

Gloucester City Council

Meeting:	Cabinet	Date:	10 July 2019
Subject:	Gloucester Heritage Strategy 2019 -2029		
Report Of:	Cabinet Member for Regeneration and Economy		
Wards Affected:	All		
Key Decision:	Yes	Budget/Policy Framework:	No
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Appendices:	1. Gloucester Heritage Strategy 2019-2029 2. March Consultation Responses to Draft Strategy		

FOR GENERAL RELEASE

1.0 Purpose of Report

- 1.1 To inform Cabinet of the approach taken to the production of the Gloucester Heritage Strategy, 2019 to 2029, present the representation received on the draft Strategy, and to secure Cabinet's approval to adopt the strategy.

2.0 Recommendations

- 2.1 Cabinet is asked to **RESOLVE** that the Gloucester Heritage Strategy 2019 to 2029 be adopted.

3.0 Background and Key Issues

- 3.1 The draft heritage strategy was reported to Cabinet in February 2019. This report sets the out the aim of the strategy, funding and work completed to inform the drafting of the strategy and consultation events completed last summer.
- 3.2 The Heritage Strategy 2019-2029 will provide the golden thread embedding the historic environment in the heart of the City and setting out heritage as a key component in the City's identity. A copy of the strategy, amended to incorporate consultation responses, is included at Appendix 1.
- 3.3 The aim of the Heritage Strategy is to promote the adoption of a positive, dynamic and holistic approach to heritage within the City, making the best use of heritage assets to maximise benefits for regeneration, museums, archives, economic development, tourism and the community. The Heritage Strategy provides twenty-one opportunities to embed the historic environment within regeneration,

community, tourism and branding, the business community and culture to provide a strategic overview. The adopted Strategy will inform the preparation of the Gloucester City Plan, and will provide material evidence to underpin relevant policies relating to the historic environment.

3.4 The draft strategy was formally consulted upon between the 1st March and 31st March. The strategy was available on the council website and during the period of consultation received 62 views. The consultation was also publicised on social media and presentations provided to the Planning Policy Working Group and the Regeneration Advisory Board.

3.5 Written consultation responses were received from 19 individuals. Detailed responses are set out within the consultation response sheet, see Appendix 2.

3.7 As a result from the consultation amendments to the strategy include the following:

- Delivery mechanism for the strategy to be clearer - not just City Council
- Include strengths for festivals and ability to achieve grant funding
- Opportunities to enhance marketing and branding and wider engagement to encourage national and international visitors
- Create separate sections for museum and collections, and archaeology
- Include Museum Development Plan as an opportunity together with online catalogue
- Add greater emphasis to design section and related opportunity
- Governance Section 4.1 amended with Regeneration Advisory Board taking lead for Heritage Strategy and greater partner involvement
- New Opportunity 21 for updating in-house archaeological SPD guidance

3.7 The strategy has been written as a collaboration between local and national heritage organisations, including the City Council, Gloucester Culture Trust, Gloucester Civic Trust, Gloucester Historic Buildings Trust, Gloucester Heritage Forum and Historic England. Its delivery will require collaboration and close working between those partners to draw upon each other's strengths and to attract the necessary resources to maximize the 10-year vision the strategy puts forward. Such opportunities will be governed through the Regeneration Advisory Board, together with requirements for future funding bids such as National Lottery Heritage Fund, Arts Council and Historic England to resource the Council and its partners.

4.0 Asset Based Community Development (ABCD) Considerations

4.1 The development of the heritage strategy has been community-based seeking views on the City and its heritage; two distinct elements of consultation have completed. The first in June 2018 engaged with stakeholders and members of the public through several focussed workshops for business and regeneration stakeholders and heritage and culture interest group, telephone interviews were also held, this informed the writing of strategy itself and priorities together with how the aims will be delivered. Great Place also commissioned an artist to engage with younger members of Gloucester's community and this assisted to engage with a wider demographic than the traditional heritage audience. The second stage of consultation was a four-week formal consultation on the draft strategy between the 1st March and 31st March.

- 4.2 The aspiration is that as part of collaboration of stakeholders and interested organisations such as Civic Trust, Heritage Forum partners, volunteering organisations will all play a part in revitalizing, learning, enjoying or living and working within Gloucester's historic environment. The Great Place scheme is also presently developing and building capacity in the community (third) sector and increasing volunteering opportunities which will ensure that heritage has a wider reach and profile in Gloucester City which provides an inclusive and collaborative approach and these opportunities are set out within the heritage strategy.

5.0 Environmental Implications

- 5.1 The quality of environment, old and new, is a key factor in attracting people to live, work and invest in the City. The concentration of historic buildings in Gloucester City Centre, based on 2,000 years of development, creates a more attractive environment for local shoppers and visitors. It is essential to realise the full potential of Gloucester's historic environments as a key element in making the City prosperous and the heritage strategy sets out several opportunities to achieve this aspiration – including conversion of vacant upper floors, improvements to design and public realm and greater access to sites and monuments.

6.0 Alternative Options Considered

- 6.1 Alternative options were considered, this included do nothing. If no strategy was completed the City Plan policies for the historic environment would have been left open to challenge at public enquiry and not adopted. Therefore, this option was discounted.
- 6.2 Due to funding being available through Great Place via the Arts Council and National Heritage Lottery Funding the positive approach to regeneration as recommended with the National Planning Policy Framework enable the heritage strategy to be drafted. The Strategy will form part of the evidence base for the forthcoming Gloucester City Plan. The work has fed into the City Plan development management policies relating to the historic environment together with economic and design policies.

7.0 Reasons for Recommendations

- 7.1 The National Planning Policy Framework 2019 paragraph 185 states:
Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. This strategy should take into account:
- a) the desirability of sustaining and enhancing the significance of heritage assets, and putting them to viable uses consistent with their conservation;*
 - b) the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;*
 - c) the desirability of new development making a positive contribution to local character and distinctiveness; and*
 - d) opportunities to draw on the contribution made by the historic environment to the character of a place*

- 7.2 Therefore the heritage strategy provides a key component to the evidence base to inform the emerging draft Gloucester City Plan and its policies including historic environment, heritage led regeneration, design and uses within the city centre.
- 7.3 The strategy provides a holistic vision integrating the consideration, protection, promotion and enjoyment of the historic environment regarding Growth and Regeneration, Tourism, Culture, Health and social well-being, and accessibility.
- 7.4 The strategy contributes to future funding applications for Future High Streets Fund, National Lottery Heritage Fund and City of Culture 2025

8.0 Future Work and Conclusions

- 8.1 The final version of the strategy will be circulated widely including Members, businesses and partner organisations. It will be added to the City Council Website. It is anticipated that a launch event will be held in September as part of Gloucester history week and Members will be kept updated of this.

9.0 Financial Implications

- 9.1 The cost of the commission totals £20,000, which was funded externally through the Great Place scheme. The Council is contributing officer time to the Great Place scheme as part of the match funding towards the 3-year project.
- 9.2 The delivery of the Heritage Strategy will require collaboration and close working between partners, stakeholders and volunteers involved in the development of the Strategy to draw upon each other's strengths and to attract the necessary resources to maximize the 10 year vision the strategy puts forward.

(Financial Services have been consulted in the preparation of this report.)

10.0 Legal Implications

- 10.1 The strategy has been subject to two rounds of consultation and the draft document a four-week period of consultation during the period of 1st to 31st March 2019. This final document will be endorsed and has been used to inform the Council's City Plan policies to guide the future developments within Gloucester with regards to city centre uses, historic environment and design.

(One legal have been consulted in the preparation of this report.)

11.0 Risk & Opportunity Management Implications

11.1

Pre-Mitigation Risk	Impact	Likelihood	Mitigating Measures
Insufficient evidence to inform the City Plan policies	High	Med	To provide a robust heritage strategy compliance with National Planning Policy Framework
Risk of assets remaining underused and vacant within the city	High	Med	Provide positive framework to allow sustainable use of historic buildings reusing vacant properties and increasing uses on upper floors for residential and other appropriate uses as part of City Plan policies as recommended in the Heritage Strategy
Lack of capacity and resources in the local authority to deal with planning and regeneration of historic environments effectively;	Med	Med	The heritage strategy provides evidence for funding bids to provide additional resources to deliver heritage projects. The aims and opportunities including contributing to Future High Streets Fund application, National Lottery Fund applications and City of Culture applications.
Little buy-in from amongst local heritage and business organisations to the Heritage Strategy	Med	Low	Key partner organisations within the Great Place strand of the ARCH programme have been closely involved in the production of the Strategy. Members include Civic Trust, Historic England, Culture Trust and Gloucester Heritage Forum. Regeneration Advisory Board to lead in delivery of aspirations of heritage strategy, this includes members of the business community and will be widened to include other heritage stakeholders – Historic England.

12.0 People Impact Assessment (PIA) and Safeguarding:

- 12.1 Gloucester's historic environment is a unique resource which has the potential to be key to the economic and social revival of the City. The careful enabling and integration of the historic environment into regeneration projects and strategic planning generally can play a significant and successful role transforming the built environment of the City and enhance the experience of those who live and work there, improving sense of place, pride, health and wellbeing.
- 12.2 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.

13.0 Community Safety Implications

13.1 Creating Pride in the City, increasing city centre occupancy at night time to reduce visible social issues and anti-social behaviour to create a safer and more attractive place to live and visit.

14.0 Staffing & Trade Union Implications

14.1 None

Background Documents: None