

**Appendix 2
Gloucester
Heritage
Strategy Public
Consultation
Responses**

Respondent Name	Respondent Organisation	User's Response: Free-Text (formatted)	Officer response
David Champion	Gloucester Civic Trust	Strategy implies expansion of Civic Trust, maintenance should be a level 1 priority and is also a statutory duty. Page 25 'Museum of Gloucester', proposed name change, general consensus is now 'Bishop Hooper House'. However, the historians state there is no historical connection with Hooper	Text Amended
Edwina Bell	Llanthony Priory Trust	role of developers like Peel (and I am sure others) and whether section 4.2 might acknowledge the potential for harnessing their interest in development and helping them share the vision for heritage led regeneration and the long term benefits rather than only seeing heritage as something that leads to lots of planning conditions that they will do the absolute minimum to fulfil	Text Amended

Anne Cranston	Gloucester Cathedral (Pro	<p>Be explicit that this is start of a process (effort into showing way forward is engaging wider stakeholders Be creative and enabling in taking individual actions forward</p> <ol style="list-style-type: none"> 1. remove the reference to “can’t be considered a narrow cultural issue”, adding in wellbeing between regen and economic devt in para 1. Amend Purpose (p5), noting it must be seen as the start rather than the end of the process, engaged partnership discussions about each of the actions to bring them to life. 2. retitle Section 1.3 (and throughout) as 	Text Amended
David Stuart	Historic England	<p>Changes may be subtle but this reads much more impressively than the previous draft we saw and commented on. It comes across as punchier, more relevant and hopefully more likely to attract the buy in from the sectors who will be targeted and on whom success in many instances is likely to depend. Inculde greater emphasis on deisgn issues and oppourtunties</p>	Text Amended

<p>Martyn White</p>	<p>Gloucester Historic Buidli</p>	<p>I don't see any issue regarding a community development trust. Whether or not GHB could eventually morph into such a trust is I suggest a long way off.</p> <p>Suggested content changes:</p> <p>"transfer the Life Museum premises to a third party buildings preservation trust with the aim of establishing"</p> <p>"The Museum of Gloucester and Life Museum- (Gloucester Heritage Centre) should continue to achieve Arts Council accreditation and steps will be taken to maintain the necessary standards. The Civic Trust, as operators, will work in cooperation with the City Council's Museum Service which will be responsible for the display and interpretation of museum collections located at the current Life Museum"</p> <p>"Fleece should Gloucester Historic Buildings Trust identify an opportunity for involvement."</p> <p>necessary standard although ownership of collections will be retained by and they will be displayed by City Council Museum Service. The Civic Trust will has also need to been closely involved in the business planning stage, to ensure a sustainable business model.</p>	<p>Text Amended</p>
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Heather Forbes	Gloucestershire Archives	The Archives contribute significantly to the city's heritage by looking after its documentary and oral history at the Archives. I'd therefore be would be grateful if a short paragraph could be added. Also include a reference to Gloucester History Trust CIO which runs the high profile Gloucester History Festival which and produces huge pride in Gloucester	Text Amended
Dawn Melvin	Westgate Cllr	This draft is superb. It has clearly required enormous amounts of work and I would like to thank you all. I have no further comments to make other than, that Gloucester is lucky to be safe in the hands of our team.	No change
Sally Middleton	Gloucestershire Archives	<p>The SWOT analysis concentrates very much on the built environment and, whilst I understand the reason for this, there is so much more going on in Gloucester, in terms of heritage, than historic buildings. Some of the strengths and opportunities could include the following:</p> <ul style="list-style-type: none"> .Gloucester's annual History Festival (which is growing exponentially, year on year) .Gloucester Heritage Forum (Claire attends these quarterly meetings, and can fill you in) – sharing expertise in the heritage sector and working together to improve the volunteering offer across the heritage sector, for example .The amount of HLF funding that has come, and continues to come, into Gloucester; how can we attract new audiences (from amongst Lottery players, for example) to engage with Gloucester's heritage? This is, I think, a crucial task 	Text Amended included in SWOT

<p>Mark Fabian</p>	<p>Harrison Clark Rickerbys</p>	<p>1. It is refreshing that the plan so strongly puts forward Heritage as a driver for regeneration and economic development when it too often can act as a block to both.</p> <p>2. Constructing Excellence South West an organisation of professionals and companies engaged in the local construction industry may be able to play a part in implementing the strategy and as a member, I can make an introduction if that would help.</p> <p>3. Additional potential points that could be added to the SWOT</p> <p>Strengths</p> <p>Marketing Gloucester already well established</p> <p>Strong support from Gloucestershire First LEP</p> <p>Gloucester Rugby – a real “Heritage” rugby club.</p> <p>Opportunities</p> <p>Gloucester strongly positioned to obtain grant funding *(e.g. Pilgrim and Llanthony Priory Projects).</p> <p>Committed major investors including Merchant Rokeby and Peel</p> <p>Seeking support from University of Gloucestershire and from Gloucestershire College, the latter being particularly well placed in relation to apprenticeships.</p>	<p>Noted</p>
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Sarah Orton	Gloucester Culture Trust	<p>I like it and it looks good!</p> <p>Felt the mention in the SWOT analysis of the (lack of) availability of professional & crafts skills to deal with heritage as a threat was definitely needed, along with the pg 28 comments that training & capacity building is essential if potential of volunteering is to be realised. I feel this is really true for venues such as Museum of Gloucester where the expansion of volunteering opportunities can only be achieved when there is a corresponding increase in their capacity to be able to look after and guide them.</p>	Noted and Amended
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<p>Toby Catchpole</p>	<p>Gloucestershire County Council</p>	<p>Officer level comments from Gloucestershire County Council Heritage Team Leader (Archaeology): The production of a heritage strategy for Gloucester is strongly supported. In particular I can point to the commitments to continued joint working on the HER, to produce local lists and to wide partnership working.</p> <p>I feel that the draft strategy document could be clearer in relation to its intended status. Is the plan for it to be adopted as a supplementary planning document or as a background document to form part of the evidence base for the Gloucester Plan? The strategy is understandably focussed on the regeneration of built heritage but if it is intended to replace the 2008 archaeology SPD (Development affecting sites of the historic (archaeological) environment), more detail is probably required. If that SPD is not to be replaced by the strategy, it is probably due an update to accord with the NPPF.</p> <p>From the archaeological point of view, the strategy for museums needs to allow for the continued deposition and curation of archaeological archives, particularly given the major on-going and planned developments in the City, which are producing archaeological material of national significance.</p>	<p>Noted. Opportunity 21 included</p>
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Amy Washington	Museums	<ul style="list-style-type: none">• Do you agree with aspirations for the heritage strategy over the next 10 years? YES• Does the SWOT effectively capture the issues facing the future of the City in relation to its historic environment? YES• Would the recommended opportunities lead to improvements in the way the Council and its partners manage, conserve and promote Gloucester's heritage? YES• Do the opportunities encourage engagement and local pride by stakeholders and the community? YES	Noted No change
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Mr James Kitto	Llanthony Priory Trust	<p>1) Do you agree with the aspirations of the heritage strategy over the next 10 years?</p> <p>It was felt following discussion of the draft strategy at a recent trust meeting that the strategy is not aspirational enough.</p> <p>Gloucester's heritage is unique and it should be a prime motivator in driving tourism to the city from within the UK but also from outside of the UK. The draft strategy does not seem to share this aspiration or indeed identify the advantages of doing this.</p> <p>There must also be leadership within the heritage sector across the city rather than a seemingly large number of disparate groups sitting at arm's length from the council. A suggestion would be a Heritage Trust, similar in style to Culture Trust. The council must play a part in bringing these groups together.</p> <p>Does the SWOT effectively capture the issues facing the future of the City in relation to its Historic Environment?</p> <p>The trust were delighted that Llanthony Secunda Priory was highlighted as an exemplar project within the SWOT analysis. It does seem strange though that there is no further reference to why this project was considered as such and indeed what lessons could be learnt from the</p>	<p>Q1 Gloucester Heritage forum brings together all the heritage groups in the city which includes the preservation trust and RAB taking on strategy delivery.</p> <p>Q2 The background document sets out rational of projects and case studies highlighted in main strategy. Both Project Pilgrim and Llanthony Scheme received funding contributions from the City Council as well as dedicated expertise in the form of planning, landscape, urban design, archaeology and conservation professionals to assist with project delivery.</p> <p>Q 3 The opportunities presented are wide ranging and will require working with all the stakeholders identified to deliver, this includes engagement, tourism and reuse and interpretation of heritage assets, the Council notes that this will be challenging to deliver.</p>
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rest of the city and taken forward as a part of the strategy. Given LSPT's links with Gloucester College perhaps an educational slant could have been introduced into the strategy. The skills involved in restoration and then the successful operation of a heritage site are significant. There is already a shortage within the city. Why not aim to become a city that develops and trains the next generation of heritage leaders? The availability of professional and craft skills to deal with heritage is noted as a threat. Heritage and cultural leadership is also a threat.

It is also disappointing to note that given the status of the project within the strategy that the Trust were not consulted. This again highlights the need for a joined up approach to Heritage across the city.

It is interesting to note that the additional exemplar project listed was the Project Pilgrim. Both this project and the renovation of Llanthony Secunda Priory were achieved with minimal input from the Council.

Do the recommended opportunities lead to improvements in the way the council and its partners, manage, conserve, enhance and promote with Gloucester's heritage?

The recommended opportunities will not lead to

<p>Title: Revd First Name: Juliet Last Name: Jensen House No: 1 Address: The Conifers Postcode: GL1 4LP Email: juliet.jensen@pr otonmail.com Phone: 01452 422349</p>		<p>Qu 1: This is an ambitious strategy and I welcome the aspirations, particularly the intention of the City Council and partners to support community and not-for-profit organisations in Gloucester, to build capacity to take on heritage assets and deliver heritage projects. Christ Church, Grade II listed building on Brunswick Rd, is somewhere that could benefit from such an approach.</p> <p>Qu 2. Regarding the SWOT analysis: Are there are opportunities presented by Ecclesiastical's move out of the city to seek to develop this area of the city in a way that promotes the Spa heritage of Gloucester? This recent change may not have been taken into consideration at time of producing this strategy. Does Gloucester have sufficient high-quality hotel accommodation to attract visiting tourists by the coach-load? Could the Spa area of Gloucester be enjoyed once more as a destination for refreshment and relaxation? Could Gloucester's heritage of welcoming people from around the world be built upon both in terms of marketing strategy, including multi-lingual signage, employment of bilingual workers etc?</p> <p>Qu3: Yes, but it will be greatly enhanced if opportunities to attract visiting tourists from a wider reach, including internationally, are sought and realised.</p>	<p>Noted</p>
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Dr Phillip Cox	Gloucestershire Archaeol	<p>Gloucestershire Archaeology (GlosArch), broadly welcomes the consultation document 'Gloucester Heritage Strategy 2019-2029'.</p> <p>The focus on the Gloucester Museums is welcomed. The city's collections are of National importance and as noted in the supporting document, they have been sadly neglected and fall below the standard of museums in cities of comparable size. A coherent strategy is essential to ensure both the venues and collections can be maintained, developed and remain accessible to the people of Gloucester and to academic researchers. We encourage the development of displays and interpretation at the Museums around a number of key themes relevant to the local area and to take some of the displays to other locations to widen community engagement. However, it is vital that the curatorial side of the museums is given a similarly high priority. The lack of a professional curator in recent times has led to a backlog and the support being provided by staff from the Wilson museum in Cheltenham cannot be the long-term solution. Without sufficient professional staffing, it is difficult to see how the aspirations of the report can be achieved.</p> <p>In our view it is vital that Gloucester Museum retains its accreditation by restoring the curatorial functions to a level that meets the required standards. along the lines</p>	<p>Noted. Comments forwarded to Jonathan Lund who is overseeing cultural element at present. Further oppourtunities presented for musuem development plan and wider engagement. Has achieved accreditation for 5 years.</p>
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laid out in the document. The Civic Trust must be supported practically and financially to enable this to happen.

Gloucester Archives is an important resource and its development to improve access and enable use of the archive to inform planning decisions and develop the city's heritage must be supported.

GlosArch already engages with the City and County Council and undertakes volunteer archaeological work and we are keen to maintain and develop these links. We would be pleased to participate in the Gloucester Heritage.

In our view this aspirational document, if acted upon,

Adam Klups	Diocese of Gloucestershire	<p>Do you agree with the aspirations of the heritage strategy over the next 10 years? YES</p> <p>Does the SWOT effectively capture the issues facing the future of the City in relation to its Historic Environment? YES</p> <p>Do the recommended opportunities lead to improvements in the way the Council and its partners manage, conserve, enhance and promote with Gloucester's heritage? YES</p> <p>Do the opportunities encourage engagement and local pride by stakeholders and the community? UNSURE</p> <p>Do you have any other comments, questions, or concerns? I see striving for higher quality design in new development as absolutely crucial. There are a number of relatively recently built or developed buildings within the historic city centre that are of questionable design merit. It would also be amazing if more traditional craftspeople and artists could be encouraged to use some of the empty shops in the city centre. It is brilliant, for instance, to have the clock maker based on</p>	<p>Review encourage engagement and local pride by stakeholders and the community element</p>
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Sonia lefeuvre-wellard		Do you agree with the aspirations of the heritage strategy over the next 10 years? UNSURE Does the SWOT effectively capture the issues facing the future of the City in relation to its Historic Environment? UNSURE Do the recommended opportunities lead to improvements in the way the Council and its partners manage, conserve, enhance and promote with Gloucester's heritage? YES Do the opportunities encourage engagement and local pride by stakeholders and the community? YES	Noted
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Jane Hennell	Canal and River Trust	<p>I read the document yesterday and found it clear and easy to read which is always a bonus! Need to note that the docks waterspace is important in its own right, and perhaps this needs to be drawn out a bit more. I got the impression that the document is predominantly looking at the buildings and links through the docks.</p> <p>We have written a waterspace strategy which will help us, and I know that the Council Policy is looking at including a specific docks policy in the local plan, but if there is anything we can put in place to defend the docks from things like the Pirate Ship then that should be welcomed.</p>	<p>The document is divided between three key themes Heritage-Led Regeneration/ Heritage Designations and Management/ Heritage Opportunities which is a lot to cover so we have not gone into detail but discussing the City's historic environment in broader terms and we have mainly signposted where more detailed work is required such as branding/marketing/museums.</p> <p>The regeneration in the docks and quays has been picked up due to the extensive redevelopment which has taken place and concern over diluting the special quality of the docks with the new build and design choices. Regarding uses should the Council review the docks</p>
Sarah Hawkins	White Young Green on behalf of	Detailed comments provided regarding design, upper floor uses, public realm and economy. Much relates to the success of the Quays which is acknowledged but the strategy highlights areas of opportunity is within the city centre and its connections. Branding and marketing the quays are keen to be involved in assisting with this work city wide.	Comments noted and welcome engagement regarding branding and promotion of Gloucester as a historic City.

