

The Story of Leicester Plan Version 5 November 2012

A set of council priorities relate to Leicester's heritage, especially the historic heart of the city, and using and interpreting Leicester's different heritages to maximise economic and social benefits for its modern citizens. These are drawn together in a single Story of Leicester plan. We are delivering this with a range of partners including Leicester's universities, the National Trust, local organisations and volunteers. By telling the 'One Story' of Leicester's proud history, made up of many, we celebrate 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 and *Modern Leicester* gallery at New Walk Museum
4. Introduction in Visit Leicester Centre
5. New 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 our children to enjoy its one story made up of many

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

- New 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 and *Modern Leicester* Gallery 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
- Modern Leicester Gallery exploring Leicester's overall story and the development of its modern communities

4. Introduction in Visit Leicester Centre

- The Story of Leicester introduction in the Visit Leicester Centre will link to and compliment the interpretation at New Walk Museum

5. New displays presenting key collections and themes

- A King Richard III visitor attraction is being planned
- "Kampala to Leicester" gallery at Newarke Houses will tell the story of Leicester's Ugandan Asian Community

- *Leicester in the Arts and Crafts Era* gallery at New Walk Museum to include Gimson and Arts and Crafts collections, linking it with the story of the beginning of modern civic life and the social change agenda in Leicester. This supports the National Trust's plan to acquire Stoneywell Cottage, Ulverscroft.
- *Past Histories* gallery at New Walk Museum, linking the ancient stories of the modern communities of Leicester including Europe, India, Egypt, North and East Africa, potentially including loans from national museums.
- New Roman Leicester displays at Jewry Wall Museum once improved access to site through Connecting Leicester project is complete.

6. Enhance city centre heritage interpretation

- Enhanced web content, supporting smart phone apps, podcasts etc.
- Downloadable guides (on Story of Leicester webpages)
- Brochures, posters, marketing/press campaigns etc.
- Improvements to on-street interpretation e.g. panels and signage
- Enhanced guided tours and talks programme including Heritage Open Days
- Continued programme of celebrating famous local people in the city centre
- Heritage street theatre and a new Arts and Heritage festival
- Heritage-inspired public art
- Leicester's associations with King Richard III promoted in the city centre

7. Improve heritage buildings and the historic environment

- Access to Leicester Castle and Motte, the Magazine (Newarke) Gateway and Wygston's House
- Progress plans to develop longer term use of them
- Enhance presentation of key council-owned historic buildings and locations
- Improve the setting of the War Memorial on Victoria Park
- Support the Cathedral Square project
- Heritage Lottery Fund application for a Townscape Heritage Initiative
- Connecting Leicester programme, including Jubilee Square, enhancing the area and improving linkages between different areas
- Deliver Leicester's Heritage Action Plan 2011-16

8. Mark Leicester's important anniversaries and centenaries

- 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 Queen's Diamond Jubilee Celebrations included the Queen's visit to Leicester, the Big Screen programme, beacon lighting, neighbourhood activities and records of events.
- The 2013 De Montfort Hall Centenary programme, and exhibition
- The 2014 World War I Centenary programme is planned to include:
 - An exhibition at New Walk Museum
 - Community and neighbourhoods projects
 - Schools projects
 - Arts projects
 - Civic activities

9. Help communities and neighbourhoods to tell their stories

- Story of Leicester neighbourhood and community projects, in partnership with Leicester Libraries, 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.