TOWN CENTRE HERITAGE TASK GROUP – 30 AUGUST 2017

A meeting of the Town Centre Heritage Task Group will be held at 5.30pm on Wednesday 30 August 2017 in Committee Room 1 at the Town Hall, Rugby.

Councillor Miss Lawrence
Chair

AGENDA

PART 1 – PUBLIC BUSINESS

1. Minutes – to approve the minutes of the meeting held on 27 July 2017.

2. Apologies – to receive apologies for absence from the meeting.

3. Declarations of Interest

To receive declarations of:

(a) non-pecuniary interests as defined by the Council’s Code of Conduct for Councillors;

(b) pecuniary interests as defined by the Council’s Code of Conduct for Councillors; and

(c) notice under Section 106 Local Government Finance Act 1992 – non-payment of Community Charge or Council Tax.

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

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

5. Dates of future meetings – please bring your diaries to the meeting.

PART 2 – EXEMPT INFORMATION

There is no business involving exempt information.

Membership of the group:

Councillors Miss Lawrence (Chair), Mrs Avis, Mrs Bragg, Gillias, Sandison, Mrs Simpson-Vince, Srivastava and Ms Watson-Merret

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

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

At the Town Centre Heritage Task Group meeting on 27th July 2017, it was agreed the next meeting would focus on the below. This briefing paper provides more information in each of these areas.

- Enhancing access to information and marketing activities for existing initiatives i.e. the Blue Plaque trail, Pathway of Fame and Town Guides
- An update on responses to the online consultation
- A summary of feedback on the Festival of Culture.

Enhancing access to information and marketing activities for existing initiatives

At the end of 2016, a new ‘The Rugby Town’ brand was launched to provide a single identity to promote the town centre and the wider borough’s visitor offer. A new website has been launched and existing marketing activities are being adapted to include the new branding. Examples include promotion materials for town centre events, (e.g. St Georges Day, Festival of Culture, Food & Drink Festival), town centre walking tours and the Pathway of Fame. Members of the Task Group have been provided with a draft version of a revised Blue Plaque guide for comment.

The Tourism and Town Centre Team Leader met with the Town Guides in July. The volunteers were provided with the opportunity to feedback on what was working well with the programme and what could be improved. One of the agreed outcomes was that a new marketing plan was needed for the walking tours. This could include the below:

- Signage external to the building
- Increased levels of social media coverage
- Working with town centre businesses to provide added value to the town centre walking tours e.g. food and drink opportunities
- Targeting specific groups and communities who might be interested in discovering or re-discovering Rugby’s heritage
Current responses to consultation

At the previous meeting only four consultation responses had been submitted through the online form. Since this meeting, only one further response has been submitted.

In an attempt to increase levels of public engagement in the Task Group, physical copies of the consultation form have been made available in the Visitor Centre. Staff have been briefed to actively encourage visitors to complete these.

Members of the Town Centre Heritage Task Group are encouraged to think of other ways to increase engagement in the consultation process.

Festival of Culture 2017 Feedback

This year’s Festival of Culture took place between Saturday 24 June to Sunday 16 July – some statistics for this year’s event are provided below. In its seventh year, the festival also coincided with Rugby School’s ‘Festival On The Close’, taking place school’s 450th anniversary year.

- 10,000 people attended the festival
- Over 100 events
- 22 town centre venues/locations
- Over 50 groups, businesses and organisations involved
- 27,000 festival guides distributed

The Festival of Culture committee are due to meet on Thursday 7th September to evaluate this year’s event in full, using feedback from event organisers and people who attended events.

Recommendations

- Develop existing visitor publications in the ‘The Rugby Town’ branding
- Provide feedback on the draft Blue Plaque leaflet, circulated with this briefing paper (copies of colour leaflets will be available at the meeting).
- Increase promotion of town centre walking tours and explore opportunities to link with local businesses.
- Continue to progress with the public consultation process and identify ways to increase engagement.
- Explore how heritage can be better represented through the Festival of Culture evaluation process.
In 1937 the council offices were transferred to England in 1934. He was invited to win the Nobel Prize in 1971. During his life, he worked in Rugby. The ball was dictated by the shape of the bladder. William made the appearance of the ball, much larger than round and oval balls. He conducted his business on this site.

Regent Street was built in 1902. The remains of the moat were destroyed when Regent Street was built in 1902. The moat had already been partially filled in by 1850. The moat had been a regency house built by George C Benn bequeathed the inn to the town of Rugby. They gave generously to the property was used to provide a school for the poorest men of Rugby and Brownsover.

The school relocated to Clifton Road in 1927. In 1919 control passed to Warwickshire Federation and the colony he founded in the 19th century. It’s reputed that they supplied the piece of beef steak for Tom’s black pudding in ‘Chapel Street Tom Brown’s Schooldays.’

The Poets’ Corner was the local builder and the materials used in the Railway Station, a house built. Richard Jr. was born here and after making his fortune in London returned when Regent Street was built in 1902. The street occupies the grounds of Moat House, which stood in Church Street. The moat had been the head demanded they pay. This led to mutiny with the burning of desks and books or expelled many boys.

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RUGBY’S BLUE PLAQUES

Commemorative plaques for famous buildings, people and events in Rugby

Oxford Canal
Out of town retail and leisure parks
M1/M6/A5/A14 to Leicester and North

15
RUGBY SCHOOL
GATEWAY OPENED

21
WILLIAM GILBERT

Rugby Football Museum, 3 St Matthews Street

Her Majesty the Queen and His Royal Highness Prince Philip, Duke of Edinburgh, visited Rugby School on 26 May 1967. It was the first time since her great grandfather Edward VI that royalty had visited the School. The Queen also planted an elm tree on The Close, using the same spade that Edward had used to plant the ‘York’s Oak’ that still stands outside School House today.

Please note that the gates lead to private school land.

20

21 Bilton Road

Louisa Daniell

 Founder of the first Soldiers’ Home in Allanshop. Born in Bath, Louisa married Frederick in 1833 and came to Rugby as a widow in 1849. She educate her son at Rugby School and founded a mission hall in Pailton in 1860, followed by one in Hillmorton a year later. She opened a mission hall in Patton in 1861, followed by one in Hillmorton a year later.

Please note that the gates lead to private school land.

24 Sheep Street

Richard and his wife Elizabeth were the founders of Rugby’s Hospital of St Cross in 1836. He was appointed Director of the Solar Physics Observatory and Professor of Astronomical Physics. He pioneered the application of spectroscopy to astronomy and by doing so discovered a new gaseous element in the atmosphere of the sun, which he named helium. In 1869 he founded the now very influential scientific journal ‘Nature’.

Astronomer, Sir Norman Lockyer was born in this house in Sheep Street in 1826. He was appointed Director of the Solar Physics Observatory and Professor of Astronomical Physics. He pioneered the application of spectroscopy to astronomy and by doing so discovered a new gaseous element in the atmosphere of the sun, which he named helium. In 1869 he founded the now very influential scientific journal ‘Nature’.

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A428 to Lawford
Coventry

A4071 A45/M45 to
Leicester, Leamington, Warwick
& Ryton Organic Gardens

A426 to Dunchurch
Southam/Daventry/A45/M45

A426 to Dunchurch
Southam/Daventry/A45/M45

A428 to Lawford

To Clifton
Newton

To Hillmorton
M1 (south)
Northampton

While every effort has been made to ensure that the information in this guide is correct, neither Rugby Borough Council nor the publishers can take any responsibility for errors or omissions. Some of the plaques shown in this brochure are not Blue Plaques, as they are old existing plaques.