

SURREY COUNTY COUNCIL



CABINET

DATE: 23 JULY 2013

REPORT OF: MRS HELYN CLACK, CABINET MEMBER FOR COMMUNITY SERVICES

LEAD OFFICER: SUSIE KEMP – ASSISTANT CHIEF EXECUTIVE

SUBJECT: MAGNA CARTA ANNIVERSARY

SUMMARY OF ISSUE:

In June 2015, the free world will celebrate the 800th Anniversary of the sealing of the Magna Carta at Runnymede. The aim of this report is to outline the plans for a Partnership Masterplan (comprising a legacy and programme of events), to describe the wider benefits that will accrue to the area, and to seek funding. This, together with funding from our partners will then comprise match funding for a major bid to the Heritage Lottery Fund. Surrey plans will be co-ordinated with plans at a national level that are being developed with the Magna Carta 800th Committee, the Houses of Parliament and other Charter Towns.

RECOMMENDATIONS:

It is recommended that Cabinet agree:

1. The outline Partnership Masterplan as set out in paragraphs 10 to 19.
2. Additional project funding support, comprising of £700,000 capital funding for the legacy programme and £300,000 revenue funding for the events programme, to be factored into the refresh of the Medium Term Financial Plan.
3. A major bid will be made to the Heritage Lottery Fund to contribute to the Magna Carta programme.
4. To delegate the financial oversight of the Partnership Masterplan to the Leader of the Council, with implementation by the Assistant Chief Executive, in consultation with the Leader of the Council and the Cabinet Member for Community Services.

REASON FOR RECOMMENDATIONS:

To ensure that the significance of the 800th Anniversary is recognised and the benefits are maximised for the area in 2015 with lasting benefits beyond. To achieve these aims, partners are working collaboratively to pool resources and expertise. To fulfil all the ambitions of this report, the partnership will submit an exciting and innovative bid for match funding from the Heritage Lottery Fund.

DETAILS:

Introduction

1. The sealing of the Magna Carta in Runnymede is a major part of Surrey's heritage and cultural identity, and the 800th anniversary (15th June 2015) will be an occasion of national and international prominence and significance. The Magna Carta established the Rule of Law and effectively challenged for the first time the divine right of Kings. The site which witnessed the sealing of the Magna Carta is recognised locally as Runnymede Meadows and a map of the area is attached as Annex 1. The County Council is providing strategic leadership to ensure that the focus of the national celebration is Runnymede. Surrey County Council has been working closely with officers from Runnymede Borough Council, National Trust, Royal Holloway, Brunel University and the Magna Carta 800th Committee to develop these plans. The aim of the Partnership Masterplan is to:-
 1. provide an appropriate celebration for the 800th anniversary which will match the expectations of international and national visitors;
 2. provide a fitting venue for these celebrations;
 3. raise the profile of the area;
 4. provide economic benefit to the area through increased tourism, and attracting inward investment, and
 5. protect and enhance the natural area to encourage healthier lifestyles.
2. In October 2012, the Cabinet gave an in principle approval to support making the 800th anniversary of the sealing of the Magna Carta with a contribution of up to £5m subject to an effective Business Case. In December 2012, Surrey County Council confirmed that a Partnership Masterplan will be the best way forward. This report outlines the Masterplan.

Why Invest in the Magna Carta Anniversary

3. The Magna Carta is arguably the most important document ever created in Great Britain, and is therefore in its own right, a vitally important part of Surrey's heritage. The document has been instrumental in the development of democracy and liberty across the world, and despite centuries of evolution, its 'DNA' is evident to this day in the constitutions of over 100 countries. The 800th anniversary of the Magna Carta will therefore be a major catalyst for positive change and benefit to the local area.
4. In June 2015, the 800th anniversary will be commemorated across the free world, and the focus will turn to Runnymede as the birthplace of liberty. The programme of celebratory events will be televised worldwide, providing a global "shop window" for promoting the area to future visitors.
5. Surrey County Council has developed a strong partnership between the landowners (National Trust, Runnymede Borough Council and Brunel University) and one of our major educational institutions, Royal Holloway (RHUL). Through clear strategic leadership, Surrey is working with the Magna Carta 800th Committee, the Houses of Parliament and all other Charter

Towns to provide a co-ordinated plan of activities across the nation and to promote our area to national and international visitors. This strong partnership will form a solid base for leveraging funding from other sources. This is discussed in the finance section below.

6. Egham is an area with pockets of deprivation – see Annex 2. The Magna Carta anniversary offers the opportunity for benefits to the local economy and the health and well-being of the local population.
7. Upgrading the local visitor offer will create links to the planned regeneration of the area. The new Waitrose and Travelodge that are under construction will link to the wider planned Egham and RHUL Masterplans with significant inward economic investment.
8. Increased visitors to the area will provide economic benefit and entry-level employment opportunities in the area.
9. Improvements in employment and increased opportunities for healthy lifestyles will benefit the health and well-being of the local residents.

The Proposal

10. The proposals for the Partnership Masterplan are split into 2 elements - legacy and celebration events. These are covered separately below.

The Legacy

11. Creating the “brand” - the vision for the legacy is based on a regional park concept to create a culturally branded destination and tourism identity for the Runnymede area. Historic Egham will be promoted as the “gateway” to “Magna Carta Country”. The area will include Englefield Green and Wraysbury– thereby generating an economic dynamic to support the growth and regeneration of the rural area and associated towns. The area will embrace the site of the sealing of the Magna Carta, Runnymede Pleasure Grounds, the ancient historic National Trust Runnymede Meadow estate, Wraysbury, Ankerwycke, the Magna Carta and Kennedy memorials – as well as including the Commonwealth Air Forces Memorial and its adjacent woodland setting. The diverse habitats at Runnymede are rich in flora and fauna and represent a distinctive landscape area to be promoted for conservation and access. Key to the concept would be the promotion of access to the wider adjacent countryside and landscape for leisure and recreation purposes – land-based on the southern stretch and water-based activities on the northern section of the park.
12. Masterplan Consultants - Chris Blandford Associates has been commissioned by National Trust to develop legacy plans which will enhance the local area while maintaining its character. Chris Blandford Associates have worked in the past as key advisors for Stonehenge, Avebury and the Wetlands Centre in Wales. National Trust will be investing in the enhancement of Runnymede Meadows and will work together with partners to leverage more support from the Heritage Lottery Fund.
13. New Commission in the Landscape - a competitively commissioned, nationally significant installation is proposed that is in keeping with the natural landscape, and which will create a lasting legacy for the 800th Anniversary. A

competition will be held to select the designer/artist, and will involve nationally recognised bodies including the Arts Council and the Royal Society of Arts. The unveiling of this work will form a centrepiece of the anniversary day.

14. Better facilities -the Runnymede Meadows site is currently lacking good quality visitor amenities. A key element of the Partnership Masterplan will be to improve existing facilities and buildings of architectural significance.
15. Better interpretation - for a site of such historical importance, there is a marked discrepancy between expectation and reality on the interpretation of the Magna Carta. There is little acknowledgement or information on the historic importance of the site, which has resulted in poor feedback from visitors. RHUL will design and develop digital smartphone technology to provide the interpretation.
16. Improved access – parts of the site can be inaccessible in all but lengthy periods of good weather. The area's heritage, countryside, informal recreation, wildlife, landscape conservation and bio-diversity will be promoted. Access will be improved, along and across the Thames, walking trails made accessible and speed limits and safe crossing points will be installed.

Celebration Events

17. A range of inspirational events are being proposed to engage the whole county, providing a cross section of ideas to cover a range of budgets. At the heart of these events will be a focus on engaging communities and involving young people in an exciting educational programme. The programme of events will also link with the Charter Towns and the Houses of Parliament to ensure national profile.
18. Each proposal will be assessed on the basis of relevance to the Magna Carta, the ability to attract national and international media attention, political and public profile, audience and community engagement, the ability to create international links, cost, practicality and risk. The resulting event programme will raise the profile of the area, attract visitors and bring the community together to participate in a variety of cultural, healthy and educational pursuits.

19. The overarching plan will comprise:-

October 2013 – Launch of the national competition to identify a designer / artist for the new commission in the landscape.

June 15th 2014 - Awareness raising events on Magna Carta Day 2014, which will include the announcement of the winner of the designer / artist for the new commission in the landscape.

May 15th 2015 - a Surrey Arts concert with a new commission at the Royal Albert Hall.

June 13th to 15th 2015 (Anniversary Weekend) - the weekend will include a number of events dovetailing together. Events being considered and planned include a road parade, a 21st century fair, taking part in a national celebration of "Liber-teas" and linking with a planned international music concert.

Consideration of an equestrian pageant is being led by Runnymede Borough Council. The unveiling of the new commission in the landscape will take place on the 15th June 2015.

July/August -activities in the locality during the summer months/school holidays of 2015.

CONSULTATION:

20. There has been extensive and comprehensive consultation, involving a wide range of stakeholders and attendance at a number of events and meetings. A meeting of all key local stakeholders was held on the 4th March 2013 at Egham library. Initial thoughts on the vision were presented and views sought on issues that needed to be addressed. A copy of the key findings from this event is attached as Annex 4 (A). This feedback informed the questionnaire that has been used during a 2 month public consultation
21. Consultation has been via an online questionnaire and paper copies which were promoted widely and distributed locally through key stakeholders, local newsletters and newspaper adverts. Physical copies of the questionnaire have been available at public buildings, social media has been used by partners to encourage participation and all SCC Runnymede Members have been informed.
22. The list of face to face public consultation events that has taken place are listed in Annex 4 (B). These include meetings with key stakeholder groups that cover groups representing Environmental, Community, Cultural, Business, Landowners, Education and Government interests eg Egham Chamber of Commerce and Egham Residents Association. Consultation also took place at significant venues on key dates eg Egham High Street on Magna Carta Day, Englefield Green Fair and Virginia Water Carnival.
23. The following key findings from the consultation have informed the outline Partnership Masterplan:
 - It was encouraging that 96% of people online agreed that Runnymede should be promoted as the location where the Magna Carta was sealed.
 - In relation to legacy, 83% of people agree that the area (Meadows, RPG and Ankerwyke) should be enhanced. 84% of people agree that memorials should be refurbished as necessary. 98% of people feel information should be provided, and the most popular suggestions were digital (website and smartphone apps).
 - Respondents felt that the existing facilities most in need of improvement are the toilets, car park and catering. New facilities that could be considered include family activities, gift shop and cafe. Boating, walking and cycling are popular activities that could also be improved.
 - There are a broad range of suggestions for events, those that feature the most frequently being historical re-enactments, medieval fairs, concerts and family fun days.

RISK MANAGEMENT & IMPLICATIONS

24. Runnymede is recognised as the birthplace of liberty. Failure to improve the visitor offer and play a central and fitting part in the 800th anniversary celebrations will be reputationally damaging and a unique opportunity lost.
- i. Achievement of the masterplan requires HLF funding. Failure to secure funding would result in key stakeholders making minimal improvements for the site and celebratory occasion in 2015.
 - ii. The project delivery timeframe is tight yet achievable and a risk register will be developed in relation to the SCC elements (a new commission and events programme), to forecast and monitor relevant risks and issues.

Financial and Value for Money Implications

25. An indication of the overall cost of the proposed scheme, and the potential extent of the proposed investment in the site, totalling £8.3m, is shown in Table 1. A financial contribution will be required from partners as matched funding for the lottery bid. These proposals will form part of a comprehensive joint Heritage Lottery Fund (HLF) bid, which offers the greatest chance of leverage and success. It should be noted that any programme for implementation will incur general phases of improvements in the area and will go beyond 2015.
26. Although not part part of the main scheme, there is an associated proposed Highways capital investment of £4m within the area for the Runnymede Roundabout Scheme, which would help to manage the traffic flow resulting from increased visitor numbers. The timing of this project needs to be undertaken in conjunction with the masterplan. This scheme will proceed upon confirmation of funding from the Enterprise M3 Local Enterprise Partnership or from Department for Transport grant funding, with the decision expected in 2014.

Table 1

Capital Costs	(£'m)	Lead Partner
Visitor Offer – including infrastructure, interpretation, branding, cafe, toilets, trails, pathways, moorings, etc	4-5	<ul style="list-style-type: none"> National Trust Pleasure Grounds Trust / Runnymede Borough Council
Conversion of boathouse – potential for education centre	1-2	<ul style="list-style-type: none"> Brunel University
Legacy, to include new commission in the landscape	0.7	<ul style="list-style-type: none"> Surrey County Council
Digital Smartphone Technology	0.1	<ul style="list-style-type: none"> Royal Holloway University London
Highways – speed controls and crossing points	Up to 0.5	<ul style="list-style-type: none"> Surrey County Council from (from existing SCC budgets)
Total Cost - combined funding from partners and HLF bid	8.3	
Associated Capital projects	(£'m)	Lead Partner
Runnymede Roundabout Scheme	4	<ul style="list-style-type: none"> Surrey County Council / Enterprise M3 - Local Transport Body / Local Transport Scheme funding Status bid (decision 2014)
		<ul style="list-style-type: none">
Revenue Costs	(£'m)	Lead Partner
Event Plan	0.3	<ul style="list-style-type: none"> Surrey County Council
Magna Carta Memorial renovation	0.05	<ul style="list-style-type: none"> American Bar Association

Note: A single partnership Heritage Lottery Fund bid will be made to support the above funding. Governance arrangements for the administration and management of a successful HLF bid will need to be agreed by all partners.

27. New funding is being sought from Surrey County Council of £700,000 funding towards the legacy programme, to include a new commission in the landscape and £300,000 towards the events programme.. It is necessary to approve funding at this stage as evidence of support for the lottery bid, and to allow officers to commence detailed planning. There is potential for considerable leverage to be secured from the investment of partners if the HLF bid is successful.
28. The highways works consisting of installing speed controls and crossing points will be funded from within existing Highways capital budgets.

29. The additional revenue costs of financing Surrey's capital expenditure for the landscape commission is estimated as £70,000 per year.
30. The estimated £200,000 annual staffing cost of project support and management will be provided from within existing team resources. This could potentially delay achievement of proposed efficiency savings.
31. It should be noted that:-
- Partners are in the process of confirming contributions.
 - SCC Capital and Revenue contributions, and their financial impacts have been factored into the MTFP refresh.
 - The timing of expenditure will be clarified when the project has been further developed. It is expected that the majority of the SCC capital expenditure will be incurred within 2014/15, and the revenue expenditure mainly within 2015/16, dependent upon the selection of the commission and timing of celebratory events.
 - Responsibility for ongoing maintenance and insurance of the commission will be determined upon the selection and will be factored into the business plan / partner agreement

Section 151 Officer Commentary

32. Subject to cabinet approval of this report, the additional capital (£700,000) and full revenue impacts (celebration costs £300,000, capital financing costs of £70,000 and possible delayed efficiency savings £200,000), of this proposed scheme have been factored into the MTFP refresh as presented within the separate report on this agenda.
33. At this early stage of the project, there are still some uncertainties regarding roles and responsibilities. A full governance process will need to be put in place which clarifies the responsibilities of each partner and ensures that risks are appropriately managed.

Legal Implications – Monitoring Officer

34. There are no implications arising directly from this report.

Equalities and Diversity

35. A comprehensive Equality Impact Assessment will be undertaken as part of the detailed plans for enhancing the site and for delivering events. The proposals will enhance provision of cultural, educational, leisure and physical activities for all members of the community. Plans for the site, in terms of both enhancements and events, will take into consideration accessibility for people with disability. New audiences will also be encouraged to participate, especially those who do not currently use the site and rarely attend cultural or leisure activities.

Public Health implications

36. Egham Hythe and Englefield Green West are areas of relative deprivation with poor statistics on many indicators of general health. The aim of this report is to make the area more attractive by improving public access around the site, enhancing the opportunities for healthier lifestyles – orienteering and

walking that is free for all – and to include opportunities for cycle hire at modest rates. Statistics on the area are attached as Annex 2.

WHAT HAPPENS NEXT:

37. All partners will develop the following:-

- HLF bid in consultation with the Cabinet Member for Community Services and the Assistant Chief Executive.
- A clear and detailed event plan that embraces the community in Runnymede, Surrey residents and includes linkages with national and international celebration events.
- A clear communication plan and website to ensure that residents are engaged and actively involved in the plans.
- Governance arrangements (for HLF bid & project delivery) to be agreed with Cabinet Member and Assistant Chief Executive.
- It should be noted that, working within the partnership arrangements of the overall masterplan, SCC will devise and deliver two project areas for which SCC funding is being sought - new commission in the landscape and some key events.

Contact Officer(s):

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Peter Milton	Head of Cultural Service	tel.no 07837 557742

Consulted:

Runnymede Local Committee
Communities Select Committee
All County Councillors for Runnymede
All Stakeholders listed in Annex 4 (E)

Consulted on report to Cabinet:

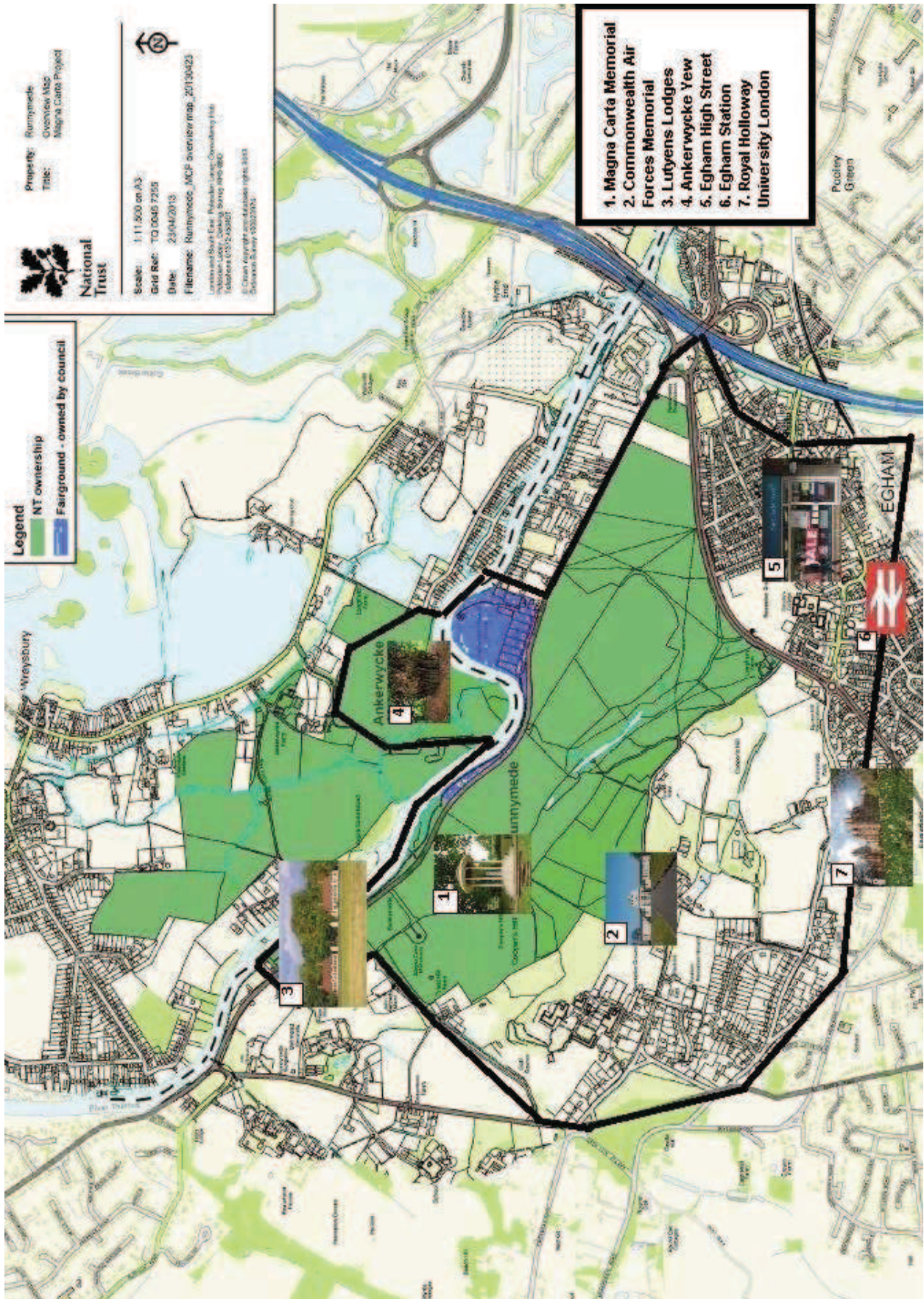
- Leader
- Chairman – Communities Select Committee
- Chief Executive
- Assistant Chief Executive
- Chief Finance Officer
- Monitoring Officer
- Stakeholder groups covering Environmental, Community, Cultural, Business, Landowners, Education and Government interests

Annexes:

1. Map of the area
2. Summary of statistics on the local area
3. Details of plans to improve visitor offer
4. Consultation information

Background papers:

- 1) 2010 SCC - Runnymede Summary 14-19 (25) Needs Analysis Summary Paper
 - 2) 2012 SCC & Public Health Team - Adult Health & Social Care Commissioning Profile: Runnymede
 - 3) 2011 SCC – Families in Poverty Needs Assessment - Policy & Research Team Strategy and Commissioning Service (Children , School and Families).
 - 4) Nomis – Official labour market statistics -
<http://www.nomisweb.co.uk/reports/lmp/la/1946157333/report.aspx?town=runnymede#tabearn>
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Annex 2

Economic and Health Statistics for the area around Egham

Egham is a town in need of regeneration with many vacant shops that have been empty for a number of years and a high proliferation of charity/low end retailers. The town centre has the appearance of decline and neglect. With a large student population in the town, many of the high street traders are dependent on seasonal trade that is determined by the academic calendar. The opening of a Waitrose and Travelodge in 2014 is anticipated as an opportunity to bring more footfall into the area, although traders in Egham High Street are unsure how it will benefit them directly and are worried about their fragile economy. Attracting visitors to the town centre is key.

The statistics for the Borough of Runnymede indicate that the percentage of obese residents is higher than the county average – in both the children and adults categories. The likelihood of babies being born with low birth weights in Runnymede is higher than the SE average. Where statistics are broken down to ward level, Englefield Green and Egham Hythe (both within a mile of Runnymede Meadows) frequently score badly on many indicators of deprivation - childhood poverty, households in receipt of income support or job seekers allowance, unemployment, and the percentage of the workforce in the lowest levels of employment when compared to the average for the South East. Additionally, the average life expectancy for males in Egham Hythe is over 5 years lower than the average for Surrey. The proposals in this report to provide inward economic investment and provide better, but free, healthy activities are aimed at contributing to both the economic and health and well-being of the residents in the area.

Statistics	Egham/Egham Hythe	Englefield Green	Comparators
% of households in receipt of Income support	11% in Egham Hythe	10% in West	9.5% in SE
% of workforce in lowest levels of employment	17.7% in Egham Hythe	19.1% in West	14.7% in SE (18.1% national)
% in low income families	11% in Egham Hythe	10% in West	9.5% in SE
% Unemployed		7% in East 4.3% in West	5.9% in SE (7.7% national)
Male life expectancy	74.4 in Egham Hythe		77.7 national (79.9 Surrey)
NEETS	4.3% in Egham Hythe	3% in West	5.6% in SE
% of CYP in poverty	17.6% in Egham Hythe	21.4% in West	14.5% in SE
Smoking rate	32% in Egham Hythe, 27% in Egham	32% in West	20.7% England average

Details of Plans to Improve the Visitor Offer

- Improving/enhancing visitor facilities utilising existing buildings e.g. toilets/cafe/educational facilities. This could include refurbishing the listed buildings owned by National Trust and Brunel University – the Lutyens Lodges and the Boathouse, as well as improving aspects of the Runnymede Pleasure Grounds.
- Providing a lasting legacy of the sealing of the Magna Carta through a competition for a commission that is in the landscape.
- Improved interpretation through digital smartphone technology and website, which will be developed with expertise from Royal Holloway University of London (RHUL). The proposal is that 50 undergraduates from relevant departments will design the content and create the technology under the supervision of lecturers which will form practical experience for their finals. This will improve the marketability of both the students and the Royal Holloway.
- Creating the economic dynamic to support the growth and regeneration of Egham and surrounding areas which will inform the Egham and RHUL masterplans (both are being developed with an expected publication of later this year). These masterplans will create an additional inward investment into the area and provide a significant revitalisation/improvement to the town centre and local economy.
- Promoting awareness and understanding of the national and international historic significance of Runnymede and the surrounding area.
- Improving access to, movement around and understanding of the area's heritage, countryside, wildlife and biodiversity. This will include improvements to the Thames Path, boat moorings, walking trails around the area, reducing the impact of the A308 (speed limits and safe crossing points) and improved opportunities for boat trips along the river. This improvement of the area together with better information will encourage greater opportunities for physical activity.

Annex 4 (A)

Feedback used to inform content of Survey

Magna Carta Country – Collated Feedback						
TOURISM	LANDOWNERS		INFRASTRUCTURE			EVENTS
	NT LAND	RBC LAND	HIGHWAYS	GENERAL	RIVER	
Creating 'Magna Carta Country'						For local and international visitors
National Memorial and new art commissioned.	Lodges need refurbishing and review their use.	Pleasure Ground needs upgrading	A308 roundabout needs better flow	Memorials should be refurbished	Greater connectivity	Have Magna Carta themed local town and village shows.
Greater Connectivity with Egham, Englefield Green	A green and open space	Develop cottages that are in a poor condition.	Crossings for pedestrians to cross the busy A roads.	Visitor Offer is undeveloped	Permanently moored boat	Hold medieval re-enactments
						Light beacons and have fireworks
Greater connectivity with other areas, such as Windsor and Hampton Court and wider to Staines, Chertsey Museum.	North Lodge could be used as a visitor centre, with exhibition space and interpretation materials.	Have a garden to enhance the area.	The speed limit should be reduced if the site is to become a tourist attraction.	Use more digital technology for history / ecology.	Improve the pathway along the Thames	Hold cultural events, such as concerts and literary festival.
						Host a pageant, or a river pageant.
Create Walkway connecting Egham, Ankerwycke, Englefield Green, Coopers Hill	Use boardwalks for better access.	Build a bandstand.	Remove CCTV put up for the Olympics	Remove barriers to access (such as padlocked gates and cattle)	Iconic bridge across the river	Use digital media to enhance enjoyment and interpretation of the site.
						Horse/jousting/chariot racing
Create cycling routes	Protect the common and the current landscape.	BRUNEL Boathouse needs refurbishing	Sufficient parking / park and ride and coach parking.	Need for amenities such as toilets, bins, etc.	Landings must be accessible for elderly and disabled.	Involve schools in events, provide schools with a memento
Use the site's history, landscape and ecology.			Link with public transport.		More moorings	Lectures, liberty workshops.
						Bell ringing

Public Face to Face Events and Meetings

Date	Group Consulted	Location
4 th March 2013	Stakeholders	Egham
27 th May 2013	National Trust Visitors	Runnymede Meadows
29 th May 2013	General Public	Egham High Street
11 th June 2013	Wraysbury Skiff and Punting Club Members	Egham
11 th June 2013	Egham Residents Association	Egham
15 th June 2013	General Public	Magna Carta Day
20 th June 2013	Local Chamber of Commerce	Egham
22 nd June 2013	General public at Englefield Green Village Fair	Englefield Green
24 th June 2013	Local museums	Runnymede
29 th June 2013	Carnival	Virginia Water