the Great Flood of 1953 to the little known Mablethorpe meteor of 1898. On the precise date of each historic event the granite shadow line corresponds with the actual shadow of the Star's column at sunrise. Mablethorpe Tourism Forum - [forum@mablethorpe.info](mailto:forum@mablethorpe.info)

## Bathing Beauties

A project conceived by Artist Michael Trainor aimed at producing a linear gallery of dramatic new seaside architecture for a 10 mile stretch of the Lincolnshire Coast between Mablethorpe and Chapel St Leonards.

This is part of a wider programme to provide environmental enhancements for this stretch (concentrating on Mablethorpe, Chapel St Leonards, Anderby Creek and Sutton on Sea) over the next 3 years.

Over 240 scale model entries were received from artists and architects from 15 countries for this major international competition to 'Re-imagine the Beach Hut for the 21st Century'.

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

## Mablethorpe Illumination Switch On - Sunday 19th July

East Lindsey District Council - [clare.freeman@e-lindsey.gov.uk](mailto:clare.freeman@e-lindsey.gov.uk)

### Local groups and organisations

#### Tennyson Amateur Players

Mrs Love  
2 Cheltenham Way  
Mablethorpe  
LN12 2AX  
01507 472391

#### St Clements Art Group

Mrs Clubley  
35 Masefield Drive  
Sandilands  
Sutton on Sea  
LN12 2SF  
01507 443220  
[sca.clubley@mypostoffice.co.uk](mailto:sca.clubley@mypostoffice.co.uk)

#### The Art Group, Mablethorpe

Mr. & Mrs Flint  
47 Church Lane  
Mablethorpe  
LN12 2NU  
01507 473592

**Trusthorpe Camera Club**  
Smith, Crossing Farm  
Main Street  
Trusthorpe  
Mablethorpe  
LN12 2QE

**Sutton & Mablethorpe Art Group**  
Val Abbotts  
1 Wilmington Drive  
Sutton on Sea  
LN12 2JU

**Mablethorpe 07 Visions Foundation**  
John Gregory  
The eagle Hotel  
Mablethorpe  
01507 473002  
[Vision.07@btinternet.com](mailto:Vision.07@btinternet.com)

**Sutton Art Group**  
Mr J Warren  
Enterprise Community hall  
15 Trusthorpe Road  
Sutton-on-Sea  
01507 440092

**Sutton on Sea Probus Club**  
Roland Woodland - 01507 441480

## Creative Industries

**Gary Woods**  
14 Ryland Road  
Theddlethorpe  
LN12 1PQ  
[gwood2@toucansurf.co](mailto:gwood2@toucansurf.co) - [gwoods@fsmail.net](mailto:gwoods@fsmail.net)  
01507 338140 - 07747 001145  
**M H & E Griffiths (Ceramics, Painting, Sculpture)**  
Sea Bank Cottage  
Sandy Lane

Anderby Creek  
Skegness  
PE24 5XX  
01529 497470  
[mail@theendroom.co.uk](mailto:mail@theendroom.co.uk) - [sleaning@gmail.com](mailto:sleaning@gmail.com)  
[www.theendroom.co.uk](http://www.theendroom.co.uk)

Sue McGough Performing Arts  
Primrose Cottage  
West End  
Hogsthorpe  
Skegness  
PE24 5PA  
07908 227847  
[suemcgough@tiscali.co.uk](mailto:suemcgough@tiscali.co.uk)

Stage Academy  
Donna Squires  
9 Mayfield Grove  
Skegness  
PE25 3RY  
[donnasquires2003@tiscali.co.uk](mailto:donnasquires2003@tiscali.co.uk)

Foxe Graphics Ltd  
Mr. M C Hull – Managing Director  
Enterprise Road  
Mablethorpe  
LN12 1NB  
01507 477748  
[sales@foxegraphics.co.uk](mailto:sales@foxegraphics.co.uk)

## Festivals and Events

### Festival of Bathing Beauties

Conceived as a long-term community engagement initiative and tourist attraction, this annual September festival (since 2007) runs competitions for the best kept beach hut as well as providing free street beach front entertainment, and lots of activities and exhibitions in beach huts. Mantle Arts (based in Leicester) were commissioned by Mablethorpe Tourism Forum to support development and delivery of the first two events but future events will be more locally owned.

Mablethorpe & Sutton Tourism Forum - [forum@mablethorpe.info](mailto:forum@mablethorpe.info)

### **Mablethorpe Marathon: Festival of Running**

This event is organised by the Mablethorpe Marathon Foundation in association with the Mablethorpe Running Club. Launched 2007 and takes place each September although this is intended to become a biennial event in future.

### **Wild Coast Festival Week**

November 08 – Mablethorpe and Sutton Tourism Forum are working with partners to develop an annual event to deliver eco friendly and sustainable tourism along the coast, focusing on the area's rich and diverse habitats and wildlife.

### **Anderby Spring Fair –March**

Jo - 01507 490080.

### **Anderby Scarecrow and Open Garden Weekend – July**

Jo - 01507 490080

### **Sutton-on-Sea and Trusthorpe Carnival**

Jeff Smith - 01 507 443 797

## **Sports Venues and Other Venues**

### **Station Sports Centre**

Helen Markham

High Street

Mablethorpe

LN12 1HA

01507 472129

[stationsportscentre@e-lindsey.gov.uk](mailto:stationsportscentre@e-lindsey.gov.uk)

### **Sutton on Sea Multi Access Community Area (MACA)**

#### **Mablethorpe Business Centre**

Enterprise Road

Golf Road Industrial Estate

Mablethorpe

LN12 1NB

Claire Matthews

01507 474400

[mablethorpe-bc@elindsey.gov.uk](mailto:mablethorpe-bc@elindsey.gov.uk)

### **Mablethorpe Football Club House**

Sherwood Fields, Sherwood Road

Mablethorpe  
LN12 1HU  
Mrs Gledhill  
01507 478805

## Town Hall

Mablethorpe Community Access Centre  
Stanley Avenue  
Mablethorpe  
Lincolnshire  
LN12 1DP

## Library

Mablethorpe Library  
Stanley Avenue  
Mablethorpe  
LN12 1DP  
01507 782010

Community Access Point  
Stanley Avenue  
Mablethorpe  
LN12 1DP  
01507 329172

Sutton on Sea Library  
Broadway  
Sutton on Sea  
LN12 2JN

## Open Spaces

Mablethorpe:  
Park Centre play area  
King George V play area  
North Gardens  
Queen's Park

Sutton on Sea:  
Furlongs Road play area  
Pleasure Gardens

Bowling Greens at Mablethorpe and Sutton on Sea

## Cultural Coastal Priority Zone – CCPZ

### 6. Louth Zone

Louth is a well-preserved Georgian market town with its roots in the middle ages. Economic success in the 1800s resulted from the canalisation of the River Lud. The town's buildings date from this period, during which the town became the third largest in Lincolnshire. Louth was immortalised in a large-scale two panel panorama created by William Brown in 1844. Brown took the opportunity to scale the spire of St James' Church whilst it was under scaffold. The resulting work was lost from view for many years until its rediscovery in 1948. In 1988 it was presented at the Colnagi Galleries in London to great acclaim.

The town's skyline is dominated by St James' Church, the spire of which is 295 feet tall and in terms of spire height, it is reputedly the tallest Anglican parish church in the UK. The church was built in 1515.

The tallest structure in the EU, the Belmont television and radio mast, is situated in the nearby village of Donington on Bain, five miles west of the town.

The Greenwich Meridian crosses Eastgate and this point is marked with a plaque on the north side of the street and a recently sited piece of public art, close to the junction with Northgate.

Historically, the town is most noted as the origin of the Lincolnshire Rising, the forerunner of Pilgrimage of Grace, on 1 October 1536, starting in St James' Church. Louth is a popular inland destination for coastal visitors, with its relatively rare array of specialist shops. The town is situated 14 miles from the coast but, the self-styled cultural capital of East Lincolnshire, Louth services are well used by inhabitants of coastal settlements from Grimsby to Mablethorpe.

Cadwell Park Motor Racing Circuit is four miles south of the town.

Alfred Lord Tennyson was educated at King Edward VI Grammar School and a stone inscription to commemorate this forms part of a wall on Schoolhouse Lane in Louth.

One of the town's main attractions is Hubbards Hills, which opened to the public in 1907. The park is a glacial valley through which the River Lud passes, with steep, wooded slopes on either side. The town's Playhouse Cinema is on Cannon Street. The Riverhead Theatre is on Victoria Road, to the east of the town.

### Louth Zone villages and settlements

1. Alvingham
2. Belleau
3. Great Carlton
4. Grimoldby
5. Legbourne
6. Little Carlton

7. Little Cawthorpe
8. Manby
9. Muckton
10. North Cockerington
11. North Reston
12. South Cockerington
13. South Reston
14. Swaby
15. White Pit
16. Withern

Alvingham is a village that lies on a small back road leading east out of Louth. The village is mentioned in the Doomsday book and was the location of a Gilbertine Priory until the dissolution of the monasteries. Notably, the village has two churches in the same churchyard, one dedicated to St. Mary, the other the only church in England to be dedicated to St. Adewold.

Belleau is about 10 miles south of Louth. According to the 2001 census it had a population of 18.

Grimoldby is situated approximately five miles east of Louth; the village had a population of 1151 at the 2001 Census.

Amenities include Smiths Corner Stores, Grimoldby Primary School, a pub named the Lancaster Inn (formerly the Manby Arms) and a rather successful cricket club named 'Grimoldby C C', with a popular name of "The Grim Reapers". A proportion of the users of these come from the adjoining village of Manby, which is separated from Grimoldby by the B1200 road.

Legbourne is a vibrant village situated on the edge of the Lincolnshire Wolds.

Legbourne boasts a rich history; the old pump monument, the old wind and water mill, a beautiful church and the medieval Abbey. The village has retained its sense of community in the changing modern world. The village has a host of services and clubs to keep the community alive.

At the heart of the village is the Community Centre and Playing Field. Alongside these, the village has a Shop and Post Office, a popular Primary School, a Children's Day Nursery, a Pub, and a Church. From these stem various clubs and activities from the W.I. to the Youth Cricket Club.

Manby is situated approximately five miles east of Louth; the village had a population of 833 at the 2001 Census.

Between 1938 and 1974, the village was home to a RAF base. Many of the houses in the village were built as homes for RAF personnel and the streets where these are situated are named after aeroplanes (e.g. Vampire Road). Since the closure of the base, the houses have been sold to the general public and airbase has been sold for commercial use. The headquarters of East Lindsey District Council are in one of the buildings on the base, the disused airfield has been used as a showground and is now an off-road driving

centre and one of the hangars is used as a grain store as part of the EU Common Agricultural Policy. It also has a Chieftain Tank sat in the entrance to the airfield. The only amenity of note is the Post Office, however other amenities - including two schools, the Lancaster Inn and two other village shops - can be found in the adjoining village of Grimoldby, which is separated from Manby by the B1200 road. There is also a local scout group called 1st Manby which has been running for 50 years. Manby is also home to Lindsey Airsoft providing an opportunity for this new sport in Lincolnshire. They regularly use the former airfield for skirmish games.

## Venues Arts

### Spout Yard Gallery

Spout Yard Park  
Broadgate  
Louth

### Riverhead Theatre

Victoria Road  
Louth  
LN11 0BX  
01507 600350  
[www.louthplaygoers.co.uk](http://www.louthplaygoers.co.uk)

## Venues (Other)

### Alvingham Village Hall

Mrs. Williams  
Gable End  
Church Lane  
Alvingham  
Louth  
LN11 0QD  
01507 327343  
[sandra.oshea@virgin.net](mailto:sandra.oshea@virgin.net)

### Great Carlton Village Hall

Mr. Lazell  
Wychwood House  
Great Carlton  
Louth  
LN11 8JU

01507 450526  
[tonylazell43@btinternet.com](mailto:tonylazell43@btinternet.com)

### Legbourne & Little Cawthorpe Community Centre

Mrs. Pocklington  
The Yews  
Station Road  
Legbourne  
Louth  
LN11 8LH  
01507 601501  
[lindapocklington@hotmail.co.uk](mailto:lindapocklington@hotmail.co.uk)

### Fulstow Village Hall

Fulstow Village Hall Committee  
Mr B Laking  
1 Churchthorpe  
Fulstow LN11 0XL

## Venues Heritage

### Louth Museum

The Museum  
4 Broadbank  
Louth  
LN11 0EQ  
01507 601211  
[info@louthmuseum.co.uk](mailto:info@louthmuseum.co.uk)

### St. James' Church

01507 603213

### Gaton Engine

Gaton Engine Preservation Society  
The Maltings  
Thackers Lane  
Tathwell  
LN11 9SR

## Local Attractions

### Public Art as Signage - Louth

The Springside & Gatherums Community Group in association with Groundworks' Creative Regeneration Programme and Groundwork Lincolnshire recruited artist Rupert Clamp to produce a series of contemporary artworks that function as signage to inform, direct and draw attention to Springside and the Gatherums a small green space in the heart of Louth, which is largely 'hidden' from view. Rupert's resulting project, 'Lost in Louth' was based on him asking people for directions to this hidden space. The literal transcription of their words was used to create text panels that look like heritage signage, a lighthearted and subtle intervention in the townscape.

### The Louth Art Trail

Work has been created for the following sites in the town: The River Lud and Navigation Canal by Simon Percival; Greenwich Meridian Line by Les Bicknell and Laurence Edwards; Westgate Fields by Howard Bowcott and others. The artists were selected on the basis of their appropriateness to the theme and location, but their proposals also had to meet the criteria of being seen as 'worth a visit'. This would ensure the projects aim of becoming a significant visitor attraction.

#### Alvingham Watermill

Church Lane, Louth

### Cadwell Park & Motorsport

Just a few miles from Louth, set in the Lincolnshire Wolds, lies Cadwell Park, easily one of the most picturesque circuits and perhaps one of British motorsport's best-kept secrets. The 0.7 mile circuit was originally built for motorbike races in 1934, but today the two mile track has several features that are unique, particularly 'The Mountain' a short sharp incline that will see the more powerful machinery airborne!

## Local groups and organisations

### Louth Playgoers

Riverhead Theatre

Victoria Road

Louth

LN11 0BX

01507 600350

[admin@louthplaygoers.co.uk](mailto:admin@louthplaygoers.co.uk)

### Louth Poetry Group

The group meets alternate Wednesdays, 7:30pm at 30 Victoria Road

[www.louthpoets.coastmoor.co.uk](http://www.louthpoets.coastmoor.co.uk)  
Christopher or Kate - 01507 600064.

**Louth Naturalists', Antiquarian and Literary Society (Ants & Nats)**  
Most Tuesdays (7.30pm) between September & March in Conoco Room above Library  
for illustrated lectures on a wide range of subjects. Membership details from Louth  
Museum  
01507 601211

**The Louth Navigation Trust**  
The Trust was formed in 1986. From small beginnings the Trust now has over 250  
members many of whom are actively involved in the running and organisation of the  
trust.  
Stuart M. Sizer - 01507 604624

**Louth Photographic Society**  
Pete Huke  
01507 605158

**Allegro Appassionato**  
Mr. Parker  
60 St Mary's Lane  
Louth  
LN11 0DT  
01507 603390

**Blackbird Flies Performing Arts**  
Ms. Dennis  
Warwick Road  
Louth  
LN11 0YB  
01507 602410 (SEC) - 01507 605266 (Home)  
[debbie.dennis@lincolnshire.gov.uk](mailto:debbie.dennis@lincolnshire.gov.uk)

**Charnwood Music**  
Mr. Trevethick  
Charnwood  
Chapel Lane  
South Cockerington  
Louth  
01507 327532  
[3pc@MarieClaret.co.uk](mailto:3pc@MarieClaret.co.uk)

**Edwards Theatre Company**  
Ms. Ashcroft,  
c/o King Edward VI Grammar School  
Edward Street  
Louth  
LN11 9LL  
01507 600456  
[theatreco@kevigs.lincs.sch.uk](mailto:theatreco@kevigs.lincs.sch.uk)

**Farwelter'd – (East Lincolnshire Dialect Society)**  
Mr. Mumby  
51 Ugate  
Louth  
LN11 8DD  
01507 600055  
[alan@languageworks.freeserve.co.uk](mailto:alan@languageworks.freeserve.co.uk)

**For Your Walls Art Gallery**  
Mr. Baumber  
8 Aswell Street  
Louth  
LN11 9BA  
01507 609800  
[gecoleman@btinternet.com](mailto:gecoleman@btinternet.com)

**Louth & District Concert Society**  
Mr. Sharpley  
23 Westgate  
LN11 9LW  
01507 605472  
[louthmusic@googlemail.com](mailto:louthmusic@googlemail.com)

**Louth Choral Society**  
Mr. Stratford  
8 Grays Court  
Louth  
LN11 0FG

**Louth Film Club**  
Mr. Mullen  
49 Linden Walk  
Louth

LN11 9HT  
01507 606440  
[alexmullen@onetel.net](mailto:alexmullen@onetel.net)

### Louth Folk Club

Mr. Hayselden  
16 Kingsway  
Cleethorpes  
DN35 8QU  
01472 696757  
[hayselden@anchorage.f9.co.uk](mailto:hayselden@anchorage.f9.co.uk)

### Louth Ladies Folk Dance Club

Mrs. Billaney  
6 Albany Road  
Louth  
LN11 8ET  
01507 605170

### Louth Male Voice Choir

Mr. Hayward  
17 Albany Road  
Louth  
LN11 8ET  
01507 604168

### Louth Photographic Society

Mr. Huke  
12 Old Mill Park  
Louth  
LN1 0NY

### Louth Recorder Ensemble

Mrs. Day  
Kynance  
South Elkington  
Louth  
LN11 0RU  
01507 603998

### **Louth Recorder Group**

Mr. Brown  
42 St Mary's Park  
Louth  
LN11 0EF  
01507 605244  
[jeff@wwplus.freeserve.co.uk](mailto:jeff@wwplus.freeserve.co.uk)

### **Louth Riverhead Silver Band**

Mrs. Peterson  
Orchard Cottage  
Boswell  
Louth  
LN110SG  
01507600553

### **Louth Watercolour Group**

Mrs. Foulger  
63 Spire View Road  
Louth  
LN11 8SL  
01507 607968

### **Yarburgh Handbell Ringers**

Mrs. Heryett  
Ringinglow  
King Street  
Yarburgh  
Louth  
LN11 0PN  
01507 363729

### **Yarburgh Writers**

Mr. & Mrs Green  
The Poplars  
Manby Middlegate  
Manby  
LN11 8HA  
07808 505 114

**Tin Tiger Gallery**

71 Charles Street

Louth

LN11 0LE

07528930561

[tintigergallery@virgin.net](mailto:tintigergallery@virgin.net)

**Michael Sanders**

A4 Dowland Business Park

Harrison Way

Manby

Louth

LN11 8UX

[michaelsanders.mail@btinternet.com](mailto:michaelsanders.mail@btinternet.com)

**Rosalyn Spencer (Writer)**

7 Queensway

Louth

LN11 0ES

01507 602280 – 7979793677

[ros.7spireview@virgin.net](mailto:ros.7spireview@virgin.net)

[www.rosalynspencer.co.uk](http://www.rosalynspencer.co.uk)

**Conners Ltd**

Ms. C. Fowler - Managing Director

8A Vickers Lane

Louth

LN11 9PJ

01507602562

[jc@connersltd.fsbusiness.co.uk](mailto:jc@connersltd.fsbusiness.co.uk)

**Croft Communications Ltd**

Mr. P. Croft - Managing Director

Braemar

Asterby End

Asterby,

Louth

LN11 9UF

01507 343753

Alan Lowes  
50 Keddington Rd  
Louth  
LN11 OAU

Furlong Photography  
Mr. D. Furlong – Proprietor  
The Studio  
8 New Street  
Louth  
LN11 9PU  
01507605466

The Basket Case  
Susi Mulligan  
Badger Farm  
Asterby  
LN11 9UF

Andrew Dumolo  
Furniture Designer & Maker  
AD Furniture  
The Old Rectory  
Church Lane, Swaby  
LN13 0BQ  
01507 481395  
[andrew@adfurniture.co.uk](mailto:andrew@adfurniture.co.uk)

## Festivals and Events

### Louth Christmas Craft Market

The market is organised by Louth & District Lions Club with help from members of Louth's Round Table and Rotary Club.

### Wolds Words Festival of Reading, Writing and Performance

Thursday 22nd to Sunday 25th October 2009

[hannah.wood@e-lindsey.gov.uk](mailto:hannah.wood@e-lindsey.gov.uk)/[clare.freeman@e-lindsey.gov.uk](mailto:clare.freeman@e-lindsey.gov.uk)

### Eco Fest (19-21 June 2009) & Small Worlds Festival (21-23 August 2009)

Annual events organised by the Wolds Collective, based at Badger Farm near Asterby.  
Contact: Susi Mulligan

Badger Farm  
Asterby  
LN11 9UF

## Sports Venues and Other Venues

### The Pavilion

James Turner  
London Road  
Louth  
LN11 9QP  
01507 605968  
[London.road@e-lindsey.gov.uk](mailto:London.road@e-lindsey.gov.uk)

### Louth Golf Club

Crowtree Lane  
Louth  
LN11 9LJ  
01507 603681  
[louthgolfclub@btinternet.com](mailto:louthgolfclub@btinternet.com)

### Kenwick Golf Club

Eric Sharp  
Kenwick Park  
Louth  
LN11 8NY  
1507 607161  
[secretary@kenwickparkgolf.co.uk](mailto:secretary@kenwickparkgolf.co.uk)

### Louth Swimming Pool and Lifestyle Fitness Suite

Riverhead Road  
Louth  
LN1 0BY  
01507 604738  
[louthpool@e-lindsey.gov.uk](mailto:louthpool@e-lindsey.gov.uk)

### Louth Multi-Access Community Area (MACA)

Wood Lane  
Louth  
LN11 8RS  
01507 604738

## London Road Sports Hall and Pavilion

London Road  
Louth  
LN11 9QP  
01507 605968

### Town Hall

## Louth Town Hall

Eastgate  
Louth  
LN11 9NW  
01507 600600

### Library

## Louth Library

Northgate  
Louth  
LN11 0LY

### Open Spaces

## Welton le Wold Nature Reserve (LWT)

This former sand and gravel quarry became the Trust's first geological reserve when it was purchased in 2001. The deposits at Welton-le-Wold are of critical significance in understanding the glacial history of Lincolnshire. It is important because it contains an unusually complete sequence of deposits that were laid down during the late Quaternary Period (over the last half million years).

## Charles Street, Louth

(bowling and putting greens, tennis court and fishing pond)

## Hubbards Hills

Open Grass Areas  
Riverside Walks  
Valley Top Walks  
Paddling Area in River/Duck Feeding

## Wood Lane Playing Fields

Football and cricket

Keddington Road play area  
Mount Pleasant play area  
Sandringham Drive play area

### **Railway Walk**

A 1km stretch of disused railway line running from Monks Dyke Road (between numbers 56 and 58) to Stewton Lane (opposite number 35) crossing Wood Lane

### **Riverhead**

A riverside walk starting from opposite the Woolpack public house on Riverhead

### **Gatherums & Springside**

Located between 23 and 25 Aswell Street at the Western entrance and opposite Monks Dyke/Church Lane junction at the Eastern end, this walk stretches for a total of 250 yards

### **Westgate Fields**

Located on the Western edge of town on the junctions of Crowtree Lane and Love Lane

## South Holland District Area

### County wide schemes which run in South Holland

#### FISH - Films In South Holland

Films In South Holland (FISH) is a relatively new project that brings cinema to local communities. South Holland District Council has a mobile cinema and projector which can fit into most locations to bring a live cinema screening into a village hall, community centre, school or church.

#### Lincolnshire Public Art Network - LPAN

The aim of LPAN is to promote the wide range of public art pieces and projects sited across the county. LPAN regularly works in partnership with other organisations such as the Groundwork Trust and Lincolnshire Tourism to raise the awareness and benefits that Art in the Public Realm can have both in local communities and as a driver to increase tourism to Lincolnshire.

Public Art in South Holland

[http://www.lpan.org.uk/projects\\_list.php?district=southolland](http://www.lpan.org.uk/projects_list.php?district=southolland)

#### London Mozart Players Residency in South Holland

South Holland District Council initiated a scheme to bring classical music to the area in 2007 with the LMP successfully securing Orchestras Live and Arts Council England funding. The LMP is performing in schools, day and community centres as well as evening concerts.

The LMP launched the residency in May 2008 with a full orchestral concert in the South Holland Centre. This was followed by chamber ensemble tours in June and October. 2009 sees a further chamber tour as well as a full orchestral concert again in the South Holland Centre in May

#### The Lincolnshire Rural and Community Touring Scheme

Co-ordinated by Nottinghamshire County Council, the scheme provides high quality professional live arts touring to village halls and community venues throughout the County.

#### CFBT - Schools Arts Provision

CFBT (Lincolnshire Schools Improvement Service) works across the county facilitating arts and culture provision in schools. The following work is taking place in South Holland District area:

Each of the following schools is involved in a programme of after school workshops.

Long Sutton Primary  
Spalding St. Paul's Primary  
Cowbit Primary  
Whaplode Primary  
Spalding Primary  
Spalding Parish Church Primary  
South View Primary School, Crowland  
New Leake Primary School

Fashion Show involvement in Arts Celebration  
The Giles  
Spalding High School

New Media Project  
The Giles School, Old Leake

Artsmark Schools  
Saltfleetby Primary School

Schools with trained Arts Award Advisers  
The Giles, Old Leake  
Gleed Boy's School  
The Peele Long Sutton

## Cultural Coastal Priority Zone - CCPZ

### 7. Spalding Zone

Spalding is a bustling Georgian Market Town set around the River Welland, situated within the South Lincolnshire Fens. It is renowned for its acres of sky and sunsets. Spalding is the largest town within the District of South Holland and is at the centre of the flower and bulb industry, which is celebrated each year by way of the famous Spalding Flower Parade.

### Spalding Zone villages and settlements

1. Donington
2. Gosberton \* peripheral
3. Mill Green
4. Moulton
5. Moulton Chapel
6. Moulton Seas End
7. Pinchbeck
8. Quadring\* peripheral
9. Risegate\* peripheral
10. Surfleet
11. Westhorpe\* peripheral
12. Weston

#### Donington

Donington is an active village with the IDEA - [www.doningtonidea.org](http://www.doningtonidea.org) - working group consisting of residents, the parish council and other key local stakeholders, who work towards and achieve agreed goals for the community. Matthew Flinders was born in Donington, and became famous sailing with the famous Captain Bligh on The Providence. St Marys Church in Donington hosts a display dedicated to Matthew Flinders. It includes a stained glass window, a bust and a first edition of '*A Voyage to Terra Australia*'. A statue has now been erected to Matthew Flinders in Donington.

#### Gosberton

Gosberton is a large village on the A152. The population of Gosberton numbers approximately 2500 and the main occupation is farming. The parish church of Gosberton is the church of St Peter and St Paul. Gosberton Clough's wooden church is dedicated to St Gilbert and St Hugh. These two churches and that at Quadring are in the same group, based in Gosberton. There is a nature reserve administered by the Lincolnshire Wildlife Trust.

## Moulton, Moulton Chapel and Moulton Seas End

Moulton is the primary village of an extensive Fenland parish, over 16 miles in length, and encompassing the smaller hamlets/villages of Moulton Chapel, Moulton Seas End. All Saints' Church was built in about 1180, instigated by Prior John of Spalding. The church has a particularly wonderful rood screen, dating from around 1425. There is an intriguing headstone in the floor of the church, which is that of Prudence Corby, who apparently died on 'July 36 1793'. No explanation has been offered for its existence. Moulton Windmill was built in 1822 and functioned until 1995 despite losing its sails in 1895. The "Friends of Moulton Mill" was established to restore the Grade I listed mill to full working order. After the mill featured on the first series of BBC2's *Restoration*, the project won a large Heritage Lottery Fund grant, which, along with many charity fundraising events has meant that campaign has succeeded.

## Surfleet

Surfleet is a small linear village situated on the bank of the River Glen. The village has an ancient history dating back to Roman times when sea banks and salt pans were constructed.

## Weston

A small village played host to the London Mozart Players in March 2009 in St Margaret's Church.

## Venues Arts

### The South Holland Centre

Market Place

Spalding

01775 764777

[shcentre@sholland.gov.uk](mailto:shcentre@sholland.gov.uk)

[www.southhollandcentre.co.uk](http://www.southhollandcentre.co.uk)

A busy arts centre, theatre, cinema, functions venue and base for a variety of creative activities, including comedy, dance, children theatre and drama. Participatory creative workshops also take place including, singing, dance, illustration workshops and theatre production.

### Lincolnshire Gallery

Spalding Common

Spalding

PE11 3JZ

01775 722921

[www.lincolnshire-gallery.co.uk](http://www.lincolnshire-gallery.co.uk)

Bespoke picture framers who also run art classes and workshops led by skilled artists covering oil painting, watercolour and acrylics with a range of different styles. There is also a large Art Gallery displaying artwork and prints by professional and local artists.

## Riverbank Studios

John Gray and Helen Webber

57a Double Street

Spalding

PE11 2AB

01775 680683

[johnhelen@ic24.net](mailto:johnhelen@ic24.net)

[www.riverbank-studios.co.uk](http://www.riverbank-studios.co.uk)

Established in 1986 by two professional artists, John Gray and Helen Webber, Riverbank Studios is situated by the River Welland in central Spalding. John and Helen are both painters and Riverbank Studios houses their own painting studios as well as gallery/teaching space, which is the venue for art classes for adults and children and also for exhibitions.

## The Studio Surfleet

Norman Rossiter

44 Station Road

Surfleet

Spalding

PE11 4DA

01775 680897

[www.studiosurfleet.co.uk](http://www.studiosurfleet.co.uk)

Open studio for all artists from beginners to professionals with classes and tuition and advice by professional Wildlife artist Norman Rossiter.

## The Burtey Fen Collection - Music Hall

3 Burtey Fen Lane

Pinchbeck

Nr. Spalding

PE11 3SR

[burteyfen@yahoo.co.uk](mailto:burteyfen@yahoo.co.uk)

[www.burteyfen.co.uk/](http://www.burteyfen.co.uk/)

The Burtey Fen Collection Is a privately owned music hall in Pinchbeck, housing three pipe organs - a Compton cinema organ, a Wurlitzer cinema organ and a classical pipe organ. The venue also features a vast collection of original memorabilia in tribute to the stars of entertainment 1940-1965. A small 'fairground organ' made by the late Denis Matthews of the 'M Ranch' has been re-housed on the balcony. Organ concerts by 'top names of the organ world' are a monthly feature.

## The Geest Gallery, Ayscoughfee Hall

See below

## Venues Heritage

### Ayscoughfee Hall Museum

Churchgate

Spalding

PE11 2RA

01775 764555

[museum@sholland.gov.uk](mailto:museum@sholland.gov.uk)

[www.ayscoughfee.org](http://www.ayscoughfee.org)

Medieval Ayscoughfee Hall is situated in five acres of beautiful walled gardens, boasting tennis courts, bowling green, putting green, children's play area and a cafe.

There are new displays and interactive exhibits which tell the story of the district, the people of South Holland and of the famous Spalding's Gentlemen's Society. The walled gardens are recognised as nationally important. Ayscoughfee Hall has one of the oldest yew hedges in the UK as well as more formal flower displays that change with the season.

The Geest Gallery plays host to a variety of exhibitions. The 2009 programme includes Jon Ager, Norman Rossiter and the Spalding Arts and Crafts Society.

The museum is often the venue for a variety of events and workshops.

### Vocal Force South Holland

A community singing project which aims to develop singing and vocal leadership in South Holland, working with the migrant community and local residents.

The Project ran until March 2009 and was led by vocal coach and animateur, Liz Lenton of locally-based company Scarlet Music.

### The Gordon Boswell Romany Museum

Clay Lake

Spalding

[info@boswell-romany-museum.com](mailto:info@boswell-romany-museum.com)

[www.boswell-romany-museum.com](http://www.boswell-romany-museum.com)

A unique collection of traditional Romany horse-drawn Vardos (caravans), carts and harness.

### St. Mary & St. Nicolas Church

Church Street

Spalding

PE11 2PB

01775 722772

Impressive cruciform church built c1284 by Prior William de Littleport on the site of a Norman cemetery chapel.

### Lincolnshire Film Archive

61 Cathedral Drive

Spalding

PE11 1PG

[info@lincsfilm.co.uk](mailto:info@lincsfilm.co.uk)

[www.lincsfilm.co.uk](http://www.lincsfilm.co.uk)

This archive is a collection of motion-picture film showing life and work of the County.

### St Mary's Church - Pinchbeck

A Medieval building which is still prominent in the landscape. It has a wide and uncluttered nave based around mid 12<sup>th</sup> century arches, and topped with a very fine 15<sup>th</sup> century single hammer beam roof supported by large gilded angels, which carry the heraldic escutcheons of the Pinchbeck family.

One of the highlights of the year is the annual Flower Festival, running in conjunction with the Spalding Flower Parade. The church is fully decorated with floral displays and welcomes both local and international visitors.

## Venues Others

### The Ruby Hunt Centre

Church Street

Donington

Spalding

PE11 4UA

Modern Multi-Use Centre

## Local Attractions

### Fenscape

Springfields

Camelgate

Spalding

PE12 6EU

01775 764800

[www.fenscape.org](http://www.fenscape.org)

Fenscape uses state of the art interactive technology to bring to life the myths and legends, from the marshlands and the Fen. Fenscape takes you on a journey of discovery

that touches every aspect of the ever changing lives of those who live and work in the Fens.

### **Springfield's Events Centre**

Camelgate

Spalding

PE12 6E

01775 724843

[robert@springfields.net](mailto:robert@springfields.net)

[www.springfieldseventscentre.co.uk](http://www.springfieldseventscentre.co.uk)

Springfield Events Centre consists of two multi-functional exhibition halls, a self service restaurant, outside arena and free parking. It is available for hire throughout the year. It also hosts events such as antiques fair and wedding fayres.

### **Baytree Garden Centre**

High Road

Weston

Spalding

PE12 6JU

[www.baytree-gardencentre.com](http://www.baytree-gardencentre.com)

The Centre runs occasional workshops and exhibitions.

### **Moulton Mill**

Spalding

[www.moultonwindmill.co.uk](http://www.moultonwindmill.co.uk)

Escape for the day to England's tallest mill, complete with a visitors centre and gift shop. Events such as Folk music are also promoted.

### **Pinchbeck Engine & Land Drainage Museum**

Off West Marsh Road

Pinchbeck

PE11 3UW

A history of the drainage of the Fens. The Pinchbeck Engine served an area around Pinchbeck and Spalding which has been embanked and drained since Anglo-Saxons settled in the area. The Engine has survived in excellent condition due to the transition in 1952 from steam power to electricity being so direct.

### **Bulb Museum - Birchgrove Garden Centre**

Surfleet Road

Pinchbeck

PE11 5XY

01775 680656

[www.birchgrovegc.co.uk](http://www.birchgrovegc.co.uk)

The Museum is situated in the grounds of Birchgrove. The Museum is dedicated to all those who created and worked within the flower bulb industry from 1880 to the present day.

## Local groups and organisations

### ACT II

Gore Lane

Spalding

PE11 1BN

01775 766921

A theatre company specialising in amateur productions for children of all ages.

### S.A.D.O.S. (Spalding Amateur Dramatic & Operatic Society)

[bryn@d-lweb.net](mailto:bryn@d-lweb.net)

[www.sados.co.uk](http://www.sados.co.uk)

### St. Nicolas Players Amateur Dramatic Society

[pjbreach@aol.com](mailto:pjbreach@aol.com) - Secretary

[www.stnicolasplayers.com](http://www.stnicolasplayers.com)

A Spalding-based amateur dramatic society that has been in operation since the 1960s. The company produce two shows a year often contemporary drama or comedy, as well as small-scale musicals, revues and touring productions

### Trapdoor Theatre Academy

44 Piccard Drive

Spalding

PE11 2GP

07879 221812

[www.trapdoortheatreacademy.co.uk](http://www.trapdoortheatreacademy.co.uk)

The academy aims to develop creativity, confidence and independence. Students are entered for LAMDA, Trinity Guildhall, IDTA and UKA exams throughout the year.

### Royal British Legion Band (Spalding)

Mrs V. McLeish

Ventosa

Cranesgate

Whaplode St Catherine.

01406 540402

### Holbeach Community Band

Mel Hopkin  
01775 765800

### St John's Choir

St John's Church  
Hawthorn Bank  
Spalding  
[www.stjohnschoir.net.tc](http://www.stjohnschoir.net.tc)

### Spalding Music Club

Mrs P. MÓney  
59 Halmergate  
Spalding  
01775 723280

### Spalding Folk Club

Elizabeth Padgett  
01406 380100  
[epadgett@dsl.pipex.com](mailto:epadgett@dsl.pipex.com)

### Voices Unplugged

Jane Wells  
[mail@janewellsoccasionalmusic.co.uk](mailto:mail@janewellsoccasionalmusic.co.uk)

Voices Unplugged provide singing workshops with a mix of unaccompanied songs, from folk, pop, and world music tradition.

## Other arts and cultural groups

### Spalding Arts & Craft Society

Helen Kempton  
Pinchbeck Village Hall  
PE11 3RB  
01775 724685

### Radio Society (Spalding & District)

01775 711953  
[chairman@sadars.co.uk](mailto:chairman@sadars.co.uk)  
[www.sdars.org.uk](http://www.sdars.org.uk)

The Spalding & District Amateur Radio Society (SDARS) was established in 1965. The group meets in the town centre and has a dedicated 'radio shack', equipped for

operation on HF, VHF and ATV; the Society runs classes for the Radio Amateurs Examination and the Morse Test.

### **South Holland Local History Group**

Mrs. Rose Clark  
25 Avebury Gardens  
Spalding, PE11 2EN  
01775 724906

The group offers a programme of lectures on topics covering archaeology, local history, industrial history and Lincolnshire personalities. The aim of the group is to promote and encourage an interest in the history of Lincolnshire and the way of life in the south of the County.

### **South Holland Writers**

Mr P Bosworth  
7 Chapelgate  
Whaplode Drove  
01406 330680

### **Spalding Arts & Crafts Society**

Mr P. Bowker  
16 Claudette Avenue  
Spalding  
01775 768583

### **Spalding Sequence Dance Club**

St Norbert's Church  
Mr H. E. Williams  
41 Saxon Close  
Spalding.  
01775 713039

### **The Spalding School of Dance**

Claire Coles  
Horseshoe Rd  
Spalding  
PE11 3JA  
01775 769699

## Creative Industries

### South Holland Concerts

[mail@shconcerts.co.uk](mailto:mail@shconcerts.co.uk)

[www.shconcerts.co.uk](http://www.shconcerts.co.uk)

Classical concert promoters, concerts take place at the South Holland Centre.

### Strawberry Glass – Gillian Wing

Unique Cottage Studios

Fulney Lane South

Spalding

PE12 6FA

07714 458813

[www.uniquecottagestudios.co.uk](http://www.uniquecottagestudios.co.uk)

[Gillian@strawberryglass.co.uk](mailto:Gillian@strawberryglass.co.uk)

Unique Cottage Studios offer individual studio spaces, as well as courses and workshops and attracts both professional and amateur artist practitioners from a variety of disciplines.

### Polka Dot Academy of Performing Arts

Cradge Bank

Spalding

PE11 3AB

[info@polkadotacademy.co.uk](mailto:info@polkadotacademy.co.uk)

[www.polkadotproductions.co.uk](http://www.polkadotproductions.co.uk)

### Jon Ager - Artist

The Studio

8 Welland Close

Spalding

PE11 2YF

01775 712427

### Lisa Waterhouse -Artist/make up artist/art facilitator

01775 767099

[lisa@readysteadyglow.plus.com](mailto:lisa@readysteadyglow.plus.com)

### Carol Parker - 3D mixed media artist

68 St Thomas Road

Spalding

07771917882

[parker0570@aol.com](mailto:parker0570@aol.com)

## Welland Gallery Cooperative

[www.wellandgallerycooperative.co.uk](http://www.wellandgallerycooperative.co.uk)

A group of artists and makers meet and network on a regular basis. There is no longer an exhibition space.

## Scarlet Music Services

Liz Lenton

68 Siltside

Gosberton Risegate

Spalding

PE11 4ET

01775 841750

[liz@scarletrecording.co.uk](mailto:liz@scarletrecording.co.uk)

[www.scarletmusicservices.co.uk/vs.htm](http://www.scarletmusicservices.co.uk/vs.htm)

Music services company recently relocated from London and now based near Spalding. The company has over 20 years of experience in teaching, recording and music industry services.

## Westview Studios

Maria Maidment - Interior Textile Designer

Westview, Northgate

Pinchbeck

Spalding

PE11 3TB

01775 760402

[micmaid@westview611.fsnet.co.uk](mailto:micmaid@westview611.fsnet.co.uk)

## Tony Quinton - Visual Artist / Musician

40 Seas End Road

Surfleet

Spalding

PE11 4DQ

01775680232

[tony.quinton@hotmail.co.uk](mailto:tony.quinton@hotmail.co.uk)

## Festivals and Events

### Spalding Flower Festival 2-4 May 2009

01775 760380,

[info@flowerparade.org](mailto:info@flowerparade.org)

<http://www.flowerparade.org/>

RHS Gold Medal Exhibitors, Static Flower Floats & Displays, Music & Entertainment, Marching Bands, Free Circus, Garden Trade Stands, Springfields Festival Gardens, Musical Fountain

### Mayfayres Day - Monday 4 May 2009

01775 761161.

Sir Halley Stewart Playing Field, Spalding

An annual, free event where local school children enjoy the opportunity to demonstrate traditional maypole dancing while the family and general public enjoy being entertained as well as exploring the charity market. Organised by South Holland Community Development Team.

### Spalding Summer Street Entertainment

Organised by the South Holland Community Development Team

01775 761161.

Every summer during the school holidays, professional street entertainers and local performers entertain the shoppers however this event is not taking place in 2009.

### Open Arts

Rachel Rowett/ Adam Patman

South Holland District Council - 01775 764473

Open Arts competition sponsored and organised by Arts Development, South Holland District Council. This event has been running since 1999 and has attracted artists and visitors from all over the region.

### Pumpkin Parade – Oct 2009

Adam Patman SHDC

01775 764823

The Spalding Pumpkin Parade celebrates the region's pride in being the home of the country's biggest pumpkin grower. Pumpkin food, market stalls, entertainment, shop window displays, the Water Taxi and family-friendly activities including a pumpkin parade and live music situated in and around Spalding Town Centre.

### Christmas Lights and Christmas events

Adam Patman SHDC

01775 764823

Activities include charity market stalls, children's fun fair, street entertainment and live performances from local groups.

Christmas celebrations also take place at Ayscoughfee Hall where visitors can experience 'a grand Georgian Christmas' with costume, decorations, demonstrations in card making, stocking design and present wrapping.

## Donington Party in the Park - 19th July 2009

Margaret Wright - 01775 820212

Abbotts Field, Donington (next to the Thomas Cowley High School).

The event features live bands, food and stalls.

## Pinchbeck Carnival Association

Herdgate House

Herdgate Lane

Pinchbeck

Spalding

PE11 3UP

01775 680444

## Sports Venues and Other Venues

### Castle Sports Complex

Albion Street

Spalding

PE11 2AJ

01775 762178

Centred in the heart of Spalding, the leisure centre has two sites, a sports complex and swimming pool. The sports complex offers, gym, 5-a-side football, Badminton, Tennis, astro-turf, athletics, indoor bowls, learner pool, meeting rooms, outdoor pitches, sports courses, table tennis, weddings, exhibition area, function rooms. The Centre is managed by Leisure in the Community Ltd and Leisure Connections

### Easter and Summer Sports Tour

(Easter & Summer holidays)

Dan Matson 01775 764826

[dmatson@sholland.gov.uk](mailto:dmatson@sholland.gov.uk).

South Holland District Council's Sport Development has devised the initiative which enables children in the district to participate in sport at a minimal cost. Activities include archery, badminton, summer sport camps, football, dance, sailing and tennis.

### SPART Club

Art and sport activities for young people across the district. Delivered by Childrens Links in partnership with South Holland District Council, SPART Club is a mix of new and traditional arts and sports activities for young people aged 4 to 11. Participation is free.

Debbie or Michelle  
Children's Links - 07946 300850 or 07984 041204

## Library

Victoria Street  
Spalding  
PE11 1EA  
01522 782010

[spalding.library@lincolnshire.gov.uk](mailto:spalding.library@lincolnshire.gov.uk)

All libraries run story times and activities throughout the year for preschool, KS1 and KS2 children. These are themed, with the activities focussed on school holidays, to provide cultural stimulus.

### Donington Library

25 High Street  
PE11 4TA  
01775 820320

[donington.library@lincolnshire.gov.uk](mailto:donington.library@lincolnshire.gov.uk)

### Holbeach

Church Street,  
PE12 7LL  
01406 422785

[holbeach.library@lincolnshire.gov.uk](mailto:holbeach.library@lincolnshire.gov.uk)

## Open Spaces

### The Springfields Festival Gardens

A landscaped garden featuring Chelsea-style celebrity showcase gardens and a Japanese Garden by Sansui Design. Stephen Newby unveiled a collection of his stainless steel sculptures throughout the landscaped gardens. The 'blown' steel sculptures are largely based around a water theme, featuring a water pyramid fountain, pillow planters and a specially commissioned 15' 'Kaleidoscope Wheel', situated in the canal.

### Vernatts Local Nature Reserve

This parcel of land serves to protect a variety of unusual plants and animals in a mixture of habitats, right in the heart of Spalding. It is owned and managed by South Holland District Council for the benefit of both wildlife and people. It offers a green space for visitors to relax, learn and enjoy the natural surroundings.

### **Arnold's Meadow, Spalding**

The meadow is situated on the east side of the Coronation Channel at Spalding. Half of the area of this triangular-shaped reserve is taken up by a hay meadow, the centre of which is flooded in autumn and winter. The remaining half consists of three areas of water: a moat round an island and two shallow ponds overlooked by hides.

Managed by Lincolnshire Wildlife Trust

[www.lincstrust.org.uk](http://www.lincstrust.org.uk)

### **Ayscoughfee Hall Museum and Gardens**

Churchgate

Spalding

PE11 2RA

### **Castle Sports Complex Playing Field**

Albion Street

Spalding

PE11 2AJ

### **Fulney Lane Playing Field**

Spalding

PE12 6EZ

### **Monks House Lane Playing Field**

Spalding

PE11 3LH

### **Sir Halley Stewart Playing Field**

Winfrey Avenue

Spalding

PE11 1DA

### **South Holland District Council study of open space provision**

Spalding in general does not have as high provision as some of the other towns in the Zone, in particular Crowland and Long Sutton. The total amount of play space is 56% of the recommendation for the population.

The level of provision of youth and adult play space is quite poor at 48-54% of the NPFA recommendation. Children's play spaces are better provided for with 60-80% of the recommendation, the second highest level of provision (after Long Sutton).

The distribution of open space in Spalding is not as even as in some of the other towns. There are some quite large areas where there is no provision at all. The central location

of the Castle Sports Centre, the Halley Stewart Playing Field and Rugby Club ensure that the central areas of the town are fairly well provided for.

The more peripheral areas such as to the south of Low Road and parts of Wygate Park are not so well provided for. As with the other towns there is a general shortage of equipped play areas.

### Pinchbeck Fen Slupe (LWT)

Pinchbeck Fen Slupe is a linear nature reserve, approximately two miles long. It is situated on the south side of the River Glen, between the river and Slupe Drove. In the winter months, large numbers of wildfowl are attracted to the river including pigeon, mallard, teal, tufted duck and goosander. Winter flocks of lapwing and golden plover can also be present on adjacent fields. There is a small woodland area with mature hawthorn hedge which attracts thrush species. Managed by Lincolnshire Wildlife Trust [www.lincstrust.org.uk](http://www.lincstrust.org.uk)

### Surfleet Lows (LWT)

The reserve is situated on the east side of the old A16 Boston-Spalding road, about 300 m north of Surfleet church. Access is via stile and foot-bridge into the woodland area. [www.lincstrust.org.uk](http://www.lincstrust.org.uk)

### Flinders Park

Donington

Now houses a skate park and BMX track

## Public Art

### South Holland Centre Refurbishment

The refurbishment of the centre saw the commissioning of two major new works. The Town Centre Clock by artist Marrienne Forest and the etched glass frontage by Martin Dolin.

### St Mary and St Nicholas Church, Spalding

New Millennium Stained Glass by Glen Carter

### Springfields - Art in the Festival Gardens.

A collection of stainless steel sculptures throughout the landscaped gardens, by Stephen Newby.

[www.lpan.org.uk/project\\_single.php?id=47](http://www.lpan.org.uk/project_single.php?id=47)

## Surfleet Church

Millennium Stained Glass by Glen Carter  
[www.lpan.org.uk/project\\_single.php?id=67](http://www.lpan.org.uk/project_single.php?id=67)

## Donington

A key part of the environmental enhancement scheme in Donington Market Place was the creation of a full size bronze statue of Matthew Flinders, the Donington born explorer.

The sculptor was Judith Holmes Drewry of Le Blanc Fine Art, based in Leicestershire. As part of the commission, Judith undertook workshops at Thomas Cowley High School. As a result, three of the pupil's plaques were cast in bronze and have been inlaid into the paving around the statue.

The statue is a joint project by Lincolnshire County Council and Fens Tourism. The wider scheme was also supported by the European Regional Development Fund, South Holland District Council and Donington Parish Council

[www.lpan.org.uk/project\\_single.php?id=49](http://www.lpan.org.uk/project_single.php?id=49)

## Saracen's Head Village

'Villagers and Visitors' features six life-size figures cast in resin iron, standing outside the village. They include a mother and father with their child, two youngsters running to play football and an old lady carrying her shopping. Artist - Neal French.

[www.lpan.org.uk/project\\_single.php?id=46](http://www.lpan.org.uk/project_single.php?id=46)

## Cultural Coastal Priority Zone - CCPZ

### 8. Long Sutton and Sutton Bridge

Long Sutton is a market town on the Eastern fringes of the county, with its sister Sutton Bridge close by.

Like so many Fenland towns, Long Sutton has an illustrious history, thanks to its setting in the fertile silt lands of the Lincolnshire Fens. The Friday Market dates back to the early 13th century, today both the Friday Market and produce auction remain. There are also many examples of fine Georgian architecture throughout the town.

Long Sutton is now better known for its magnificent floral displays that decorate the town and churches throughout spring and summer.

#### Sutton Bridge

Sutton Bridge is a town on the border of Norfolk and Cambridgeshire. It has a population of approximately 4000 inhabitants. The main industry of the area is farming and food processing. Crops are grown in the area as well as bulbs and flowers.

### Long Sutton/Sutton Bridge Zone villages and settlements

1. Gedney
2. Gedney Broadgate
3. Gedney Dyke
4. Newton
5. Sutton St Mary's
6. Sutton Saint Edmonds \* peripheral
7. Tydd Gote
8. Tydd St Mary's

#### Gedney

The parishes of Gedney lie on reclaimed fenland, making it one of the most intensive crop-growing areas in the UK. A mile to the west is Fleet Hargate and two miles to the south-east is Long Sutton. The town formally had a railway station, but it closed in 1959.

#### Holbeach Hurn

Holbeach Hurn is a rural village four miles northeast of Holbeach. The village has remained largely unchanged over the years but is easily accessed from the A17. Holbeach Hurn Village Hall has received grant funding from Awards for All, Lincolnshire County Council, South Holland District Council and WREN, the Landfill Communities Fund of Waste Recycling Group Ltd. The improvements represent a major turnaround in the fortunes of the Hall; originally built as a school in 1872 it became the village hall in

1978 but by 2005 was little used and threatened with closure. A combined grant of £16,666 plus successful fund raising allowed the committee to complete the purchase of the building in April 2008. Since then the committee have been actively fund raising and following successful grant applications have now completed the first stage of the refurbishment.

#### Newton

Newton is an historic hamlet that dates back as a settlement to Roman times and before. Most of the surrounding land is owned by the Welby Estate and farmed by the Sapperton Farming Company.

#### Tydd St Mary

Tydd St. Mary is both a village and parish about nine miles east of Spalding and five miles north of Wisbech. It includes the hamlet of Tydd Gote (part of which is in Cambridgeshire). The parish sits like a cap on top of Cambridgeshire, with a short tail trailing off to the southwest.

The River Nene forms a portion of the eastern boundary and the South Holland Main Drain a portion of the northern border. The area is flat and marshy Fen land and covers over 4,600 acres.

Tydd Gote is a hamlet in the parish, about a half mile south of Tydd St. Mary and lies partly in Lincolnshire and partly in Tydd St. Giles, Cambridgeshire.

## Venues Arts

### Garnsgate Gallery

Garnsgate Road

Long Sutton

PE12 9BT

01406 362538

[deryck@gilham-furniture.co.uk](mailto:deryck@gilham-furniture.co.uk)

[www.gilham-furniture.co.uk](http://www.gilham-furniture.co.uk)

Contemporary crafts for sale, featuring furniture designed and made by locally-based Deryck Gilham.

### Skylark Studios

Louise Stebbing

Hannath Road

Tydd Gote

PE13 5ND

[www.skylarkstudios.co.uk](http://www.skylarkstudios.co.uk)

The Studio houses Louise's printmaking workshop as well as a large space where her work can be viewed and purchased. The Studio is also a relaxing space for running classes. The studio runs a variety of weekly courses and workshops including print making, etching, and lino printing.

## Venues Heritage

### St Mary's Church

[www.longsuttonchurch.org](http://www.longsuttonchurch.org)

Famous for its 13th Century lead covered timber spire – built to the same design as Chesterfield's famous twisted spire. However, thanks to Lincolnshire's master craftsmen, Long Sutton's spire still stands straight and true and is now the highest, oldest and best-preserved lead spire in England.

Flower Festival 2009

Saturday 25<sup>th</sup> April - Monday 4<sup>th</sup> May

Theme: London – Street by street.

Event includes the Bourne Borderers Morris Dancers, craft and local produce stalls.

### The Church of St Matthews

Sutton Bridge

The church dates back to 1843 and is the only flint-built church in Lincolnshire.

## Venues (Other)

### Long Sutton Market House

9 Market St

Long Sutton

PE12 9DD

01406 366767

[www.longsuttonmarkethouse.org](http://www.longsuttonmarkethouse.org)

A volunteer-run multi-use centre serving the people of Long Sutton and surrounding area. Market House Movies offers rural cinema to Long Sutton. It is also a venue for the Lincolnshire Rural and Community Touring Scheme and hosts live performances.

### Long Sutton Church Hall

The hall is a rural touring venue.

## Local Attractions

### The Butterfly and Wildlife Park

Long Sutton

Spalding

PE12 9LE

01406 363833,

Voted Lincolnshire's Family Attraction of the Year by the Good Britain Guide, the Park is home to hundreds of butterflies, birds of prey and reptiles, and lies just outside the town.

### Long Sutton Antiques and Craft Centre

72-74 London Road

Long Sutton

PE12 9EA

01406 362991

[www.longsutton.net/antiques](http://www.longsutton.net/antiques)

### Long Sutton and Sutton Bridge Antiques Trail.

Both towns have a number of antique and craft shops, all within a short distance of each other.

## Local groups and organisations

### Long Sutton Dramatic Society

Mrs K Jenkinson

Old Chequers

Holbeach Hurn

01406 423360

### Sutton Bridge Art Group

Lin Bradley (Secretary) - 01406 363949, Sylvia Sayer (Chair) - 01406 550239

Cynthia Tilley (Treasurer) - 01406 351268

The Sutton Bridge Art Group meet every Wednesday.

## Creative Industries

### Backstage Academy

Helen Field

Long Sutton

01406 362169

[backstageacademyuk@yahoo.co.uk](mailto:backstageacademyuk@yahoo.co.uk)

The Backstage Academy was established September 2006 with the ongoing help and support from The Princes Trust and has developed into a school offering babies, children and young adult's professional tuition in drama, singing, dance and musical theatre.

## Steve Weatherill - Children's Writer and Illustrator

Memorial Lane  
Gedney Dyke  
Spalding  
PE12 0AN  
01406 363709  
[www.babygoz.co.uk](http://www.babygoz.co.uk)  
[weatherill@ndo.co.uk](mailto:weatherill@ndo.co.uk)

## Bette Spektorov - Visual artist

The Old Vicarage  
323 Broadgate  
Sutton St Edmond  
PE12 0LR  
01945 700441

## Festivals and Events

### Fens Food and Flower Festival

Food and flowers are the life blood of the Fens. The Fens Food and Flower Festival is a celebration of this heritage and the agricultural and horticultural industries that are at the heart of all Fen communities.

The Festival is a year-long series of events, some large, some small, all celebrating community spirit. Some events included in the Festival are managed by large event organisers and held on an annual basis; there are also many smaller community-run events.

## Sports Venues and Other Venues

### Long Sutton Athletic FC

London Road  
Long Sutton  
Mr J Sutton  
01406 350090 - 07766543840

### Long Sutton Peele Leisure Centre

Long Sutton  
PE12 9LF  
[www.harpersfitness.co.uk/gyms/the-peelee-leisure-centre](http://www.harpersfitness.co.uk/gyms/the-peelee-leisure-centre)

Harpers - at Peele Leisure Centre - provides the Long Sutton a diverse range of aerobics classes, sports courses and a state of the art gym. Other sports facilities are available including badminton, 5-a-side football and tennis.

## Town Hall

### Long Sutton St Mary's Church Hall

Market Place  
Long Sutton  
Spalding  
PE12 9JF

### Sutton Bridge Village Hall

51 Bridge Road  
Sutton Bridge  
Spalding  
PE12 9SD

## Library

Trafalgar Square  
Long Sutton  
PE12 9HD  
01522 782010

## Open Spaces

### Memorial Park

Bridge Road  
Sutton Bridge  
Hosts public events such as car boots and Sutton Football Club

### South Holland District Council study of open space provision

#### Long Sutton

In general Long Sutton is well provided for with the total amount of play space in excess of the National Playing Fields Association's recommendation for the population at 106%. When broken down into children's and youth and adult open space, the total amount of youth and adult space is quite considerably above the NPFA recommendation for the population at 114-129%. Children's play space is not so well provided for, with the total only 63-85% of the recommendation.

The distribution of play space within Long Sutton is fairly even, with relatively few areas not served by any form of provision. There is a general shortage across the town of equipped play areas, but the central location of the area to the rear of West Street enables it to service a large proportion of the population.

#### Sutton Bridge

In general Sutton Bridge is not particularly well provided for with the total play space in the town just 60% of the recommendation. Youth and adult play space is reasonably well provided for with 74-83% of the NPF recommendation. The provision of children's play space is very poor with just 17-23% of the recommendation for the population. Sutton Bridge has a fairly even distribution of play space, with a majority of the town served by some form of provision. The west end of the town is the most lacking in provision.

#### The Shrubberies

Situated at the western end of Long Sutton, the reserve lies to the south of the old A17. The Shrubberies comprise old parkland and pasture of a type now rare in the Fens with fine oak and other large trees. Some 49 species of birds and 12 species of butterflies have been recorded. There is a pond with a wooded island and adjoining marshy areas with fringing alders. The grassland is grazed and sometimes cut for hay. An acre of land was planted with native trees in 1989.

### Public Art

The town improvement scheme at Long Sutton town centre included quality clay paving, new decorative street lighting columns and bespoke street furniture. The furniture was commissioned from Alan Dawson Associates and included bench seats, litter bins, cycle racks, bollards and gateway signs and were designed to reflect the shape of the elegant spire of Long Sutton's St. Mary's Church.

## Cultural Coastal Priority Zone - CCPZ

### 9. Crowland

**Crowland** lies on the southern border of Lincolnshire and is famous for medieval Crowland Abbey and the Trinity Bridge. The Abbey, with its well-preserved north aisle still fulfils its role as Crowland's parish church.

Trinity Bridge stands in the centre of Crowland on dry land. Built between 1360 and 1390, it has three arches but one over arching structure.

The Crowland Town and Riverside Walk along the banks of the River Welland, is an opportunity to see the wildlife of the Fens.

#### Crowland Zone villages and settlements

1. Cowbit
2. Deeping Fen
3. Deeping St Nicholas
4. Gedney Hill\* peripheral
5. Holbeach Drove\* peripheral
6. Whaplode Drove

##### Cowbit

Cowbit is a small village to the south of Spalding. Cowbit has the busy A1073 road running straight through the village on top of an earth bank which separates it from Cowbit Wash, a flood plain to the west of the village. The flood plain is now mostly arable land.

##### Deeping St. Nicholas, near Spalding

Deeping St. Nicholas has a population of 1,323. The village has a 19th century stone church, the parish church of St. Nicholas. At seven miles long, the village has the distinction of being the longest in the UK. Close by is a level crossing for the Lincoln - Peterborough railway line. Recently, eight large wind turbines have been constructed on land to the north of the settlement.

##### Gedney Hill

Gedney Hill is a little village with approximately 600 inhabitants. Consisting of mainly farmland and horticulture it is situated midway between Wisbech, Peterborough, Holbeach and Spalding.

##### Holbeach Drove

This village is situated at the junction of the B116 and the B1168. The village church is dedicated to St Polycarp.

### Whaplode Drove

Whaplode Dove is a small village and houses the Elizabethan Centre which was opened in 1981. The Centre hosts many community events including very well supported pantomimes.

## Arts Venues

### Woodbine Contemporary Arts

Back Bank

Whaplode Drove

PE12 0TT

01406 330693

[yorath@woodbinecontemporaryarts.co.uk](mailto:yorath@woodbinecontemporaryarts.co.uk)

[www.woodbinecontemporaryarts.co.uk](http://www.woodbinecontemporaryarts.co.uk)

Established in 1997, Woodbine Contemporary Arts specialises in high quality fine art and ceramics, showing a wide range of work by both established and emerging artists.

## Heritage Venues

### Crowland Abbey

Crowland Abbey was a monastery of the Benedictine Order in Lincolnshire. It is the parish church of Crowland.

## Venues Other

### Crowland Parish Rooms

Hall Street

Crowland

PE6 0EW

### Crowland Reading Rooms

Church Street

Holbeach

Spalding

### Elizabethan Centre

Whaplode Drove

The Centre was opened in 1981 having been first mooted in the Coronation year of 1952.

## Memorial Hall

Gedney Hill

Originally built in 1921, the hall was demolished and rebuilt in 2001 complete with new plaques displaying the names of the fallen in two World Wars.

## Groups and Organisations

### Crowland Amateur Dramatic Society

Mrs J Munton

42 East Street

Crowland

01733 211193

Activities include acting plus backstage help, wardrobe, make-up, front of house.

Pantomimes, plays, musical evenings, and local events.

### MADS Music & Drama

11 Abbey Walk

Crowland

PE6 0EP

01733 210480

[margaret@smith9311.fsnet.com.uk](mailto:margaret@smith9311.fsnet.com.uk)

Music and drama for any age, occasionally performances/sketches at church functions.

### Reminiscence Group

Anita Hansford

c/o Trinity Court

Albion St

Crowland

PE6 0EA

01733 210622

The Group's aim is to stimulate minds and hearts with fun and laughter involving games

[board] quizzes and reminiscence.

### Crowland Cares Knitters and Natterers

4 Feb 2009 onwards (Every Wednesday)

Crowland Library

Hall Street

Crowland

### Crowland Town Society

Mrs Sheelagh Elphee - Secretary

48, North Street  
Crowland  
PE6 0EF  
01733 210260  
[cathi@cruland.freeserve.co.uk](mailto:cathi@cruland.freeserve.co.uk)

## Creative Industries

### Julie Smith - Chickadee Face and Body Art

19 Barbers Drove  
Crowland  
01733 211847

### Andrew Collett

47 Stonegate  
Cowbit  
Spalding  
PE12 6AH  
01406 380837  
Poet and performer.

### Eastern Rainbow Magazine

(20th century culture via poetry, prose and art)  
Paul Rance  
17 Farrow Road  
Whaplode Drove  
Spalding  
PE12 0TS  
[p-rance@yahoo.co.uk](mailto:p-rance@yahoo.co.uk)

## Festivals and Events

### Crowland Christmas Fair

Charity stalls and entertainments and light switch-on event.

### Summer Show

The annual Summer Show on the Snowden Field has many attractions including a display by the Percheron Shire Horses, displays of pristine agricultural machinery, classic cars, steam engines and motorbikes. The Show also features birds of prey from Backwoods Falconry Services and owls from the Exotic Pet Refuge, Deeping St James.

## Crowland Flower Festival

The Crowland Flower Festival takes place in the Abbey each year in August.

## Crowland Blues Club

Crown Inn  
West Street  
Crowland  
PE6 0EE

Three local blues enthusiasts have created The Crowland Blues Club, a monthly event held at The Crown Inn on West Street.

## Library

Crowland Library  
Hall Street  
Crowland  
PE6 0EW  
01522 782010

## Open Spaces

### South Holland District Council study of open space provision

Crowland has the greatest play space provision of the District's Towns, with 164% of the NPFA recommendation for total amount of play space for the population. This high level of provision is a result of an excellent provision of youth and adult open space, which is 205-230% of the NPFA recommendation. Children's play space has a much smaller provision, with only 37-49% of the provision recommended by the NPFA.

The distribution of play space within Crowland is fairly even, with relatively few areas not served by any form of provision. As with some of the other towns, there is a general shortage of equipped play areas, with none to the south of the town. The relatively central location of playing fields behind the Abbey enables it to service a large area of the population.

## Public Art

### Crowland Trail

artsNK completed the River Trail project featuring cast panels and photography and Charm Tree Sculpture.

The public art scheme is a key part of a wider scheme to regenerate the town. The link between two important tourist attractions - Crowland Abbey and Trinity Bridge – has

been enhanced using high quality paving and decorative street lighting columns. The art scheme focused on improving the forecourt at the Public Library, situated in the village centre. A panel led by local residents commissioned Birmingham artist Anu Patel to design a dramatic floorscape to go round the library. The surface is made from coloured glass beads within a resin bonded surface. This is complemented by a series of benches and seats.

[www.lpan.org.uk/project\\_single.php?id=41](http://www.lpan.org.uk/project_single.php?id=41)

## Cultural Coastal Priority Zone - CCPZ

### 10. Holbeach

Holbeach is an ancient market town and the third largest in the Lincolnshire Fens.

The town lies eight miles from Spalding; 17 from Boston; 20 from King's Lynn; 23 from Peterborough; and 43 miles Lincoln.

Holbeach is home to a campus of the University of Lincoln, redeveloped in 2004 on the site of a former agricultural college, and now known as the Holbeach Technology Park. The campus is dedicated to the study of food manufacturing technology.

Holbeach has a population of approximately 5,500.

### Holbeach Zone villages and settlements

1. Fleet
2. Fleet Hargate
3. Holbeach Bank
4. Holbeach Clough
5. Holbeach Hurn
6. Holbeach Marsh
7. Holbeach St Johns
8. Holbeach St Marks
9. Holbeach St Matthews \*-peripheral
10. Saracens Head
11. Whaplode

#### Holbeach St Johns

Holbeach St. Johns is a small village about four miles of Holbeach. There is a small airfield about a mile west of the village. The Greenwich Meridian runs through Holbeach St. Johns.

#### Whaplode

The main village lies on the marine silt ridge, known as the Townlands, which rises between the former saltmarsh and the former fen to be found around The Wash. This ridge follows the A151. Its neighbours on the Townland are Holbeach and on Moulton. Owing to the historical development of the area, there are other places which use the Whaplode name in conjunction with another. When the parishes were originally laid out, a thousand or so years ago, in order to give each enough resources to provide a living, they were made long and narrow. As the wetlands were reclaimed, other

settlements were made in the newly inhabitable places and these needed to be distinguished from the main village.

## Venues Heritage

### All Saints Church

The Church is essentially a high Victorian church housed in medieval masonry. The 20th century contributed the dark stained glass, and the high altar recedes, the roof beams and figures, the choir organ and Mary Bass Room.

## Local attractions

### Whaplode Maze in Maize

The Maze is one of the largest mazes in the UK. The site offers a picnic area, giant games, puzzles, football, mini mazes, pharaoh's pyramid, trim trail and adventure play area.

2009's theme is Ancient Egypt.

## Venues other

### The Reading Room (formerly known as the Village Hall)

c/o 72 Church Street

Holbeach

Spalding

PE12 7LL

## Local groups and organisations

### Holbeach Town Band

Mel Hopkin

Back Lane

Holbeach

PE12 7LN

A traditional brass band formed in 1971.

[www.holbeachtownband.org.uk](http://www.holbeachtownband.org.uk)

[enquiries@holbeachtownband.org.uk](mailto:enquiries@holbeachtownband.org.uk)

### Holbeach Folk Club

Denise Greenhalgh

01406 490335

### South Holland and District Organ Club

Richard White  
01406 422439

### Holbeach Rock and Roll Club

[arthur&gerry@holbeachrocknroll.co.uk](mailto:arthur&gerry@holbeachrocknroll.co.uk)

The Club meets every Tuesday night for dancing, discussion, listening to music, played by their resident D.J. Chris B.

### Holbeach and District Civic Society

[james.m.bryant@btinternet.com](mailto:james.m.bryant@btinternet.com)

The Society aims:

To promote high standards of Planning and Architecture

To educate the public in the geography, history, natural history and architecture of the region

To secure the preservation, protection, development and improvement of features of historic or public interest

### Whaplode Art Group.

Mr L Maggs  
01406 370516  
Whaplode Village Hall

### Whaplode Heritage and Educational Action Team - WHEAT

Mr R S Willingham  
Wapentake Court  
Wood Lane, Moulton  
Spalding  
PE12 6TE  
01406 371900  
[rs-awillingham@d-lweb.net](mailto:rs-awillingham@d-lweb.net)  
[www.community.lincolnshire.gov.uk/wheat/feedback.asp?catId=17272](http://www.community.lincolnshire.gov.uk/wheat/feedback.asp?catId=17272)

This community group is interested in furthering the understanding of the unique heritage of the South Lincolnshire Fens, by way of informative and appropriate re-enactments of historical events associated with the area.

## Creative Industries

David Cooper - Lincolnshire Landscape Artist

01406 425318

## Festivals and Events

### Music in the Park

Carter's Park

The family music event is staged in September.

### Vintage Tractor Rally

David Allwood

Kings Field

Fen Road

Holbeach

07971 498638

A family vintage vehicle show usually taking place in June each year

### Christmas Fayre

Town Centre - Parade, floats, Santa, music and live bands

### 2008 Medieval Fayre Weekend

Organized by WHEAT

Whaplode Heritage and Educational Action Team

[cfhearn@btinternet.com](mailto:cfhearn@btinternet.com)

## Sports Venues and Other Venues

### Carters Park and Football Ground

Carters Park

Park Road

Holbeach

PE12 7EE

Home to Holbeach United Football Club

## Library

### Holbeach Library

Church St

Holbeach  
Spalding  
PE12 7LL  
01406 422785

## Open Spaces

### Carter's Park

Combining lawns, shrubberies and flower beds with areas for sporting pursuits, the park was the early training ground of the Olympic shot putter, Geoff Capes.

### South Holland District Council study of open space provision

In general terms Holbeach is not very well provided for in terms of play space. The total amount of play space in the town is only 52% of the NPFA recommendation for the population.

When the total play space figure is broken down into youth and adult and children's spaces, the provision in both areas is considerably below the NPFA recommendation. Youth and adult play space totals 50-56% of the recommendation. Children's play space provision is less, with 47-63% of the recommendation.

The west side of Holbeach has a much more even distribution of open space than the east, with most of the area served by some form of provision, the only real exceptions to this are the Langwith Gardens area and Wignals Gate. The east side has several areas of open space, but these are located close to each other, leaving the areas to the south of Foxes Lowe Road and Fleet Road without any form of provision.

## Public Art

### Holbeach Environmental Improvement Scheme

The scheme included the enhancements to the area known as Market Hill as well as the entrances to Carter's Park in the town centre. Alan Potter was chosen by the scheme's partners to create a series of features. The Market Hill mosaic celebrates the history of Holbeach and some of its highly successful sports men and women. A new entrance and seating area has been created in the Park with the centre piece being two sandstone blocks - 'Stukeley's Saracens'. These commemorate the life of William Stukeley and frame the view down to the Chapel of Rest across the road in Holbeach Cemetery. At another entrance, a floor mosaic made of granite and bronze celebrates the achievements of Norman Angel (Nobel Peace prize winner, 1933).

[www.lpan.org.uk/project\\_single.php?id=27](http://www.lpan.org.uk/project_single.php?id=27)

## Whaplode: A Village with Sculptures

A Golden Harvest Sandstone sculpture depicting a family at rest after the harvest.

A unique, modern public sculpture trail.

Leaflet with map available in the village from St. Mary's Church.

[www.lpan.org.uk/project\\_single.php?id=45](http://www.lpan.org.uk/project_single.php?id=45)

## Boston Borough Area

### County wide schemes which run in Boston

#### The Lincolnshire Rural and Community Touring Scheme

Coordinated by Nottinghamshire County Council, the scheme provides high quality professional live arts touring to village halls and community venues throughout the County.

#### Lincolnshire Public Art Network - LPAN

The aim of LPAN is to promote the wide range of public art pieces and projects that are sited across the county. LPAN regularly works in partnership with other organisations such as the Groundwork Trust and Lincolnshire Tourism to raise the awareness and benefits that art in the public realm can have both in local communities and as a driver to increase tourism to Lincolnshire.

#### CfBT Schools Arts Provision

Gifted and Talented Fashion Project

Haven High two day Fashion Project - Theme City Limit, Haven High is also working on Arts Award with Sue Rowland.

#### The Giles

Project with Boston Onside (Study Support Centre) at Boston Football Club

- work with professional willow artist Tom Hare.

#### Fydell House

Support for a visual arts group for gifted and talented pupils - after school club

#### Residency

Studio Residency - Boston High with installation artist

Dance Academy

Working in Peele Leisure Centre – one day dance taster session

Boston Carlton Road - working with professional artist in school

Artsmark Schools

Boston St Mary's Primary, Boston St Nicholas Primary, Boston West Primary School, Old Leake, The Giles School Birkbeck School

Schools with trained Arts Award Advisers

Boston Haven High, The Giles, Old Leake ,

Birkbeck School

## Cultural Coastal Priority Zone - CCPZ

### 11. Boston

**Boston** is situated where the River Witham becomes the Haven on its short journey to The Wash. The town is approximately 120 miles directly north of London and 32 miles south-east of Lincoln.

The town has a population of approximately 55750, which incorporates eighteen parishes, covering an area of approximately 139 square miles (35,992 ha) much of which is rich agricultural 'fenland'. As with much of Lincolnshire, the area is just a few metres above sea level and regular flooding is only prevented by a system of drainage and sea defences.

It is an historic and attractive market town which is dominated by the 14th-century St. Botolph's Church whose 271ft high tower is a landmark for miles around. There is a great deal of modern development being attracted into the town, which is a busy commercial and retail centre, and it is undergoing ongoing development as a longer-stay tourist destination.

### Boston Zone villages and settlements

1. Algarkirk
2. Antons Gowt
3. Benington
4. Bicker
5. Burtoft
6. Butterwick
7. Firthville
8. Fishtoft and Fishtoft Drove
9. Frampton
10. Frieston
11. Gipsey Bridge
12. Hill Dyke
13. Holland Fen
14. Kirton
15. Old Leake
16. Langrick
17. Leake Commonsides
18. Leverton
19. Northlands
20. Scrane End

21. Sibsey
22. Skeldyke
23. Stickford
24. Sutterton
25. Swineshead
26. Wigtoft
27. Wrangle
28. Wyberton

### Algarkirk

The village of Algarkirk is 6 miles south-south-west of Boston near the A16. It has a population of about 406.

### Anton's Gowt

The hamlet of Anton Gowt is approximately two miles north-west of the town of Boston. It is situated on the junction where the River Witham meets the Frith Bank Drain (part of the Witham Navigable Drains). The Anton's Gowt Lock provides access between these two waterways. The Lincoln to Boston boat race, held annually, attracts high levels of visitors.

### Benington

The village of Benington is situated on the A52, about six miles from Boston. The parish of Benington covers a large area stretching out towards the Wash and inland towards Butterwick, Leverton and Sibsey. It has an adult population of 460.

### Butterwick

The main features of the village are the School (Pinchbeck Endowed School) which has history dating back to 1665; there is a village hall and the newly opened Butterwick Park. Butterwick Park was officially opened in July 2005. The initiative became known locally as The Park Green Project and with the help of many volunteers, created a community for the people of Butterwick.

### Fishtoft

Fishtoft is in the Parish which lies alongside the Haven and accommodates the Pilgrim Fathers Memorial at Scotia Creek. Fishtoft marks the place where in 1607 the group of puritans who became known as the Pilgrim Fathers were arrested attempting to flee to the religious freedom of the Low Countries.

### Freiston

Freiston is situated three miles southeast of Boston, and goes all the way to The Wash, with rich fertile agricultural land covering about 5,200 acres of low, well-drained Fenland. The parish now comprises the village of Freiston together with the hamlets of Freiston Shore, Scrane End and Haltoft End. The adult population of Freiston is 830. The main features of the village are the Norman Anglican church dedicated to St James, which was restored in 1871.

Freiston Centre for Sustainable Development Education;

Opened in 1972 by the Local Education Authority, the Centre's aim is to promote the teaching of the field sciences, such as geography, biology, geology and environmental

studies by encouraging first hand investigations. There is accommodation for 32 students and five staff

#### Kirton

Kirton lies on the A16 road, B1397 and B1192 south of Boston, near Frampton and Sutterton. Several satellite villages and hamlets take their name from the village, including Kirton Holme, Kirton End, Kirton Fen, Kirton Skeldyke, and Kirton Marsh. Until 1970, the village had a railway station.

#### Leverton

The population of Leverton is approximately 650 and the main source of income is from agriculture due to the high quality of land in the area.

The features of the village include St. Helena's Church, Leverton Leisure Centre and Public House, Sheepgate Equestrian Centre and a marsh rich in wildlife.

#### Sutterton

The village lies on the B1397 (former A16). The Spalding bypass opened as the Spalding-Sutterton Improvement in 1995. Close to the east is Algarkirk with which the village shares the Fourfields Primary School. Before 1970, the village also shared the Algarkirk and Sutterton railway station on the Spalding - Boston line now next to the A16.

#### Swineshead

Once a thriving market town, Swineshead now stands in a triangle between the A17, the A52 and the A1121 about seven miles south west of Boston. It has a population of approximately 2800. In 1216 King John spent his last few nights at Swineshead Abbey where he was reputedly poisoned by one of the monks. In the centre, facing the Market Place, is the 14<sup>th</sup> century Church of St Mary's. An ancient altar slab, said to be one thousand years old, was found when the church was restored in the 19<sup>th</sup> century. Also of note, set in the chancel wall, is part of a memorial to Sir John Lockton who purchased the Abbey lands after the Reformation.

#### Wrangle

Wrangle village lies on the western side of The Wash and its natural history can be traced back to the Iron Age (600-100 BC). In Roman times, Wrangle was probably a small island in the then much larger Wash. Sea enclosure and land reclamation, initially to the west connecting the island to the mainland, and from Saxon times onwards out into The Wash led to today's village centre being 3.5 miles inland from the sea. There is also a significant area of 'non-reclaimed' saltmarsh and mudflats that are increasingly recognized as important inter-tidal habitats for bird life and invertebrate animals.

## Venues Arts

### Blackfriars Theatre & Arts Centre

Spain Lane

Boston

01205 363108

[director@blackfriarsartscentre.co.uk](mailto:director@blackfriarsartscentre.co.uk)

[www.blackfriarsartscentre.co.uk](http://www.blackfriarsartscentre.co.uk)

Originally built during the second half of the thirteenth century as a Dominican Friary, the theatre plays host to a range of live performing arts shows by both professional and local community groups. The Centre also provides participating classes and workshop events for both adults and children, covering art, craft, pottery, dance, drama and singing.

### The Haven Gallery

2 South Square

Boston

PE21 6JU

01205 356 656

[enquiries@thehavengallery.org.uk](mailto:enquiries@thehavengallery.org.uk)

[www.thehavengallery.org.uk](http://www.thehavengallery.org.uk)

A new visitor attraction in the centre of Boston, The Haven combines a modern, versatile, public exhibition space and houses Boston's museum collections. It has a resource room to host activities and events and research facilities for public use. The exhibition spaces showcase a programme of changing exhibitions: local history, contemporary art and craft, national touring and interactive.

### Rural Touring Theatre

Boston Zion Methodist Church

### Sam Newsom Music Centre, Boston

28 South Street

Boston

PE21 6HT

01205 313227

[www.boston.ac.uk](http://www.boston.ac.uk)

The Centre is a converted 17th Century building and home to music and performing arts students. The Centre includes a performance auditorium used for local concerts.

### Savoy Cinemas

The West End

West Street

Boston

PE21 8QH

01205 363634

[www.savoycinemas.co.uk/boston.html](http://www.savoycinemas.co.uk/boston.html)

The West End is Boston's multiplex cinema.

## Venues Heritage

### Boston Guildhall

South Street

Boston

PE21 6HT

01205 315277

Luke Skerritt

[luke.skerritt@boston.gov.uk](mailto:luke.skerritt@boston.gov.uk)

[www.bostonguildhall.co.uk](http://www.bostonguildhall.co.uk)

Boston Guildhall is one of the oldest and most significant religious guildhalls in the country. First thought to have been built in the 15th century, it was recently discovered during the restoration, that it may have been built in the late 14th Century. The Building has had a long and varied history - from its beginnings as a Religious Guildhall, then as a Town Hall, a Museum and also as a British Restaurant during World War.

### Maud Foster Windmill

Willoughby Road

Boston

01205 352188

[www.maudfoster.co.uk](http://www.maudfoster.co.uk)

The tallest working windmill in the country.

### Fydell House

South Square

Boston

PE21 6HU

01205 351520

[fydellhouse@btconnect.com](mailto:fydellhouse@btconnect.com)

### St Botolph's Church – The Boston Stump

The Reverend Robin Whitehead M.A.

The Vicarage

Wormgate

Boston

PE21 6NP

01205 362992

[robin.whitehead@virgin.net](mailto:robin.whitehead@virgin.net)

Over its 700 years the church has played its part in both national and international history. It will be forever linked to North America through the puritan emigrants who in 1630 followed in the wake of the Pilgrim Fathers and founded a new Boston in the USA.

### Wormgate Heritage Project

Wormgate in Boston is one of the oldest streets in the town. Its curved shape reflects its close association with the river, which was straightened in the early 19th century. Boston Borough Council and the Heritage Trust of Lincolnshire are working in partnership to deliver the historic environment objectives within the emerging Regeneration Scheme for Wormgate. Through the Boston Community Archaeology Programme awareness of the depth and importance of Wormgate's heritage is being raised through a community based interpretation project - Bare Bones Wormgate.

### Sibsey Trader Windmill

01205 750036

[www.english-heritage.org.uk](http://www.english-heritage.org.uk)

Built in 1877, this restored six storey windmill with complete gear, sails and fantail, still works today. The award-winning tearoom sells produce made from the mill's organic, stone-ground flour.

### Hussey Tower

Grid ref: TF 3308 4357

The tower is located only a short walking distance from car parks in the town centre. Follow signs to the docks on Southend and turn into Skirbeck Road. Wheelchair access is available at the main gate. The tower remains locked at all times except on an arranged open day.

Hussey Tower is open from dawn until dusk all year round. The Heritage Trust of Lincolnshire currently organise two open days each year to allow access inside the tower.

Hussey Tower was once the impressive manorial home of Sir John Hussey, a member of the court of Henry VIII. It was built in around 1450 by Richard Benyngton, collector of customs and excise in Boston, which was at the time, the wealthiest medieval port in England. The tower was constructed entirely of hand made red brick produced using local clay and was originally part of a large manor house, including a great hall, servants quarters, kitchens, stables and a large gatehouse. The tower was reserved for the high status accommodation of the Lord and his family.

### Swineshead Hall

High Street  
Swineshead  
Boston  
PE20 3LH

01205 820017

[www.swineshead-hall.com](http://www.swineshead-hall.com)

Set in gardens of almost two acres in the heart of a conservation area, Swineshead Hall is a country house in the centre of the village of Swineshead. Luxury accommodation can be found in the large Victorian house for events and occasions.

### St Guthlacs Church

Fishtoft

### St Nicholas Church

Skirbeck

### St Mary and St Nicholas Church

Wrangle

## Local Attractions

### Port of Boston Tours

01205 356656

[tourism@bostongb.freerve.co.uk](mailto:tourism@bostongb.freerve.co.uk)

[www.boston.gov.uk](http://www.boston.gov.uk)

Port of Boston arranges a limited number of conducted tours which are usually held on the third Wednesday of each month from April to September.

### Regalia Tours

Municipal Buildings

West Street

Boston

01205 356656

[tourism@bostongb.freerve.co.uk](mailto:tourism@bostongb.freerve.co.uk)

[www.boston.gov.uk](http://www.boston.gov.uk)

The Borough of Boston possesses a historically fascinating Regalia collection, including 10 original Charters granted by monarchs. The earliest surviving Charter was granted in 1545 by Henry VIII and is still remarkably legible. One Charter dated 1573 is in colour and carries a rare contemporary portrait of Queen Elizabeth I.

### Freiston Shore Nature Reserve,

01205 724678

[lincolnshirewashreserves@rspb.org.uk](mailto:lincolnshirewashreserves@rspb.org.uk)

[www.rspb.org.uk/reserves/guide/f/freistonshore/events.asp](http://www.rspb.org.uk/reserves/guide/f/freistonshore/events.asp)

Freiston Shore offers excellent views of water birds on the salt water lagoon, especially at high tide when wading birds roost, sometimes in their thousands. Summer is a good time to see nesting wading birds, including avocets and ringed plovers. In winter, Brent geese congregate along with ducks such as wigeons, pintails, teals and shelducks. Tree sparrows, yellowhammers and skylarks are common around the reserve throughout the year.

## Venues (Other)

### Wrangle Village Hall

This is a rural touring venue.

## Local groups and organisations

### Boston Playgoers Society

01205 358179 (Glyn Ruskin)

[glynandjohn@btinternet.com](mailto:glynandjohn@btinternet.com)

Boston Playgoers present a variety of theatre. Recent productions include 'Bomber', about a local Bomber Command Station in WW2.

### Cutwater Productions

[Cutwater@hotmail.co.uk](mailto:Cutwater@hotmail.co.uk)

A cooperative of actors, directors, singers and musicians based in Lincolnshire. Composed of a core of 'sharers', Cutwater invite local performers to take part in productions on a project-by-project basis, and are building up a growing 'affiliated performer' base.

### Boston Playgoers Society

Mrs Judy Muggleston 01205 363870

Playgoers perform three plays a year, autumn, winter and spring with an annual visit to Skegness Drama Festival. New actors and backstage members are welcomed.

### Boston Play Reading Group

The Cottage

Sportfield Lane

Frampton West

Boston

PE20 1QY

Mrs Myra Scott - 01205 722013

### **Boston Blues Club**

The Axe & Cleaver in Boston's West Street.

Malc Creasey on 01205 367300

[sebwalker1@hotmail.com](mailto:sebwalker1@hotmail.com)

The Boston Blues Club has a strong, local following and in its present form has stretched across two decades, and attracts a wide range of artists. They regularly play at the Axe and Cleaver.

### **Boston Folk Club**

The Eagle public house

West Street

Boston

Mike Jones 01205 363010

[boston.folkclub@virgin.net](mailto:boston.folkclub@virgin.net)

Boston Folk Club has been meeting in the town for over 30 years. For the past 10 years the club has been at its present home - upstairs at The Eagle public house in West Street. As well as the headline artists, the club also provides a platform for local singers and musicians to perform. Boston Folk Club also regularly features singers from other local folk clubs such as Spalding and Alford.

### **Boston Operatic Society**

[helenhicks@gmail.com](mailto:helenhicks@gmail.com)

[www.bostonoperatic.org.uk](http://www.bostonoperatic.org.uk)

BOS stage musical productions twice yearly at Blackfriars Arts Centre.

### **Boston Choral Society**

Brian Daley

17 Godson Avenue

Heckington

NG34 9SB

01529 460857

[www.bostonchoral.com](http://www.bostonchoral.com)

[society@bostonchoral.com](mailto:society@bostonchoral.com)

### **Boston Orchestra**

67 Linden Way

Boston

PE21 9DT

Mrs Jean Flynn 01205 366701

[www.thebostonorchestra.co.uk](http://www.thebostonorchestra.co.uk)

Membership is open to people of all ages and varying abilities who hold a keen interest in classical music.

### **Boston Concert Club**

'Somersby'

15 Fernleigh Way

Boston

PE21 6QF

Mrs Ronnie Robinson 01205 366018

[bostonconcertclub@yahoo.co.uk](mailto:bostonconcertclub@yahoo.co.uk)

The group presents six monthly concerts – October to March and brings live professional music to Boston.

### **Haven Singers**

8 Rothschild Close

Boston

PE21 7TA

Margaret Lee - 01205 366923

The Haven Singers are a small ladies choir who sing a wide variety of music from Madrigals and early church music, to songs from the shows.

### **East Winds Woodwind Ensemble**

8 Rothschild Close

Boston

PE21 7TA

Mrs M D Lee 01205 366923

The ensemble plays music for concerts, Church Flower Festivals and other charitable events

### **AJ Dance**

The Unitarian Schoolroom & Meeting House

Spayne Road

Boston

PE21 6JP

[ajdance@hotmail.co.uk](mailto:ajdance@hotmail.co.uk) -

### **Clarke's Dance Studio Boston**

5 Bridge Street

Boston

01775 840049

### **The Ancient World Society**

Boston and County Club

Park Gate

Boston

Elaine Leachman - 01205 357610

[taws@tawsboston.org.uk](mailto:taws@tawsboston.org.uk)

The Ancient World Society is for anyone with an interest in the life, culture and religion of ancient people. The group meets every six weeks, and events include evening talks, study days and excursions.

### **Boston Camera Club**

30 Somersby Way

Boston

PE21 9PQ

Mr Ted Coote, 01205 365012

[ted.coote@lineone.net](mailto:ted.coote@lineone.net)

### **Boston Mayflower Ltd.**

Friars House

Quaker Lane

Boston

PE21 6BZ

Tony Lightfoot 01205 318500

[mail@bostonmayflower.org.uk](mailto:mail@bostonmayflower.org.uk)

[www.bostonmayflower.org.uk](http://www.bostonmayflower.org.uk)

A registered social landlord with 4833 homes. They are also a not-for-profit company and a registered charity with a mission statement "Promoting thriving, sustainable communities".

### **Boston Writers Club**

Fydell House Centre

South Street

Boston

Tyrone Dalby 01205 360686

The Club meet the fourth Monday of the month in the 'American Room' and read and discuss stories, poems, novels and anecdotes.

### **Dolls House & Miniaturist Club Boston**

26 Oak Crescent

Boston

PE21 9EZ

Elaine Topley 01205 368610

[elainetopley@msn.com](mailto:elainetopley@msn.com)

A social and arts group covering a diverse range of crafts, programme of workshops, speakers, trips and special projects.

### **Art Workshops in Old Leake**

Karen - 01205 870914

Old Leake Community Centre

### **Old Leake Dance Club**

Mrs S Wilson - 01205 870023

Old Leake Dance Club meet at the Community Centre on the second Saturday every month for ballroom dancing.

### **Allen Performing Arts**

88 Tytton Lane West

Wyberton, Boston, PE21 7HN

01205 365036

07947 771673

### **Leverton History Group**

20 Elmwood Avenue

Boston

PE21 7RU

Alan Tosney 01205 367617

[al-to@1201.fsnet.co.uk](mailto:al-to@1201.fsnet.co.uk)

The Heritage Lottery funded the project to research the history of Leverton from 1086, with a particular emphasis on the last 100 years.

### **Boston's Community Theatre Company**

'Inishmore'

South Street

Swineshead

Boston

PE20 3JD

Ros Blowers - 01205 820607

[rosblowers@aol.com](mailto:rosblowers@aol.com)

### **Sibsey Community Development Group**

The group is working towards developing facilities for all the community including Pocket Park, a multi-purpose park play area developed on the playing field at the village hall. It will consist of numerous elements aimed at all members of the community and suitable for users of all ages.

## Swineshead Silver Band

Mike Jessop  
Chairman  
01205 821300

## Creative Industries

### Boston Recording Studios

(formerly Alt Mu)

Unit 16, Tec Business Park  
Tenens Way  
Boston  
Lincolnshire  
PE21 7PA  
01205 317 710

[ross@bostonrecording.co.uk](mailto:ross@bostonrecording.co.uk)

[www.alt-mu.co.uk/contact.php](http://www.alt-mu.co.uk/contact.php)

Boston Recording Studio is a professional recording studio offering recording and rehearsal facilities.

### Slap Theatre Academy

Centenary Hall  
Balcony Suite  
Red Lion Street  
Boston  
PE21 6NY  
01205 363903

[julie@savitar.co.uk](mailto:julie@savitar.co.uk)

Slap Theatre Academy develops young people's theatre; the target age range is 6 to 20 year olds with plenty of opportunities for adults to become involved.

### John D Slater Artist, drama workshops

32 Windsor Bank  
Boston  
PE21 0JD

### Tyrone Dalby – Poet, writes for screen and film

18 Friar Way  
Boston  
PE21 9ER  
01205 360686

**Sue Cadman Dancer - Public Speaker**

[sue@suecadman.com](mailto:sue@suecadman.com)

[www.suecadman.com](http://www.suecadman.com)

**Swineshead Pickups**

Glenhirst

Station Road

Swineshead

Boston

PE20 3NX

[info@swinesheadpickups.co.uk](mailto:info@swinesheadpickups.co.uk)

[www.swinesheadpickups.co.uk/contact.shtml](http://www.swinesheadpickups.co.uk/contact.shtml)

Swineshead (guitar) Pickups is a custom-built pickups business.

**Catherine Harness - Fine Artist**

Holmefield Farm

Longhedges

Fishtoft

Boston

PE22 0RH

01205 362673

**Lyn Jenkins -(Textiles artist especially hand rolled felt)**

Church End

Burtoncroft Road

Fishtoft

Boston

PE21 0SAk

01205 369607

**Katie Smith**

The Old Post Office

West Fen Drainside

Frithville

Boston

PE22 7EX

**John Snowden - Ceramicist**

**Jane Snowden – Textile artist**

Thirytale's Cottage

Cul-de-sac

Stickford  
PE22 8EY  
01205 480848

### Arts Coritani

Granary Lane off High Street  
Swineshead  
Boston  
Lincolnshire  
PE20 3LH

01205 820014

01205 820014

[artscoritani@btopenworld.com](mailto:artscoritani@btopenworld.com)

<http://www.artscoritani.com>

## Festivals and Events

### Boston Mayfair – Annual date in May

Boston Town Centre

[barrie.higham@boston.gov.uk](mailto:barrie.higham@boston.gov.uk)

01205 314590

[www.boston.gov.uk](http://www.boston.gov.uk)

Traditional street fair dating back many centuries. The Boston Mayfair features a wide range of rides and stalls from the classic waltzers, gallopers and dodgems to modern hi-tech simulations. The event occupies the town centre, through Market Place, Wide Bargate and Central Park.

### Boston Miniature Steam Festival - 2nd - 3rd September

Sue Gosling

33 Bradford Rd,

Boston,

PE21 8BJ

[sue.tastytucker@btinternet.com](mailto:sue.tastytucker@btinternet.com)

[www.BostonSteamFestival.com](http://www.BostonSteamFestival.com)

The event includes full sized traction engines, miniature traction engines, miniature steam trains, classic cars, classic tractors classic and modern motorcycles, commercial vehicles, fire engines, vintage bicycles, over 40 stalls and heavy horses giving a demonstration of latter day farming.

### **Boston Party in the Park**

A weekend festival for the whole family including music and entertainers stalls and an environmental fair in Central Park. It is organised by Boston Borough Council.

The Party will not take place in 2009.

### **St Botolph's Church 700th Anniversary 2009**

To commemorate the year there will be events covering visual and performance arts, and architecture and heritage.

### **Boston Christmas Fayre Group**

The Red House

Boston

PE20 1NR

Chris Waterfield - 01205 723864

[cwaterfield2@aol.com](mailto:cwaterfield2@aol.com)

A Christmas Fayre at Princess Royal Sports Arena, Great Fen Road

### **Leverton Annual Gala**

The annual Gala takes place in August and comprises animals, produce, flowers, an art competition, steam traction engines and craft stalls.

### **The Wrangle Show**

Show Secretary - Oonagh Quinn

07733233812 b

The annual Wrangle Show takes place on the first Sunday of each July. Covering the entire eight-acre Recreation Field next to the A52, scheduled recent attractions included the North East Lincolnshire Pipe Band, the Flyin' Ryan Motorcycle Stunt Show, a Classic Car parade, a flypast by a Hurricane of the Battle of Britain Memorial Flight, a Heavy Horses display and the Lincolnshire Carriage Driving Group. The show is supported by many trade and entertainment stands and charity stalls. It is managed by a Wrangle Show Committee.

## **Sports Venues and Other Venues**

### **Princess Royal Sports Arena**

Great Fen Road

Boston

PE21 7PB

[prsa@bladerunner.co.uk](mailto:prsa@bladerunner.co.uk)

The Princess Royal Sports Arena opened in October 2003. The facility boasts an athletic arena, an indoor training hall, bar and rugby facilities. The indoor training hall incorporates badminton, 5-a-side, rugby & athletics. The state of the art artificial grass area is ideal for both Rugby and Goalkeeper training.

### Geoff Moulder Leisure Pool Complex

Rowley Road

Boston

PE21 6JE

01205 363483

[pool.reception@boston.gov.uk](mailto:pool.reception@boston.gov.uk)

The complex offers three main areas, a large leisure pool, training pool and the Creations Health Club.

### Peter Paine Sports Centre

Rosebery Avenue

Boston

PE21 7QR

A public facility operated as a registered charity for the benefit of Boston residents. The facility has a large indoor sports hall with an auxiliary two-court badminton hall, two public squash courts and a soft play area. The sports hall can accommodate sports such as badminton, basketball, tennis, table tennis, cricket nets, five-a-side football, netball, indoor hockey, indoor athletics, gymnastics and roller skating.

### Boston Tennis Club

Boston Tennis Club

125 Sleaford Road

Boston

PE21 8EY.

[info@bostontennis.co.uk](mailto:info@bostontennis.co.uk)

[www.bostontennis.co.uk](http://www.bostontennis.co.uk)

Boston Tennis Club is one of the top tennis venues in the East Midlands. The club is owned and run by its 900 members. There is a fully qualified coaching team, offering a professional service to all abilities and ages, in both group and individual lessons.

## Town Hall

### The Assembly Rooms

Market Place, Boston

01205 362354 or 366007

The Assembly Rooms provide elegant surroundings for a number of different events such as private parties, weddings, conferences, seminars, exhibitions, fashion shows and

concerts.

Completed in 1822, the Assembly Rooms were built for dancing and entertainment. The Building is a fine example of Regency architecture and the interior decoration reflects the era in which it was built.

## Library

### Boston Library

County Hall

Boston

PE21 6LX

Mrs S Richardson

01522 782010

[boston.library@lincolnshire.gov.uk](mailto:boston.library@lincolnshire.gov.uk)

[www.lincolnshire.gov.uk](http://www.lincolnshire.gov.uk)

## Open Spaces

### Boston's Central Park,

Witham Way County Park

Wide open green space in the middle of Boston. It hosts cricket games, bowls and tennis.

It also houses a number of birds in its very own aviary. Towards one corner of the park is children's play area and café.

### Willow Walk Nature Reserve

Waste Green Lane,

Fosdyke

Boston,

PE20 2AT

[toby@willow-walk.co.uk](mailto:toby@willow-walk.co.uk)

[www.willow-walk.co.uk/contact.htm](http://www.willow-walk.co.uk/contact.htm)

Boston Borough Council manage nine sites across the Borough including:

Central Park

Sheltons Field

Maple Road

St Johns Closed Churchyard

Woodville Road

Boston Adventure Play Area

Garfits Lane

Burgess Pit  
Jubilee Close (Kirton).

### **Witham Way County Park**

The 38 acre park was once used as allotments. The site is linked by hard weather paths and a cycle path along the banks of the River Witham passes through the Park, which used to be the Boston to Lincoln railway line that closed in 1963.

The site has areas of shrub and grassland that attract a variety of wildlife including wildflowers, yellowhammers, butterflies and dragonflies. Grebes and other water birds can be seen on and along the River Witham.

### **Amber Hill Jubilee Park**

The Windmill, Chapel Lane  
Amber Hill  
Boston  
PE20 3RJ  
01205 290654

[rozzyb105@hotmail.com](mailto:rozzyb105@hotmail.com)

The project includes tree planting, youth shelters, nature areas and a wild flower area. There are seating areas for the elderly, a multi-use sports area / recreation area, a toddler play area and a junior play area.

### **Pocket Park**

Sibsey (see above)

### **Butterwick Park**

(Officially opened in July 2005)

The project became known locally as 'The Park Green Project' and with the help of many volunteers, created a community for the people of Butterwick.

### **Havenside Country Park**

Fishtoft

## **Public Art**

### **Boston Shoal**

A 'shoal of stainless steel fish' was created by sculptor Diane Maclean for a new shopping development in the historic Silver Street area of Boston.

### **Carved Elm Sculpture by Martyn Barrett**

Using a tree in which the sculptor played as a child, this piece is based upon the husk and seed of a wild oat.

### **Friary Court Sculpture**

A welded steel sculpture created by Rick Kirby in 1997.

### **Futuramas**

Digitally enhanced photographs are exhibited along the Boston – Antons Gowt cycle route by artist Adam O'Meara.

### **Guildhall Statue by Claire Curneen**

Commissioned as part of the Arts Council "Museum Maker" initiative, contemporary ceramicist and sculptor Claire Curneen created a terracotta statue for the West Window niche of the historic Guildhall.

[www.lpan.org.uk/projects\\_list.php?district=boston](http://www.lpan.org.uk/projects_list.php?district=boston)

### **Len Medlock Voluntary Centre - Boston**

A series of commissioned furniture for communal areas of the Len Medlock Voluntary Centre.

### **Memorial Gardens Archway**

A forged steel archway by artist blacksmith Matthew Fedden was commissioned by Boston Borough Council with financial support from the Eastern Arts Board and the St Hugh's Foundation (winner of the St Hugh's Environmental Art Design Award 1994).

### **Pilgrim College - Another Chance - Malcolm Revill**

Sculptural feature celebrating the life and work of Alan Champion (Warden of Pilgrim College, Boston 1947-1979) by Malcolm Revill.

### **Play Area Notice Boards**

Notice boards for all of the play areas within the town of Boston designed by artist Richard Knight incorporating the drawings and paintings of local youngsters.

### **Queen Street Sculptures**

Sculptures located in a new retail development on the site of an old railway depot at Queen Street, Boston.

### **Sculpture by Paul Marc Davies**

Sculptural features by Paul Marc Davies within the foyer of the Blackfriars Arts Centre.

### **Star of the Sea Window**

Created by artist Glenn Carter for St Nicholas Church, Skirbeck to mark the new millennium.

### Wyberton Bus Shelters

A community mural project involving local artist Richard Knight working with members of Wyberton Youth Club.

### Wyberton Community Mosaic

Artists: Bridget Askew, Sally Brown, Alison Walling

A 120' x 6' mosaic was created by local people in Wyberton working with artists Sally Brown, Alison Walling and Bridget Askew. The work was commissioned by the Wyberton Tenants and Residents Association in conjunction with Boston Borough Council to regenerate a heavily vandalised subway beneath the A16 trunk road.

It features images relating to different layers of the earth and sky.

### Kirton Enhancement Scheme

The scheme focussed on enhancing the setting of the three most important buildings in the town (Town Hall, Church and War Memorial) with new paving and bespoke street furniture to add to the experience and understanding of people visiting them.

[http://www.lpan.org.uk/projects\\_list.php?district=boston](http://www.lpan.org.uk/projects_list.php?district=boston)

## B. Cultural Coastal Planning Zones and Populations

### 1. Holton Le Clay Zone

Place	population
Holton le Clay	3875
Grainthorpe and Conisholme	715
Covenham St Bartholmew	140
Covenham St Mary	142
Fotherby and Little Grimsby	515
Fulstow	553
Marshchapel	686
New Waltham	4553
North Coates	703
North Thoresby and Waithe	1226
Tetney	1000
Yarburgh	170
Utterby	251
North Somercotes * peripheral	1599

### 2. Alford

Place	population
Alford	3500
Authorpe	163
Beesby	228
Bilsby, Farlesthorpe, Markby	415
Cumberworth	Small hamlet
Furlby	Small hamlet
Hutoft	546

Rigsby	Small hamlet
Saleby	228
Sloothby	Small hamlet
South Thoresby	124
Thurlby	600
Well	Small hamlet

### 3. Spilsby Zone

Place	population
Spilsby	2336
Ashby by Partney	Small hamlet
Ashby by Scremby	147
East Keale	400
Eastville	210
Fen Dyke Corner	Small hamlet
Friskney	1453
Gunby	Small hamlet
Halton Holegtae	427
Keale Coates	Small hamlet
Monkthorpe	Small hamlet
New Leake	332
Partney	Small hamlet
Scremby	147
Skendlebury	160
Stickney	2150
Toynton All Saints	393
Ulceby	146
Welton Le Marsh	Small hamlet

#### 4. Skegness Zone

Place	population
Skegness	18910
Addlethorpe	377
Bratoft	155
Burgh Le marsh	2334
Chapel St Leonards	3405
Croft	824
Firsby	276
Gibraltar point	
Great Steeping	Small hamlet
Habertoft	Small hamlet
Hogsthorpe	Small Hamlet
Ingoldmells	1896
Irby in the Marsh	139
Little Steeping	Small hamlet
Ormby	370
Thorpe St Peter	349
Wainfleet All saints	1534
Wainfleet St Mary's	1006

#### 5. Mablethorpe Zone

Place	population
Mablethorpe and Sutton	11780
Aby	231
Anderby	335
Maltby le Marsh	364
Mumby	352

Saltfleet	523
Saltfleetby All Saints	Small hamlet
Salthfleetby St Clements	599
Salthfleetby St Peter	650
Sandilands	
Sutton on Sea	See Mablethorpe
Theddlethorpe All Saints	212
Theddlethorpe St Helens	495
Trusthorpe	

## 6. Louth Zone

Place	population
Louth	15930
Alvingham	256
Belleau	163
Great Carlton	168
Grimgoldby	951
Legbourne	627
Little Carlton	124
Little Cawthorpe	158
Manby	733
Muckton	200
North Cockerington	Small hamlet
North Reston	Small hamlet
South Cockerington	Small hamlet
South Reston	218
Swaby	Small hamlet
White Pit	Small hamlet
Withern	426

## 7. Spalding zone

Place	Population
Spalding	76512
Donington	2614
Gosberton * peripheral	2833
Mill Green	Small hamlet
Moulton	3073
Moulton Chapel	Included in Moulton number
Moulton Seas End	Included in Moulton number
Pinchbeck	5153
Quadring *peripheral	1193
Risegate* peripheral	Included in Gosberton number
Surfleet	1266
Westhorpe *peripheral	Small Hamlet
Weston	780

## 8. Long Sutton Zone

Place	Population
Sutton Bridge	3936
Long Sutton	4331
Four Gotes	Small Hamlet
Gedney	2305
Gedney Broadgate	As above
Gedney Dyke	As above
Newton	100
Sutton St Mary's	107
Sutton Saint Edmonds *peripheral	Small Hamlet
Tydd Gote	17
Tydd St Mary's	Small Hamlet

## 9. Crowland Zone

Place	Population
Crowland	3607
Cowbit	Small Hamlet
Deeping Fen	Small Hamlet
Deeping St Nicholas	1323
Gedney Hill *peripheral	Small Hamlet
Holbeach Drove *peripheral	Small Hamlet
Whaplode Drove	Small Hamlet

## 10. Holbeach Zone

Place	Population
Holbeach	9448
Fleet	2132
Fleet Hargate	Included in Fleet number
Holbeach Bank	Small hamlet
Holbeach Clough	Small hamlet
Holbeach Hurn	Small hamlet
Holbeach Marsh	Small hamlet
Holbeach St Johns	1675
Holbeach St Marks	300
Holbeach St Matthews *peripheral	Small hamlet
Saracen's Head	Small hamlet
Whaplode	2508

## 11. Boston Zone

Place	Population
Boston	55750
Algarkirk	406

Antons Gowt	Small hamlet
Benington	569
Bicker	826
Burtoft	Small hamlet
Butterwick	1400
Firthville	1524
Fishtoft	5444
Fishtoft Drove	193
Frampton	1584
Frieston and Scrane End	1211
Gipsey Bridge	Small hamlet
Hill Dyke	Small hamlet
Holland Fen	267
Kirton and Kirton End	3635
Old Leake	1803
Langcrick	226
Leake Commonsides	Small hamlet
Leverton	668
Northlands	Small hamlet
Sibsey	1996
Skeldyke	401
Skirbeck	5055
Stickney	2150
Sutterton	1202
Swineshead	3000
Wigtoft	479
Wrangle	3068
Wyberston	3790

## C. Funding Sources

### INTRODUCTION

This section of the report reviews a range of potential funding sources that could be drawn upon for the implementation of both long-term and interim solutions for cultural infrastructure of the Lincolnshire coast.

#### Interreg VIB

The INTERREG IVB North West Europe Programme is a financial instrument of the European Union's Cohesion Policy. It funds projects which support trans-national cooperation. The aim is to find innovative ways to make the most of territorial assets and tackle shared problems of Member States, regions and other authorities. The fourth round of funding for the programme closed on 17 April 2009, though further rounds are expected in the future.

The programme as a whole aims to invest €355 million from the European Regional Development Fund (ERDF) into the economic, environmental, social and territorial future of North West Europe (NWE). Funding is to be used to co-finance projects that maximise the diversity of NWE's territorial assets by tackling common challenges through trans-national cooperation.

The overall aim of the programme is to strengthen the economic competitiveness of NWE in response to the Lisbon agenda for growth and jobs. Projects should aim to produce trans-national partnerships which can enhance the region's capacity to innovate and facilitate the development of knowledge-based activities. Preference will be given to projects which can develop cross-sectoral synergies and facilitate the creation, demonstration and above all, the application of knowledge. To receive funding, a project must include organisations from at least two countries, one of which should lie within the cooperation area.

Two of the schemes four priorities are directly relevant to the Lincolnshire Coastal Strategy:

- Priority 1: Developing the NWE knowledge-based economy by capitalising on the capacity for innovation. The overall aim of the priority is to strengthen the innovative capacity and the knowledge-based economy and to support the mobilisation of regional and local potentials through trans-national cooperation. This can include the promotion of greater entrepreneurship, developing and strengthening growth clusters and SME networks; and using trans-national co-operation to strengthen the framework for innovation

- Priority 4: Promoting strong and prosperous communities at trans-national level. The overall aim of this priority is to strengthen the attractiveness and performance of cities, towns, rural areas and regions through joint actions that will encourage sustainable economic activity and social cohesion. Projects can include those that promote trans-national actions that will enhance the economic and social performance of cities, towns and rural areas (e.g. actions that will promote trans-national cooperation between local and regional authorities to create better conditions for economic growth; actions aimed at realising and using the economic potential of regional assets (natural and business assets) through trans-national cooperation across the NWE territory); projects that identify and develop collective actions that will improve the environmental quality and attraction of towns and cities including the sustainable use of the cultural heritage, tourism, the creative economy and sustainable and innovative energy practices; and projects that promote trans-national responses to the impacts of demographic change and migration

The fund has previously funded cultural programmes including:

- CACIN – which aims to develop self-supporting networks of artists, craftworkers and traditional skills training providers, to preserve and promote local cultural identity and to develop local creative industries as a tourism and commercially viable product. The project is expected to create: a series of branded arts and crafts trails in partner countries that become known as a distinct tourism products based on their unique cultural identity; long term self sufficient clusters of SMEs based on cultural and creative industries linking rural and urban areas; and training and support for the marketing and promotion of these trails
- Creative Regions which aims to foster sustainable development through the promotion and utilisation of cultural landscapes as both an attractor and setting for the creative economy. The project is expected to deliver an improved knowledge base and guidelines on how to include creative economy into the enhancement of landscapes and sites ,economic development, urban regeneration, social and cultural activities; an innovative tool to demonstrate past and future changes in landscapes; a set of investments and pilot applications to test and to improve plans, designs and models; capacity building to start or to speed up development projects and implementations; and a stronger economic base to develop resourceful communities and enhance landscapes

## Rural Development Programme for England (RDPE) 2007-2013

The Rural Development Programme is jointly funded by the EU, through the European Agricultural Fund for Rural Development, and the Government. The RDPE 2007-2013 has a budget of £3.9 billion. This is more than double the budget available for the previous programme which ran from 2000-2006. £3.3 billion of the total budget will be allocated to agri-environment and other land management schemes. This funding will help farmers to manage the land more sustainably and deliver important outcomes on biodiversity, landscape and access, water quality and climate change. Some £600 million will be made available to make agriculture and forestry more competitive and sustainable and to enhance opportunity in rural areas.

Within the RDPE 2007-2013 is an element known as the Leader approach, or sometimes Axis 4. This is a delivery mechanism through which money allocated to the RDPE 2007-2013 can be spent. It is designed to enable community involvement in rural development. This strand of funding may offer specific opportunities for the Lincolnshire coastal strategy.

Regional Implementation Plans (RIPs) set out how the Rural Development Programme for England (RDPE) will be used in each of the English regions. The East Midlands RIP<sup>1</sup> identifies a number of core delivery strands, some of which will be relevant to the Coastal cultural strategy including:

- Increasing the quality of the region's green areas (green infrastructure)
- Improving enterprise, innovation and employment
- Improving accessibility to jobs and services
- Developing active communities
- Supporting existing land-based rural businesses
- Addressing climate change
- Affordable rural housing

Specific funding has been allocated under the Leader approach including:

- Support for the creation and development of micro-enterprises £3.42m
- Encouragement of tourism activities £2.73m
- Conservation and upgrading of rural heritage £1.14m
- Training and information £1.14m
- Co-operation activity £0.22m
- Running costs, skills acquisition, animation £1.19m

At least 5% of RDPE funding is required to be delivered through the LEADER approach, across England over the life of the programme, in selected target areas, via local action groups. The core LEADER principles that must apply to each local action group are:

- There must be an area based development strategy developed for well-identified and coherent sub-regional rural areas (population between 5,000 and 150,000 other than in exceptional circumstances, requiring justification)
- Local public-private partnerships (at the decision-making level, non public sector representation must make up at least 50% of the partnership)
- Bottom-up approach with a decision-making role for local action groups in the development and implementation of local development strategies
- Local Development Strategies must be representative of a broad cross-section of the local economy.
- There should be networking of local partnerships to share best practice

A two-stage selection process has been used. All rural areas in the region were eligible to submit an 'expression of interest' (EOI), according to a regional 'prospectus' or guidance note published in summer 2007. Expressions of Interest were assessed against the above criteria and feedback provided before inviting full local development strategies in January 2008. A selection panel comprising senior representatives of emda, Natural England and the Forestry Commission, and attended by GO-EM on behalf of Defra, met in late January 2008 and selected the following areas to commence delivery as soon as possible:

- Peak District Rural Action Zone
- Coastal Action Zone
- Bolsover and North East Derbyshire
- Lindsey Action Zone (comprising the Lincolnshire Wolds AONB and surrounding market towns)

## Sea Change

Sea Change places culture at the heart of regenerating England's seaside resorts by investing in arts, public space, cultural assets and heritage projects. The programme aims to drive cultural and creative regeneration and economic growth in seaside resorts by funding inspiring, creative and innovative projects, bringing a sense of pride, enjoyment and celebration.

A third tranche of funding is due to begin in June 2009 for general applications. The programme can provide capital grants (with a fund of £45 million available over three years) to local authorities. Grants must be match funded with:

- a minimum of 50% for grants up to £1 million
- a minimum of 100% for grants over £2 million

Funding is available for a range of cultural, heritage or public space projects including (but not limited to): theatres, museums, libraries, galleries, archives, outdoor performance spaces, landscapes, or projects which promote new forms of cultural engagement. The annual open application process can provide grants of between £200,000 - £1m – and the programme has a stated aim to invest in the most deprived seaside resorts in England. Specific objectives are:

- to back investment plans from seaside resorts in culture, heritage and public space, which could act as a catalyst to support regeneration of the resort
- to boost confidence and pride in the local community
- to share learning between local authorities and other partners exploring ways to support seaside resorts via culture and heritage
- to ensure that our investment is matched by other partners so that we maximise the benefit of our funding

CABE acts as the lead partner and application information is available via their website.

### The Competitiveness Programme

The East Midlands Development Agency (*emda*) is responsible for the management and delivery of the region's new ERDF Competitiveness Programme. ERDF funding aims to strengthen economic and social cohesion in the European Union by supporting regional economic development. The East Midlands is eligible for approximately £209m between 2007 and 2013.

The East Midlands ERDF Competitiveness Programme's objective is 'to become a region of highly productive, innovative and sustainable businesses and support the most disadvantaged of our communities to realise their economic potential'. To achieve this, the Programme identifies three main priorities:

- Increasing productivity through innovation
- Improving resource efficiency in businesses and communities
- Increasing sustainable economic and enterprise activity in disadvantaged communities

Activity under these priorities will support a range of beneficiaries including SMEs, universities, Local Authorities, business support intermediaries, entrepreneurs, social enterprises and community organisations. In order to ensure that the funding achieves the maximum possible impact and concentration, resources will be targeted as follows:

- Activity around innovation and sustainable business practice will be thematically targeted and available across the whole region. Resources will focus on increasing the commercialisation of innovation in SMEs in priority sectors and in businesses with high growth potential to create higher value added products and services and will support SME engagement in R&D for emerging and enabling technologies. It will also promote and support innovation to improve resource efficiency
- Sustainable economic and enterprise activity will be spatially targeted to focus resources on the most disadvantaged areas, whilst exploiting the potential linkages to adjacent areas of economic growth

The East Midlands Operational Programme identifies a number of “Priority Axes” under which funding may be available to support the cultural strategy for the Lincolnshire Coast:

- Priority Axis 1: Innovation and sustainable business practice: aims to create a high value-added economy by supporting specific actions to increase innovation activity in the region’s key sectors and high growth businesses and supporting a programme of resource efficiency activities. Some 43% (€115,453,273) of the Programme’s ERDF allocation will support four strands of activity:
  - Supporting knowledge and technology transfer, innovation and R&D
  - Innovation support for business
  - Creating the environment for innovation
  - Resource efficiency
- Priority Axis 2: Sustainable economic and enterprise activity in disadvantaged Communities: targets resources at areas of need with low levels of economic and enterprise performance to help create the right conditions to generate new and sustainable forms of economic activity which will lead to a more knowledge intensive economic base. Under Priority Axis 2, 53% (€142,302,871) of the Programme’s ERDF allocation will be used to support four key strands of activity, all of which have relevance to the cultural strategy:
  - Enterprise support
  - Access to finance
  - Access to resources and support
  - Reviving local infrastructure and environments

## OnLincolnshire

In 2003, the Lincolnshire Broadband Initiative was launched. It aims to bring advanced broadband access to businesses across the county using £15 million of European

funding, plus matched funding from Lincolnshire County Council. The initiative works by making advanced broadband available countywide at an affordable price to businesses. The project offers:

- Up to £3000 of independent ICT advice for businesses, including a minimum of two site visits, and if necessary, the use of an ICT consultant to assist with applications for an ICT Innovation Grant
- Grants of between £2000 - £15,000 for SMEs for ICT innovation are available

Businesses can register for support via the onlincolnshire website.

### Awards for All

Awards for All - England is a simple small grants scheme making awards of between £300 and £10,000. The Awards for All programme aims to help improve local communities and the lives of people most in need.

To do this the applicant must meet one or more of the following outcomes:

- People have better chances in life - with better access to training and development to improve their life skills
- Stronger communities - with more active citizens working together to tackle their problems
- Improved rural and urban environments - which communities are better able to access and enjoy
- Healthier and more active people and communities

### The Modernization Fund

#### *Real Help for Communities: Volunteers, Charities and Social Enterprises*

This is a Government action plan outlining a £42.5 million support package, to help the third sector to deliver extra real help to those that need it most during the global economic downturn.

The Action Plan, which has been designed in consultation with the third sector, builds on the wide range of measures the Government has put in place to support people through the economic downturn, and on the Government's long term commitment to voluntary organisations, charities and social enterprises.

It includes measures to help hundreds of third sector organisations step up advice, support and volunteering in the areas that need it most across the country.

All programmes included in the Action Plan, including the Modernization Fund, will be delivered in line with five principles of which the following are directly relevant to the Lincolnshire Coast's future cultural regeneration:

- Delivery of real help now and in the future for individuals, families and communities
- Ensuring as many resources as possible are directed into frontline services
- Encouraging third sector organisations to work together to provide help now and in the future

As well as the £16.5 million Modernization Fund, the Action Plan includes these further measures:

- Up to £10 million investment in a volunteer brokerage scheme for unemployed people. This will create over 40,000 opportunities for people to learn new skills and give back to communities through volunteering
- The £15.5 million Real Help for Communities: Targeted Support Fund will provide grant funding to small and medium providers in communities most at risk of increased deprivation due to the recession. This is in addition to the £130 million already committed to small grants to community groups under the Grassroots Grants programme
- £0.5 million investment in the School for Social Entrepreneurs to expand its action-learning programme to support social entrepreneurs

## Heritage Lottery Fund Your Heritage

Your Heritage provides grants of between £3,000 and £50,000 to support projects that relate to the local, regional or national heritage of the UK. Heritage Lottery Fund welcomes applications that help people to learn about, look after and celebrate heritage in a fun and enjoyable way.

In April 2008 Heritage Lottery Fund introduced new application materials and guidance for this programme.

Your Heritage is a rolling programme and there are no deadlines for applications.

There are three aims which relate to learning, conservation and participation.

To receive a grant your project must:

- § help people to learn about their own and other people's heritage

Your project must also do either or both of the following.

- § Conserve the UK's diverse heritage for present and future generations to experience and enjoy
- § Help more people, and a wider range of people, to take an active part in and make decisions about heritage

Heritage includes many different things from the past that we value and want to pass on to future generations. Heritage projects might include:

- § people's memories and experiences
- § histories of people, communities, places and events
- § cultural traditions
- § historic buildings and townscapes
- § archaeological sites
- § collections of items, archives or other materials
- § natural and designed landscapes
- § habitats and species
- § sites and collections linked to our industrial, maritime and transport history

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## E. List of Consultees

### Organisations consulted or represented at public meetings

Boston Borough Council  
Barrie Higham

East Lindsey District Council  
Sementha Neal  
Alison Penn  
Brenda Turnball  
Hannah Wood

South Holland District Council  
Rachel Rowett  
Vicki Thompson  
Bruce Wakeling

Lincolnshire County Council  
Sarah Grundy  
Wendy Hutchinson  
Jonathan Platt  
Mark Homer  
Chris Heighnton  
Ivan Annibal  
Justin Brown  
Alan Freeman  
Peter Fender  
Beryl Lott  
Mary Walker  
Wendy Hart

Arts Council England  
John Cairns  
Michaela Butter  
David Brownlee

RIBA  
Barry Johnson

Heritage Lincolnshire  
Jenny Young

emda

Richard Tulloch

Lincolnshire Tourism

Penny Baker

Heritage Lottery Fund

Amanda Turner

Joan Bray

Mayflower Trust

Jessica Thomas

Paul Kenny

Michelle Blackmore

Alford Manor

Sara Blair-Manning

Wash Estuary Strategy Group

Tammy Smalley

JBX Limited

Russell Wallis

Louth Museum

Mr Hill

Tower Gardens, Skegness

Carl Lawrence

Saltfleet Village Hall

Mrs V Hillier

Spilsby Theatre

Barbara Karpowicz

Unique Cottage Farm Studios

Jo Dobbs

Riverbank Studios

John Gray and Helen Webber

Blackfriars Theatre  
Mike Raymond  
Graham Armer

soundLINCS  
Nikki-Kate Heyes

Whaplode Heritage, Education Action Team  
Cyril Hearn

Small Groups Development  
South Lincolnshire Community and Voluntary Service  
Gill Williamson

Voices Unplugged  
Tessa Chapman

South Holland Concerts  
Bridget Case

Ivo Day Centre  
Doreen Foreman

Studio Owner  
Windham Hines

Mablethorpe Parish Council  
Councillor Daw

Mablethorpe Parish Council  
Councillor Morgan

Hutoft Parish Council  
Councillor Sylvester

St Clements Art Group  
Elizabeth Clubley, Secretary

North Somercotes Parish Council  
Debbie Dobson, Parish Clerk

Sutton St Edmonds  
Jane Ripley, Parish Clerk

Parish Councils - Anderby, Hogsthorpe, Willoughby and Toynton all Saints  
Sarah Marshall

Sutton St James Parish Council  
Jennifer Cockerton, Clerk

Artists / Creative Industries

Al Muir  
Lynn Baker  
Phil Tetlow  
Steve Kendal  
Tony Quinton  
John Ager  
John Lincoln  
Chris Carter  
Jan Whitbourn  
Helen Matthews  
Andrew Blow  
Lynn Baker  
Steve Kendall  
Peter Moss  
Helen Matthews  
Susie Mulligan  
Helena P-Stylianides  
Bob Armstrong  
Julie Willoughby  
Michael Webster  
Martin Griffiths  
Gillian Wing  
Steve Leaning  
Sally Davies  
David Ashton-Hill  
John Grey  
James Sutton  
John Lincoln

## Coastal Lives – Cultural Lives A Lincolnshire Coast Cultural Development Plan - 2010 – 2013

Documents are available from:

Nicola Precious:  
Lincolnshire County Council  
Economic Regeneration  
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cultural solutions is an independent arts and cultural consultancy offering a range of research, planning and events management services to arts, cultural and economic development organisations.

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