

Report of the Assistant Director (Planning, Transportation and Highways) to the meeting of Shipley Area Committee to be held on 1st December 2016.

Subject: Saltaire World Heritage Site - Update

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Summary statement:

It was recommended at the Shipley Area Committee 17 April 2013 that this Committee be a consultee to the World Heritage Site (WHS) Management Plan and also to receive annual reports about the work of the Saltaire Steering Group. The last annual report received by Shipley Area Committee was on 26th November 2014. In the intervening two year period Shipley Area Committee has received updates on the Victoria Road Public Realm Scheme (March 2015) and heard a petition relating to that Scheme (June 2015)

Therefore it was felt that a general update on the work of the Saltaire Steering Group in the delivery of the WHS Management Plan was over-due.

This report summarises a selection of key achievements of actions in the WHS Management Plan since December 2014.

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Portfolio:

**Regeneration, Planning & Transport
Overview & Scrutiny Area:**

Regeneration & Economy



1. SUMMARY

- 1.1 It was recommended at the Shipley Area Committee 17 April 2013 that this Committee be a consultee to the World Heritage Site (WHS) Management Plan and also to receive annual reports about the work of the Saltaire Steering Group. The last annual report received by Shipley Area Committee was on 26th November 2014. In the intervening two year period Shipley Area Committee has received updates on the Victoria Road Public Realm Scheme (March 2015) and heard a petition relating to that Scheme (June 2015).
- 1.2 Therefore it was felt that a general update on the work of the Saltaire Steering Group in the delivery of the WHS Management Plan was over-due.
- 1.3 The WHS Management Plan was approved by the Executive in December 2014 and since then implementation of the actions within the Delivery Plan has been kept under review by the Saltaire Steering Group. This Group is chaired by the Deputy Leader of the Council and is composed of external stakeholders, the Portfolio Holder, a Shipley Ward member and a minority of Council Officers.
- 1.4 This report summarises a selection of key achievements of actions in the WHS Management Plan since December 2014.

2. BACKGROUND

- 2.1 The WHS Management Plan was reviewed and fully revised in 2014 and was subject to public and stakeholder consultation. The Plan is a necessary and valuable tool for strategic co-ordination and monitoring. The land within the Saltaire WHS, its Buffer Zone and setting is subject to a range of pressures and opportunities so the Plan is needed to manage these effectively for the long term protection of the Site. The Plan complements and supports the Council's Development Plan (or Local Plan) for the Authority's area which sets out planning policies to guide development. The Management Plan is a material consideration in the planning process.
- 2.2 The Management Plan sets out actions and projects relating to six key strategic objective areas (see below) supported by around 60 targeted actions:
- Protect and conserve the outstanding universal value of Saltaire World Heritage Site
 - Improve the interpretation and understanding of Saltaire World Heritage Site to increase enjoyment and learning by all visitors and residents
 - Support the economic success and sustainability of the area by developing strategies which maximise the tourism potential of Saltaire World Heritage Site, its setting and the Buffer Zone.
 - Develop, promote and support environmental sustainability across all activities in Saltaire, its immediate setting and the Buffer Zone
 - Support and develop the Saltaire community including robust management structures, effective communications and mechanisms and strong partnerships
 - Protect and enhance the Saltaire World Heritage Site by ensuring that development within the Buffer Zone does not harm Outstanding Universal Value and work towards better integration of the cultural importance of Saltaire with the natural values of the Site.
- 2.3 Since the Plan was approved in December 2014 some actions have been completed, some have been superseded or amalgamated with others and some new actions have been determined through better understanding of the issues.



2.4 Oversight of the WHS Management Plan is by a Project Board (set up by a delegated decision of the Executive in March 2013 and chaired by the Assistant Director: Planning, Transportation and Highways). Strategic direction is developed with the Saltaire Steering Group and operational issues are dealt with by an Officer Group supporting the World Heritage Site Officer.

2.5 A selection of key achievements since the approval of the Plan are summarised in section below. The Management Plan is a joint Plan with many other organisations who contribute an immense amount of work towards our shared objectives in Saltaire WHS. Every Management Plan Action is reviewed twice a year at Steering Group and Officer Group meetings.

2.5.1 *Implementation of a Visitor Survey 2016.* The survey was completed at the end of October so only an initial comparison with the 2103 results has been done:

Indicator	2013 result	2106 result
Spend per head	£12.69	£15.66
Dwell time	2.86 hours	3.43 hours
Overall Satisfaction "Very good"	73%	79%

Further interpretation will be conducted with the Tourism Team and shared through the Steering Group. (Management Plan Action 3.1)

2.5.2 *Victoria Road Scheme and Cobbles Scheme completed.* New pavements, street furniture, third party property and garden improvements, partnership with building owners, five visitor finger post signs and four heritage interpretation boards implemented.(Management Plan Action 1.6, 2.1)

2.5.3 *Saltaire Primary School became a 'UNESCO Associated School'* to recognise its involvement with World Heritage issues. (Management Plan Action 2.5)

2.5.4 *Implementation of CCTV counters on Victoria Road.* This development was proposed by Shipley Area Committee. The objective was to count footfall on the principal street of the World Heritage Site. Two counter cameras have been installed as part of the Victoria Road Improvement Scheme. To date there is one month's worth of data available and so it is difficult to interpret - the data's primary use is as trend data. From the first month's data we can say that more people walk down Victoria Road than up and that more people are using Victoria Road than use the Bridge Street entrance to the Broadway Shopping Centre. (Management Plan Action 3.2)

Data continues to be collected and will be shared and interpreted via the Steering Group.

2.5.5 *Support for Saltaire World Heritage Education Association's* achievement of a Heritage Lottery Stage 1 Bid. Improvement of the management of the Saltaire Archive, website and QR codes for historical tours.(Management Plan Action 2.2, 2.5, 2.8)

2.5.6 *Two World Heritage Weekends delivered.* Approximately 2,000 people attend each year. Partnerships with local groups developed. World Heritage Weekend 2017 has started to be planned – 22nd and 23rd April 2017. (Management Plan Action 2.4, 2.11)

2.5.7 *Four Public meetings held (Heritage Fora).* 162 people attended. On topics: Management Plan consultations, Victoria Road Public Realm Improvement Scheme consultations,



Alterations to Boundary Walls, community information exchange.(Management Plan Action 5.6)

- 2.5.8 *Implementation of the Enterprise City Car Club in June 2015.* Usage data for the car indicates that it is used 20+ times a month and increasing, with an average booking length of 4.7 hours. 25 individuals have used the car - some just the once but the most prolific user has used the car 35 times with 4 others having used it more than 10 times. (Management Plan Action 4.6)

There is scope for improving this usage and especially the numbers of individuals using it regularly and further publicity is planned.

- 2.5.9 *Improvements to the historic character of the WHS* via the enforcement process (satellite dishes and boundary wall alterations) and through extensive pre-application advisory work.(Management Plan Action 1.1, 1.2, 1.8)
- 2.5.10 *Caroline Street SJA Building demolition* and plans for a meanwhile use as a Pay and Display car park. This is on part of a larger plot owned by Bradford Council and there is an aspiration for a major public arts building on this plot so critical to maintain flexible land uses. (Management Plan Action 2.3)
- 2.5.11 *Participation in the Bi-centenary of the Leeds Liverpool Canal* – a conference, a public event with the Lord Mayor, improved signage and towpath and the re-introduction of 6 overnight moorings in Saltaire WHS. (Management Plan Action 2.10)
- 2.5.12 *Contribution to the Shipley and Canal Road Area Action Plan.* (Management Plan Action 1.1, 3.5). Feeds into development planning application advice.
- 2.5.13 *Communications Strategy* approved. (Management Plan Action 5.1). Regular positive press releases.
- 2.5.14 *Hosted the inaugural international World Heritage UK Conference* (Oct 2015) over 100 delegates from the UK and abroad.(Management Plan Action 3.6)
- 2.5.15 Royal Town Planning Institute (RTPI) Regional Planning for Excellence Award (2015). (Management Plan Action 5.1, 5.8)
- 2.5.16 Saltaire named in top 50 places to live (Sunday Times March 2015). (Management Plan Action 5.1)
- 2.5.17 Saltaire finalist in Great Places Award (RTPI Dec 2015). (Management Plan Action 5.1)
- 2.5.18 Two very successful Saltaire Festivals delivered entirely by volunteers with grants and sponsorship. Estimated attendance at each Festival 30 – 35,000. Over 100 individual art/culture events held throughout Saltaire. (Management Plan Action 3.1)

3. OTHER CONSIDERATIONS

Not applicable

4. FINANCIAL & RESOURCE APPRAISAL

There are actions in the Delivery Plan which have financial and resource requirements, some of which are estimated. Most actions are contingent on finding funds.



5. RISK MANAGEMENT AND GOVERNANCE ISSUES

There are no significant risks arising out of the implementation of the proposed recommendations.

6. LEGAL APPRAISAL

Legal issues were advised upon during the consultation on the WHS Management Plan and reported to this Committee in November 2014. There are no new issues arising from the recommendations in this report.

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

The WHS Management Plan when approved by Executive Committee in December 2014 was accompanied by an Equalities Impact Assessment.

7.2 SUSTAINABILITY IMPLICATIONS

Sustainability implications were advised upon during the consultation on the WHS Management Plan and reported to this Committee in November 2014. There are no new implications arising from the recommendations in this report.

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

Greenhouse gas emissions impacts were advised upon during the consultation on the WHS Management Plan and reported to this Committee in November 2014. There are no new impacts arising from the recommendations in this report.

7.4 COMMUNITY SAFETY IMPLICATIONS

Community Safety implications were advised upon during the consultation on the WHS Management Plan and reported to this Committee in November 2014. There are no new implications arising from the recommendations in this report.

7.5 HUMAN RIGHTS ACT

Human Rights Act issues were advised upon during the consultation on the WHS Management Plan and reported to this Committee in November 2014. There are no new issues arising from the recommendations in this report.

7.6 TRADE UNION

Trade Union issues were advised upon during the consultation on the WHS Management Plan and reported to this Committee in November 2014. There are no new issues arising from the recommendations in this report.

7.7 WARD IMPLICATIONS

7.7.1 Saltaire World Heritage Site lies entirely within Shipley Ward. Shipley Ward members have been fully involved in the consultation on the Management Plan. The Ward Members are



represented on the Saltaire Steering Group. The Shipley Ward Officer is a member of the Saltaire Steering Group.

7.7.2 The WHS Buffer Zone covers a wide area including other parts of Shipley Ward (Nab Wood, Moorhead, Baildon Green, Coach Road/Higher Coach Road), Baildon Ward, small parts of Bingley Rural Ward (Dowley Gap and Gilstead areas), Windhill and Wrose Ward (Owlet and Windhill areas), Heaton Ward (Frizinghall & Heaton Royds area) and a very small area of Idle and Thackley Ward.

8. NOT FOR PUBLICATION DOCUMENTS

None

9. OPTIONS

A. To note the update on the Saltaire WHS Management Plan (2014) as set out in this report and support on going implementation and further report backs.

B. To note the update on the Saltaire WHS Management Plan (2014) as set out in this report, support on going implementation and further report backs and to recommend possible future actions.

C. To recommend further review of the Saltaire WHS Management Plan (2014)

10. RECOMMENDATIONS

Recommended -

That the update on the Saltaire WHS Management Plan (2014) as set out in this report is welcomed and that on-going implementation is supported.

11. APPENDICES

None

12. BACKGROUND DOCUMENTS

The full World Heritage Site Management Plan can be found here:

www.bradford.gov.uk/environment/saltaire/saltaire-world-heritage-site-management-plan/

