

WELCOME

Heritage and the High Street: Which Way Now?

6 December 2017

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1030	Registration and refreshments
1100	Welcome Paul Mountain, Managing Associate, Trowers & Hamlins LLP Introduction Rachel Campbell, BPF
1115	Setting the Scene, Understanding the Issues – Four Case Studies
1115	Identity, place branding and marketing: Derby <i>Introduced by Clive Fletcher, Principal Historic Places Adviser, Historic England</i>
1120	Innovative Leadership: Great Yarmouth <i>Introduced by Darren Barker, Great Yarmouth Building Preservation Trust</i>
1125	Planning: Birmingham Jewellery Quarter <i>Introduced by Marcus Hawley, Director, Blackswan Property</i>
1130	Diversification: Sunderland <i>Introduced by Les Clark, Chief Operating Officer – Place, Sunderland City Council</i>
1135	Workshop groups
1245	Lunch
1315	Workshops feedback
1415	Plenary
1500	Final Q&A and closing remarks
1530	Close

PAUL MOUNTAIN

Trowers & Hamlins

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RACHEL CAMPBELL

British Property Federation

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Too many shops

- 50,000 too many!

Fragmented ownership

- Biggest challenge
- Adapt or die, but adaptation requires coordination

Poor experience

- Flagged up by Mary Portas
- Still true in many places
- Should be less of an issue in historic locations... shouldn't it?

Poor offer

- Curation of the offer
- Avoiding over-concentration of 'newer and fewer'

Lack of governance

- Town centres are living entities
- BID teams, Town Councils
- Overall governance?

What is Heritage 2020?

- Working together to
 - strengthen partnerships and collaboration across the historic environment sector, in order to increase understanding, protection, promotion and engagement with heritage in England
 - add value to individual efforts, for example by combining the skills, resources and experience of organisations and individuals

Five Themes, Five Working Groups

- Discovery, Identification and Understanding
- **Constructive Conservation and Sustainable Management**
- Public Engagement
- Capacity Building
- Helping things to Happen

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The Constructive Conservation & Sustainable Management theme

How the historic environment can be conserved and managed in a way that secures its future.

Priority: Provide a package of guidance and support to support the transfer and disposal of publicly owned heritage assets

Priority: Understand the impact of social and economic forces for change on High Streets

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Members



National
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SOCIETIES



Historic England



SETTING THE SCENE, UNDERSTANDING THE ISSUES

Identity, Place Branding and Marketing: Derby Clive Fletcher

Diversification: Sunderland Les Clark

Innovative Leadership: Great Yarmouth Darren Barker

Planning: Birmingham Jewellery Quarter Marcus Hawley

Workshop brief...

- What's working?
- What isn't?
- Is the historic environment a real or perceived barrier?

Plenary – Which Way Now?

- Can we identify clear actions?
 - For the heritage sector?
 - For the partners of the H2020 Working Group?
 - For other sectors?

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Next steps

#HeritageChat 21
December

Seminar outcomes on
www.heritage2020.net

Update Heritage 2020
Action Plan