

Gloucester City Council

## Gloucester Draft Heritage Strategy



Gloucester City Council is working with its partners on the preparation of a Heritage Strategy for the city over the period 2019 to 2029. The draft strategy has been funded as part of the key strand 'Achieving Regeneration in the City through Heritage' (ARCH) within the Great Place scheme, funded by Heritage Lottery Fund and Arts Council England. The Great Place scheme places a strategic focus on enhancing Gloucester's heritage for all and embeds a culture of developing an holistic approach to the regeneration of the City through the development of the heritage strategy.

A draft of the heritage strategy has been prepared by consultants, Urban Vision Enterprise CIC. This document is a summary of the full version, which includes extensive supporting information and evidence. The full document can be found at <http://www.gloucester.gov.uk> Current Consultations

We have taken your comments and shaped a heritage strategy and vision for Gloucester for the next 10 years and set out a number of aspirations and opportunities to be taken forward by the City Council and its partner organisations. Your views would be welcome on the draft prior to finalising the strategy and its adoption in Summer 2019.



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# Purpose

The Heritage Strategy proposes opportunities to place heritage at the heart of Gloucester's regeneration whilst conserving it as a cultural, economic, community and environmental asset for future generations. It recognises that conservation and heritage-led regeneration involve a range of organisations and individuals across the sectors. The City Council has roles in developing partnerships, in advocacy and enabling. The Strategy is supplemented by a comprehensive evidence base, which considers Gloucester's heritage and provides useful context to support the main document and the Council's forthcoming City Plan.

In particular, the purposes of the Strategy and the background evidence document are:

- To inform or complement a range of local strategies, including those relating to regeneration and economic development, culture, planning, the public realm, and business that will guide the future growth of Gloucester
- To provide evidence for the Gloucester City Plan. The Council is aiming to produce a draft City Plan in spring 2019. The strategy will provide the necessary evidence base to underpin policies that protect and enhance the historic environment of the city
- To identify opportunities for Gloucester City Council and partners to enable and support the conservation and regeneration of the city



- Identify the key projects and opportunities to preserve, enhance, promote and engage with Gloucester heritage
- Clarify the roles of different stakeholders, and recommend a governance structure to enable heritage-related partnership working and participation
- To make recommendations for opportunities to achieve the conservation, management, regeneration and promotion of Gloucester's heritage

# SWOT Analysis

## Strengths

- The quality and extent of Gloucester's Historic Environment;
- Substantial benefits from heritage to Gloucester's economy and communities;
- The high profile of the cathedral and docks;
- Some exemplar projects, incl the Pilgrim Project and Llanthony Secunda Priory;
- Positive public perceptions of heritage.

## Weaknesses

- The quality and diversity of the daytime and evening offer in the historic core;
- Viability challenges in regenerating historic buildings, especially upper floors in the centre;
- Weak links between the Quays and the historic City Centre;
- Variable design quality in new development;
- Limited number of people living in the City Centre.

## Opportunities

- Repopulation of the City Centre is beginning to happen;
- Expanding the cultural and recreational offer;
- Reuse of upper floors in the centre for residential or commercial uses.
- Building capacity in the community (third) sector and increasing volunteering;
- Coordinated marketing of the Gloucester;

## Threats

- Changes in the nature of retail;
- Continuing under-use of upper floors in the historic centre;
- Lack of capacity and resources in the local authority to deal with planning and regeneration of historic environments effectively;
- Availability of professional and craft skills to deal with heritage;



Gloucester City Centre, King's Quarter, Artist's Impression

# Recommendations

The draft strategy identifies 20 opportunities for the Council and its wider partners and stakeholders to inform the management, protection, enhancement and enjoyment of the historic environment.

## ➤ Delivering Economic and Community Benefits

- Bringing forward key sites in the City Centre – The Fleece, King's Quarter, King's Walk Bastion
- Co-ordinate marketing of Gloucester as a historic city, drawing on its heritage as a place to visit and stay
- Encouraging new commercial space in the City Centre – e.g. upper floors
- Reinforcing links between the City Centre and the Docks
- Improvements to display and interpretation of museum collections
- Striving for higher quality design in new development.

## ➤ Engaging communities, businesses and visitors

- Suite of opportunities around Asset Based Community Development – promoting volunteering and community engagement in the historic environment. Also raising awareness of local heritage through education initiatives, and developing craft skills within local groups and the community.

## ➤ Conserving and enhancing the historic environment

- Set of opportunities directed towards the Council and it's partners to support designating and protecting assets, and enforcing unauthorized works, and creation of a local list.

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## Your Input

Your thoughts and views on the strategy would be welcomed.

Please visit <http://www.gloucester.gov.uk> Current Consultations for the full strategy.

- Do you agree with aspirations for the heritage strategy over the next 10 years?
- Does the SWOT effectively capture the issues facing the future of the City in relation to its historic environment?
- Would the recommended opportunities lead to improvements in the way the Council and its partners manage, conserve and promote Gloucester's heritage?
- Do the opportunities encourage engagement and local pride by stakeholders and the community?

Please submit your comments to Charlotte Bowles-Lewis, Principal Conservation officer at Gloucester City Council before 31st March 2019.

Email

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