
 <p>United Nations Educational, Scientific and Cultural Organization</p>  <p>City of Bath inscribed on the World Heritage List in 1987</p>	<h2>City of Bath World Heritage Site Steering Group</h2>
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To: The Elected Councillors of Bath & North East Somerset Council including the Charter Trustees of the City of Bath.

From: Peter J Metcalfe, Chair of the Bath World Heritage Site Steering Group 2013 to 2016.

Summary End of Term Report to the Steward of the World Heritage Site – Bath & North East Somerset Council.

1.0 Introduction & Delivery of the Third Bath World Heritage Site (WHS) Management Plan – 2016 to 2022.

1.1 During my four-year period as Chair of the WHS Steering Group we have focused upon the development and completion of the third WHS Management Plan, 2016-2022 and the overall performance of the WHS Enhancement Fund.

1.2 In my opening address at the March 2013 WHS Steering Group meeting I emphasised that as a WHS living city it was crucial to strengthen partnerships with local people, visitors, the business fraternity and young people to deepen the ownership of the City's remarkable and unique international status. In parallel I alluded to the phrase 'Historic Environment', which in my view implies a holistic celebration of the WHS. It gives a voice to the people who have led and created over centuries what is our inheritance today; well-illustrated by the 2014 History Makers Show and the Bronze Tablets. (Appendix 1)

1.3 WHS Steering Group members meet twice a year. (Appendix 2) Their role is to oversee the development of a 6-year Management Plan and to monitor delivery in an advisory capacity for the UNESCO 1987 inscribed Bath WHS. It is serviced by the Council's WHS Manager who liaises with colleagues to structure and write each Management Plan.

1.4 The updating of the 2016-2022 Plan has been founded upon UNESCO's 5 C's drivers: **Credibility, Conservation, Capacity Building, Communication and Communities**. Two public participation events were also held - a review workshop in 2015 and an eight-week public consultation on the final draft plan in May to July 2016. Both garnered a high level of public participation and helped sharpen the plan's five central aims, namely:

- 1 Promote sustainable management of the site.
- 2 Ensure that the OUV of the site and its setting is understood, protected and sustained.
- 3 Maintain and promote Bath as a living and working city, which benefits from WHS Status.
- 4 Improve physical access and interpretation, encouraging all people to enjoy and understand.
- 5 Improve public awareness of and interest and involvement in Bath's heritage.

- 1.5 So what does UNESCO mean by the Outstanding Universal Value (OUV) inscribed in 1987 for the WHS? I worked with Tony Crouch, the Council's WHS Manager to frame a busy Councillor short-hand OUV version and we managed to agree the statement below:

"Bath is inscribed for the cultural use of the hot waters, the extensive Roman archaeology, the complete Georgian city in terms of its architecture, town planning and its evolving social rules at that time and the integration par excellence of landscape and buildings" - the **Outstanding Universal Value**, which in turn determined a site boundary that encapsulates the entire urban area of the city.

- 1.6 Three of the **UNESCO 'c' Credibility, Conservation and Capacity Building**, shows the WHS is in good hands with few examples of derelict or abandoned buildings, well supported by a track record of caring for heritage with management systems in place locally and nationally. Listed building consent applications also give an indication of the restoration/repair being expended by owners. It is estimated that households/businesses with grade 1, 2* and 2 properties spent in the region a total of £7,740,00 in 2014 and £8,010,000 for 2015; a really substantial contribution to the built fabric of the WHS.

- 1.7 Another source of in-direct recognition has been the welcome injection given by the Heritage Lottery Fund to bids seen to have community benefit. In 4 years six major WHS historical properties have been awarded HLF grants totalling £17,325,000. (Appendix 3)

Smallcombe Cemetery gained HLF support of £46,800 to enable volunteers to restore and care for a neglected part of the historic environment; a good example of local action.

The Bathscape partnership project recently acquired HLF approval, it focuses on the WHS landscape and an initial £176,800 enables it to make a start.

- 1.8 The fourth **UNESCO 'C' Communication** does capture transportation. The 2008 UNESCO Mission Report, paragraph 5.2 expressed concern at the omission of what it called an 'Integrated Traffic Control Plan'. The Council adopted the 'Getting Around Bath Strategy' in 2014 and it is now factored into the 2016-2022 plan (Appendix 4).

Chapter 5 of the Management Plan indicates that traffic growth, congestion and rising levels of air pollution may pose an increasing risk for the OUV integrity of the property.

The Council's Heritage Services bid to establish a World Heritage Site Interpretation Centre was successfully secured in November last - £3,668.000, a real milestone for the WHS that realises the 2008 UNESCO Mission report recommendation. (Appendix 5)

Steering Group member organisations play a major role in raising awareness of the WHS site - Bath Preservation Trust, National Trust, Heritage Services Museums, the two Universities, Bath Chamber of Commerce, Bath Business Improvement District & Bath Tourism Plus, all are actively engaged

Throughout the WHS there are a host of historical societies, resident associations, small museums and dedicated individuals who do likewise. The Hon Mayor's Guides offered a singularly well informed WHS response to the 2016 Public Consultation. (Appendix 6)

- 1.9 The fifth **UNESCO 'C' Communities** - my personal letter to Bath Ward Councillors drew their attention to Chapter 5 - Issues to be Addressed of the WHS Management Plan, (Appendix 7). Your Steering Group's in-depth debates finally delineated five equally weighted priorities, all of which are seen to be interdependent and community orientated.

I also know from past experience that the city and hinterland wards that overlook the WHS are richly endowed with people, individuals, voluntary groups or historical societies who take a keen interest in the attributes of the Bath WHS. Many use the Bath Record Office, celebrate World Heritage Day and/or utilise numerous educational programmes offered by the Council, Local Trusts, Higher Educational Institutions, Schools and Bath's amazing network of small volunteer led Museums within the WHS. (Appendix 8)

The Federation of Bath Residents Associations (FoBRA), a member of the WHS Steering Group. They have 26 Full and 5 Associate members, are resident led, very active and represent geographical areas or streets throughout WHS wards. (Appendix 9)

It is known that approximately 4.5 million people visit the WHS every year with a host population of only 88,859 souls. The visitor spend is £405 million and creates 9500 jobs to deliver a variety of income streams, some part of which does help to conserve the WHS. However, conflicts of interest do arise and these are spelt out in a UNESCO draft 2013-2015 Sustainable Tourism Online Toolkit (Appendix 10). The Council & Bath Tourism Plus are aware and I am delighted to see preliminary results of their planning will also be reported to this meeting.

UNESCO is taking heightened interest in the question of sustainable use. Their 2012 Operating Guidelines seeks to **"promote & encourage the participation of the communities & stakeholders concerned with the property as necessary conditions to its sustainable protection, conservation, management and presentation"**.

As elected leaders of WHS wards, I am sure you know people whether they are resident or working in the ward who value the benefits of a living WHS. In the coming plan period, the diverse characteristics of each ward will surely help to underpin how local ownership and quality of life does contribute to and influence the sustainable use of the WHS.

2.0 The WHS Enhancement Fund

- 2.1 My predecessor, David Beeton in his 2012 end of term report left a very valuable legacy in the form of a WHS Enhancement Fund, a partnership between the Council and Bath Preservation Trust. Its role is to assist and facilitate where appropriate small scale conservation/fabric repairs and/or examine proposals from volunteer bodies who have raised funds, but seek a helping hand so for them to become a reality. It has continued very successfully and enabled a large variety of projects to happen within the WHS.
- 2.2 The fund is managed by a WHS Enhancement Working Group who meet every 6 weeks. Your WHS Manager acts as the first point of contact.
- 2.3 Over seven years a total of 40+ EF projects have really benefited - (Appendix 11).

2.4 I have selected three case studies to illustrate the scope and accumulated value accorded to the WHS by the Enhancement Fund:

- The steel frame Halfpenny Bridge that crosses the River Avon by Bath Spa Station was fully restored during 2013, including re-painting and surfacing. The Council's Structures Team led the project, supported by donations from a ward councillor, the Widcombe Association and the Railway Heritage Trust. The Enhancement Fund stepped in to facilitate the replacement of a shoddy chain link fence with traditional railings. It has set a benchmark for WHS place making environmental standards, while giving this popular public walking route across the river added significance.
- Over the years' pollution, weathering and poor building maintenance has taken its toll on Baths incised and painted street names. A rolling programme of restoration is gradually enabling this unique visual identity of Bath to again become evident and retains an aspect of the architectural cohesion of the World Heritage Site. Axford's Building on the London Road now joins a list that totals 35 repairs to date. A Bath based stonemason, Iain Cotton is very instrumental in the delivery of this excellent programme.
- The Kelston Roundhill Wood also known as Kelston Tump, is a prominent cluster of trees on the Bath skyline and a significant landmark within the landscape setting of the WHS. The landowners embarked on a 'regenerative management' programme that covered removal of dead or decaying trees, site clearance and replanting. The fund was approached for guidance and in partnership helped with the provision of a traditional parkland iron railing fence to prevent sheep and cattle from entering the wood

2.5 The Fund publishes an annual newsletter which is circulated to all B&NES Councillors.

3.0 Recommended priorities for the 2016-2022

3.1 Within the next six-year plan period the Council's Transportation Strategy will play a critical role in raising the overall quality of life and well-being for everyone living, working and visiting the WHS. In parallel it is anticipated the WHS Interpretation Centre will drive stimulating conversations and awareness of the exceptional qualities encapsulated by the Outstanding Universal Value inscribed in 1987 by UNESCO for a truly living WHS.

3.2 Accepting the above premise and the UNESCO five 'C's guidance parameters, I believe careful attention is required on the following areas:

- The poor physical condition and use of the public realm in many parts of the WHS.
- An absence of positive ownership by businesses, institutions and others in the WHS
- Ward Councillors to identify attributes/groups in their ward contributing to the WHS.
- Through research & education raise public awareness and pride in the WHS.
- Review UNESCO's Sustainable Use criteria and their application within the WHS

3.3 This third WHS Management Plan for the next six years, 2016-2022 received unanimous endorsement at the September 2016 Full Council meeting. Thank you for your vote of confidence in your World Heritage Site Steering Group, the WHS Manager and all who have contributed to the completion of this third WHS Management Plan.

A downloadable copy of the WHS plan is available at www.bathworldheritage.org.uk and the appendices file will be sent separately for your information.