WELCOME

Heritage and the High Street: Which Way Now?

6 December 2017
# Heritage 2020

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

British Property Federation
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
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
Heritage 2020

Members

National Trust

heritage lottery fund

IHBC

JCNAS

Historic England

CLA

NATURAL ENGLAND

BPF

www.heritage2020.net  @heritage2020
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?
Next steps

#HeritageChat 21 December
Seminar outcomes on www.heritage2020.net
Update Heritage 2020 Action Plan