

## The Story of Leicester Plan

Version 7 November 2013

*A set of council priorities relate to using Leicester's heritage to maximise economic and social benefits for its modern citizens. These are drawn together in a single Story of Leicester plan. The 'One Story' of Leicester's proud history, made up of many, celebrates all the communities that make up the one community of Leicester.*

### The Story of Leicester Plan includes:

1. A Story of Leicester "brand" identifying key initiatives
2. Story of Leicester web pages on the council's website
3. Introduction at New Walk Museum
4. Introduction in Visit Leicester Centre
5. New museum displays featuring key collections and themes
6. Enhanced city centre heritage interpretation
7. Improved heritage buildings and the historic environment
8. Marking Leicester's important anniversaries and centenaries
9. Telling the stories of Leicester's communities and neighbourhoods
10. Encouraging children to enjoy Leicester's story

#### **1. Story of Leicester "brand"**

- A Story of Leicester brand is used for projects and initiatives that are integral to the plan, starting with displays in the Visit Leicester Centre. Criteria are being developed which other projects will need to meet in order to use it.

#### **2. Story of Leicester webpages**

- Story of Leicester pages on the council's website provide attractive, high quality content and a basic framework. Links to other projects, downloadable pdfs and support for smart phone apps, podcasts etc. will be provided.

#### **3. Introduction at New Walk Museum**

- Brief introduction celebrating Leicester, explaining why it is like it is now and how it came to be, signposting places of interest and sources of information

#### **4. Introduction in Visit Leicester Centre**

- The Story of Leicester introduction in the Visit Leicester Centre

#### **5. New displays presenting key collections and themes**

- The King Richard III visitor centre will open in 2014
- *Kampala to Leicester* gallery at Newarke Houses tells the story of Leicester's Ugandan Asian Community
- *Leicester in the Arts and Crafts Era* gallery at New Walk Museum
- German Expressionists gallery at New Walk Museum
- We will tell the stories of the modern communities of Leicester
- New roman and medieval Leicester displays are planned

#### **6. Enhance city centre heritage interpretation**

- Web content, supporting smart phone apps, podcasts etc.
- Downloadable guides (on Story of Leicester webpages)

- Brochures, posters, marketing/press campaigns etc.
- On-street interpretation e.g. panels and signage
- Guided tours and talks programme including Heritage Open Days
- Programme of celebrating famous local people
- New City Festival, heritage theatre and performance
- Heritage-inspired public art
- Promote Leicester's associations with King Richard III in the city centre

## **7. Improve heritage buildings and the historic environment**

- Access to Leicester Castle, the Magazine Gateway and Wygston's House
- Improve access and develop their longer term use
- Enhance presentation of key council-owned historic buildings and locations
- Improve the setting of the War Memorial on Victoria Park
- Support the Cathedral Gardens project
- Deliver Heritage Lottery Fund Townscape Heritage Initiative in the Old Town
- Deliver Connecting Leicester programme
- Deliver Leicester's Heritage Action Plan 2011-16

## **8. Mark Leicester's important associations, anniversaries and centenaries**

- *King Richard III Dynasty Death and Discovery* visitor centre opens 2014 (permanent successor to temporary exhibition in the Guildhall)
- The 40th anniversary of the arrival of Ugandan Asians in the UK was marked in 2012 by *Kampala to Leicester*, an exhibition at New Walk Museum
- The 2012 Diamond Jubilee Celebrations included the Queen's visit, beacon lighting, neighbourhood activities and records of events.
- The 2013 De Montfort Hall Centenary programme was delivered successfully
- Leicester is one of only 25 places connected with the rebel Barons who signed the Magna Carta and so in 2015 we celebrate its 800<sup>th</sup> anniversary.
- Our 2014-2018 World War I Centenary programme will include:
  - Exhibitions at New Walk Museum and Newarke Houses
  - Community, schools, arts and neighbourhoods projects
  - Civic activities

## **9. Help communities and neighbourhoods to tell their stories**

- Story of Leicester neighbourhood and community projects, in partnership with Leicester Libraries, and also showcased on the Story of Leicester webpages.

## **10. Help our children to enjoy and understand Leicester's story**

- Promote work in schools, in partnership with Children's and Young People's services, and encourage schools to visits museums and the City Centre.