

Summary of HCL Workshop 17th January 2019

- Key: (1) A vibrant leisure and cultural offer enjoyed by residents and attractive to visitors
(2) Everyone has access to high quality parks and green spaces
(3) Heritage is respected
(4) Bio-diversity and environmental sustainability is respected
(Pride) Thinking of our services how can HCL contribute to creating Pride in our Borough?

Period to implement/ Timescale Short (within 1 year) Medium (1-2 years) Long (3 years)

HCL Heritage, Culture and Leisure Committee
 CHE Communities, Housing and Environment Committee
 SPST Strategic Planning and Sustainable Transport Committee
 PRC Policy and Resources Committee
 ECON Economic Development
 LC Licensing Committee

Arts/ Culture

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
Vibrant Arts scene	(1)	S,M,L	HCL		Yes	
Use of Town Hall at weekends and Bank Holidays	(1)	S	HCL/PRC	Limited, caretaking	Yes	Yes with local groups etc
Street Theatre - Jubilee Square, Junction of Week Street/Fremlin Walk - Council to cover hire costs etc, also to have a public entertainments license for sites available to community groups	(1)	S, M	HCL	Staffing 0.1FTE, £5,000 revenue budget	Yes	Yes/ local groups etc
Buskers - street performers	(1)	S	HCL/LC		Yes	Yes
Cultural Quarter (All Saints, Archbishop Palace, Stables and Len House)	(Pride)	S,M,L	HCL	Staffing re review and Capital	Yes	Yes (Church)
Consider how to provide a 1,000 seat theatre, possibly convert Granada Cinema, or Len House?	(Pride)	S,M,L	HCL/PRC	Staffing re review and Capital	Yes	Yes (with Granada Bingo)
Hazlitt Arts Centre - make it look like a pretty little theatre	(Pride)	S	HCL	Minor works as part of maintenance	No	Yes with Park Wood Leisure
All Saints Church - Is the PCC interested in a development of the church to provide a 1,000 seat auditorium for music	(1, Pride)	S/M/L	HCL	Support to the PCC	Yes	Yes/ with All Saints PCC
Cultural Cohesion	(Pride)	S,M	HCL	Staffing,	Yes	Yes with

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				Revenue £20k-£40k a year		minority groups and Arts Council
Cultural Activities	(Pride)		HCL	Staffing, Revenue £20k - £40k a year	Yes	Yes with local groups and Arts Council
Community Theatres (Schools) Hubs around Borough	(1, Pride)	M	HCL	Revenue support	Yes	Yes Schools, Theatre Groups, Arts Council
Community Theatres (Pubs and other venues) Hubs around Borough	(1, Pride)	M	HCL	Capital then Revenue Support	Yes	Yes Pubs, Community Halls/ Centre, Theatre Groups, Arts Council

Community Events

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
Community events	(1,Pride)	S,M,L	HCL	Staffing, Revenue Support maintain 2019/20 budget	Yes	Yes local groups
Carnival/Maidstone Festival each year (different themes for each year)	(3)	M	HCL	Revenue £30,000, Possible Sponsorship	Yes	Yes, Local Groups, Arts, Community, businesses
Celebrate events as they happen e.g. swan upping (Kentish lady sell tickets so public can become more involved and following the flotilla)	(3)	S	HCL			
Look at other Boroughs re Leisure and Arts - Guildford, Chelmsford etc.	(Pride)	M	HCL	Travel Cost	Yes	Learning from others
Be more vibrant	(Pride)	M/L	HCL			

Parks

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
Commercial events - Mote Park	(1)	S	HCL	Existing	No	Yes
Preserve and Improve Parks	(1)	S	HCL	Existing	No	No

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New Parks (major)	(1)	L	HCL/SPST	Capital/ \$106, CIL	Yes	Yes/ potential developers
Green Corridors	(1)	S	HCL/SPST	Capital/ \$106, CIL	Yes	Yes/ potential developers
River Medway	(1)	S	HCL	Capital/ \$106, CIL	No	Yes, Riverside Partnership
Large Parks - Accessibility	(1)	M	HCL	\$106, CIL	No	Yes/ disability groups
Facilities in Parks for Elderly, Young and Disabled	(1)	M/L	HCL	Capital,/ \$106, CIL	Yes	No
Maintain high quality through investment including maintenance	(2)	S	HCL	Existing	No	N/A
Appropriate maintenance at the right time	(4)	S/M	HCL	Existing	No	N/A
Variety - not just play areas, might be quiet open space	(2)	S/M	HCL	Existing	No	N/A
Ensuring “accessibility” to all	(2)	M	HCL	Capital/CIL	Yes	Yes, work all minority groups
Clear identity for each park e.g. Victoria Park celebrates its heritage	(2)	M	HCL	Existing/ CIL	Yes	N/A
Interpretation and signage	(2)	S/M/L	HCL	Sponsorship / Capital	Yes	No
Maidstone has every type of park and should celebrate this	(2)	S	HCL	Exiting	No	No
Appropriate planting and variety so the parks look different and fulfil different needs	(2)	S	HCL	Existing, Heritage Lottery	Yes	Consider potential sponsorship
Bringing workforce into borough - Skill’s academy	(2)	M/L	HCL	Capital and Revenue	Yes	Yes/ work with Hadlow College
Amphitheatre - improve usage	(Pride)	M/L	HCL	Existing	No	Yes - Riverside Partnership

Rural

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
Promote out of town centre	(1)	M	ALL MBC	Limited - Parishes can raise money	No	Parishes

Museum

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
Museum needs an upgrade	(1, Pride)	S/M/L	HCL	£5-7m	Yes	Funding, sponsorship,

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						grant raising, MMF, BLF, Arts Council
Future for Carriage Museum - Review of options	(1)	M/L	HCL	?	Yes	Yes/ Arts Council
Museum Plan - more promotion - Fremlin Walk Pop Up Shops 2019	(3)	S	HCL	Increase publicity resources	No	N/A
Make it exciting/interesting - Linked to Museum Upgrade/ Refurbishment	(3)	S/M	HCL	Include within upgrade	Yes	N/A
Pop up museums in villages (Museum on the Move) -bid being prepared to the Arts Council for project funding.	(Pride)	M/L	HCL	Minor Capital/ Art Council grants	Yes	Yes/ Parish Council's/ Libraries/ Community Centres
Arts Cinema	(1)	M	HCL	Part of Museum Upgrade	Yes	Yes with film societies

Heritage/ History

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
Heritage Trails	(1)	S/M	HCL	Minimal	Yes	Work with local groups
Town and Village Tour Guides - historical	(1)	S/M	HCL	Limited Staffing	Yes	Volunteers
Local Plaque Scheme	(3)	M	HCL	Minor Resources \$106, CIL, Parish Precepts	No	One Maidstone, Parishes
Local plaque scheme - make more people aware of it - trail	(Pride)	S	HCL	Minimal	Yes	Work with Museum
Educate the history of our towns and villages	(Pride)	M/L	HCL	Organise talks	Yes	Work with Museum and local historical societies
Historical connections should celebrate this.	(Pride)	S/M/L	HCL	Minimal, Exhibitions etc	Yes	Work with Museum and local historical societies

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Don't use the words 'heritage' and 'respected'	(3)	S	HCL	None, cultural use of words	No	N/A
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Town Centre

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
Painting empty shop fronts	(1),(Pride)	S/M	ECON	Minimal, One Maidstone	Yes	One Maidstone, Mall, Shop Owners
Town Centre - has become open and wide which loses the hustle and bustle and Engage with business owners to improve the street scene	(Pride)	M/L	ECON/ HCL	Unknown	Yes	Yes/ One Maidstone
Engage with One Maidstone	(Pride)	S	HCL	None	Yes	Establish potential for a cultural partnership
Approach to vacant premises to use them as short term licences for arts studios/sing	(Pride)	M	ECON/ HCL	Minimal	Yes	Work with landlords and artists to establish short term licences/ leases to use empty retail units
More soft landscaping - town centre is too hard, dirty	(Pride)	L	ECON/ CHE	Minimal staffing	Yes	Yes, One Maidstone
A boards - historic streets e.g. Gabriel's Hill look unsightly. Shouldn't have them - enable hanging signs	(Pride)	M/L	Planning	Planning Enforce.	No	
Granada House - unsightly and is MBC property, should lead by example	(Pride)	S/M/L	ECON	Capital	Yes	N/A
Heritage document for Gabriel's Hill	(Pride)	M	HCL	CIL/ \$106	No	Use heritage to refurbish buildings
Twilight economy	(Pride)	M/L	ECON	Marketing	No	Yes/ work with restaurants and twilight economy businesses
Trees in Jubilee Square	(Pride)	M/L	HCL	Minimal, additional standard	Yes	N/A

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				trees		
Needs more planting and greenery	(Pride)	M/L	HCL	Up to £10,000 plus ongoing mtce.	Yes	Yes/ One Maidstone

Natural Environment

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
New Bio-Diversity Plan (education - public, Councillors, MBC staff)	(1)	S	HCL	In Budget	No	Yes/ training for Councillors and MBC Staff (compulsory)
Wilding Maidstone	(1)	S	HCL	In Budget	No	Continue
Environmental Audits - Audit operations to check carbon impact	(1, 4)	M	PRC	Staff Training across all MBC Services and Teams	Yes	N/A
More Trees in Streets etc	(4, Pride)	S/M/L	CHE	Budget for tree planting schemes	Yes	Yes/ Local Residents
Wider “green spaces” - verges, central reservations	(2)	S/M/L	HCL	Minimal, use current budget differently	Yes	N/A
Make it part of people’s everyday life	(4)	S/M/L	HCL	Publicity	Yes	Yes/ local residents and community/ environmental groups
How people can enjoy their environment and wildlife	(4)	S/M/L	HCL	Publicity	Yes	Yes/ local residents and community/ environmental groups
Take seriously housing and transport issues	(4)	S	All MBC	None	No	N/A
Demonstrate to public what is possible e.g. wildflower meadows, Go Green Go Wild	(4)	S	HCL	Minimal, use current	Yes	Yes/ local residents and

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				budget differently		community/ environmental groups
Give staff more expertise and encourage them to engage with the public on what they are doing e.g. pruning and give them confidence to pass on their knowledge through conversations	(4)	M/L	HCL/PRC	Minimal, use current budget differently	Yes	N/A

Young People and Children Activities

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
Holiday Activity Review - Scrutiny Review	(1)	S	HCL	Minor staffing for Scrutiny review (Leisure Ctr Profit Share)	Yes	Yes/ Scrutiny Review Process
Holiday Activity Review - follow up outcome of scrutiny review -Dependent on above, schemes tend to be cost recovery with sponsorship and charging etc	(1)	M	HCL	Dependent on above,	Yes	Yes/ with current and potential partner organisations
Children's Play Areas - consider the 1/2mile radius spacing	(2)	S/M	HCL	CIL/ \$106	No	
Is there enough for teenagers? Successors to youth clubs - Scrutiny Review	(Pride)	S	HCL	Minor staffing for Scrutiny review (Leisure Ctr Profit Share)	Yes	Yes/ Scrutiny Review Process
Is there enough for teenagers? Successors to youth clubs - Follow on - follow up of scrutiny review	(Pride)	M	HCL	Dependent on above	Yes	Yes/ with current and potential partner organisations

River

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
River Walk - bring the river to life	(1)	S/M	HCL	CIL/ \$106	Yes	Yes/ River

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						Partnership
Bringing the River back to the people	(1)	S/M	HCL	CIL/ \$106	Yes	Yes/ River Partnership
Consider how to use the Riverside Amphitheatre	(Pride)	M/L	HCL	Minimal	No	No

Sport

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
Sport - International Athletes (make the most of them)	(Pride)	S/M/L	HCL	Minimal/ use of Borough Insight	Yes	Yes/ sports Clubs and Maidstone Leisure Centre
Sports Festival - next year	(Pride)	S/M	HCL	In Budget (within current DMP Plan)	No	Yes/ sports clubs and Maidstone Leisure Centre

Volunteering

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
Volunteering - Increase opportunities in Parks, Museums, Residents Groups, Arts	(Pride)	S/M	HCL	Need minimal increase in staffing with voluntary co-ordinators in Parks Service (continue current fixed term role) and Museum (0.2fte)	Expand current approach	Yes with Volunteers
Health and wellbeing use HCL services to work that way	(Pride)	M	HCL	As above	Yes	Yes with Involve and West Kent CCG
Bio-Diversity and Environmental Sustainability Volunteering opportunities	(4)	S	HCL	As above	Yes	Yes with volunteers

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General

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
What is Heritage - Mapping Services not just MBC - Scrutiny	(1)	S/M	HCL	Minor staffing for Scrutiny review (Leisure Ctr Profit Share)	Yes	Yes, scrutiny process
Promote what we've got here - Hush Heath and Chappel Down	(1)	S	HCL	DMP	Yes	Yes with attractions
Communicate what's available	(1)	S	Insight	Use of Borough Insight	No	No
Don't try to be all things to all people - focus on what we are good at	(1)	S/M/L	ALL MBC	Align Financial and Staffing Resources to the new Strategic Plan	Yes	No
Be clear about what our standard is	(1)	M	ALL MBC	None, needs members clarity	No	No
Identify any gaps in leisure provision	(1)	M/L	HCL	Need to do above scrutinises and a desktop review	Yes	N/A
Show people the opportunities Talk the place up not down - highlight everything that does happen and what's good in the Borough	(1, Pride)	S/M/L	Insight	Use of Borough Insight	No	No
Pride in the place you live - not just the town of Maidstone	(Pride)	S	ALL MBC	None	No	N/A
People should feel safe	(Pride)	S	CHE	Current Service	No	Yes Police, One Maidstone
We have to have the pride first - it starts with us	(Pride)	S	ALL MBC	Align Financial	No	N/A

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				and Staffing Resources to the new Strategic Plan		
Look nice-we need to get our bits right and then engage with other land owners	(Pride)	M/L	ALL MBC	Use of property and Mtce Budgets	No	N/A
Street furniture - railings, lamp posts, signs	(Pride)	L	SPST	Needs policy enforcement	No	N/A
Tougher against anti-social behaviour	(Pride)	M/L	CHE	?	No	Yes with police and other agencies
Bio-fuel/electric - encourage own/contractors fleet	(4)	M/L	PRC	Capital	Yes	No
Keeping the Borough clean and tidy - well maintained	(4)	S	CHE	In Budget	No	No

Parishes

<u>TOPIC</u>	<u>Strategic Plan Ref.</u>	<u>Timescale</u>	<u>Cttee.</u>	<u>Resources</u>	<u>Is it new</u>	<u>Partnership</u>
Encourage parishes to use their and MBC open spaces	(2)	S	HCL	No	No	Yes/ Parishes
Tap into parishes more	(2)	S	ALL MBC	No	No	Yes/ Parishes
Work with Parishes	(1)	S	HCL/PRC	No	No	Yes/ Parishes