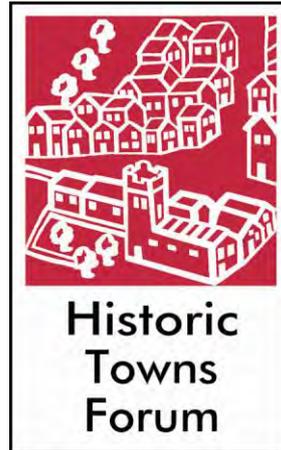


HTF
Annual
Report
2011-2012



Chair's Report

As I take on the role of Acting Chair of the HTF, it is appropriate that resilience is a dominant theme within the sector. HTF has proven its stability and reliance during difficult times, and looks forward to the New Year with a mix of anticipation at potential new partnerships and a measure of pride at what has been achieved over this past year. Our programme of events has once again proved topical and has been well-attended at a time when audiences across the sector are diminishing. We are indebted to our Corporate Partners, who have contributed across all the areas of the HTF work this year. As ever we look forward to renewing our existing partnerships in the New Year and forging ahead with new partners; much groundwork has been made this year and we look forward to a fruitful 2013. Under the directorship of Noël James, the team in Bristol has risen to the challenge and while there has been some necessary restructure and streamlining we can move forward into 2013 in the full knowledge that HTF is in good order and that its work has never been more relevant, bringing members together from across the disciplines and sectors to share experience and to act as an effective forum for historic towns.

Dave Chetwyn
Acting Chair

Director's Report

In what has been another difficult year for the sector I must say how heartening it is to see everyone within the sector pull together so well. In a year that showcases ten years of *Heritage Counts* with the topic of resilience, it has never been more important to find new ways of working, of making partnerships stronger, and maximising all new opportunities.

This year we have consolidated our standing within the sector by responding to the current climate with topical events, securing further sponsorship, and extending our reach into the cultural sector with our inaugural National Tourism Conference, that drew together leading figures from within the Arts, Heritage and other Cultural sectors in a bid to find ways to work together under the aegis of tourism within our historic towns and cities, and began with messages of support from HRH The Prince of Wales and Penelope, Lady Cobham, VisitEngland's Chair.

Our 25th anniversary was recognised and celebrated by visits to both Buckingham Palace and Poundbury, where we met our patron, HRH The Prince of Wales, and with another successful partners' dinner, hosted by Bircham Dyson Bell. Our Annual Conference looked at ways commercial and public partnerships could work together during and after a recession – this wonderful event, so kindly sponsored by Nathaniel Lichfield and Partners, ended with a tour of the recent successful St Pancras and King's Cross developments, and included talks by Peter Millican, Argent, and Sir Jeremy Dixon.

As we look towards 2013 it would be foolish to think the worst was over for the sector, but events and partnerships this year have been so encouraging that we move forwards with confidence and anticipation of good things to come.

Noël James
Director

1. Events

1.1 Conferences

Event	Date	Delegates	Income	Expenditure	Net profit
Economic Vision in Historic Towns – planning and regeneration York	20 October 2012	45	5552	4982.55	569.45
Understanding Localism London	21 February 2012	20	2108.40	290.80	1817.74
Arts & Humanities Research Council – Localism and Planning in a Heritage Context London	03 March	15	Free policy event – invited delegates	AHRC funded	AHRC funded
Culture, Heritage, Tourism: developing the product Blenheim Palace	16 March 2012	56	6861.47	2828	4033.47
Retail, the High Street Review and the revivification of historic cores London	23 March 2012	42	3134.26	312.78	2821.48
Community Asset Transfer – how to do it, why to do it London	31 May 2012	31	2531.19	200	2331.19
The National Planning Policy Framework – planning for growth in our historic towns and cities Salisbury	20 June 2012	27	3,506.41	515.90	2990.51
Totals*	7 events	236	23693.73	9130.03	14563.84

* these totals differ from those in 9.2 as some relate to previous or subsequent financial accounting years.

1.2 Executive Committee Meetings

Meetings were held in November, February, May, September and October. We are grateful to Land Securities Group PLC and Bircham Dyson Bell for hosting these meetings.

2. Publications

2.1 Newsletters

e-news and e-updates have ensured regular communication with Members and other contacts, in a cost effective way. The development of the current website gives us a facility to do this efficiently and we hope effectively. We have listened to membership feedback and have continued to develop our newsletters in a way that suits our main member contacts. Feedback has also shown that our newsletters are also popular beyond our traditional membership.

We are still able to offer the opportunity to members to advertise in e-news, which is now circulated to over 8000 contacts. This service helps to generate income to offset overhead costs.

This year newsletter have been produced quarterly; we had received feedback that this was more enjoyed than bi-monthly; please do let us know if a return to bi-monthly is required.

We have continued our use of social media as a communications tool, with a renewed presence on Facebook, Twitter, and LinkedIn.

Our online payments system has proved popular and efficient and we will be continuing this into the New Year.

2.2 Published guidance

Income from sales of publications for the year ending 31/07/10 totalled £279.10.

Although paper publications still sell and the principles of good practice they offer remain as relevant today as when they were first written, guidance is more likely to be developed as a web-based facility in the future and publications will become out of date. Therefore, as well as selling publications at discounted prices, we have continued to ensure that all publications will be made available electronically - free to download - for HTF Members. Charges will still be made for paper and cd versions as a contribution to costs.

Work continues to update key publications and provide new guidance. In particular this year we have helped English Heritage to produce and updated version of the publication *Retail Development in Historic Areas* and have contributed (by invitation) to the DCLG publication *Re-imagining urban spaces to help revitalise our high streets* as well as a bespoke publication for the LGA around retail and high streets. We also produced, in conjunction with Terence O'Rourke, *Planning for Growth in Historic Towns and Cities: National Planning Policy framework*. The Director was also interviewed for articles in *Grand Designs* and *Planning*, and along with members of the Executive contributed expertise through interviews for several MA theses this year. In addition updated guidance on *Making Applications for Better Listed Buildings Consent* has been produced and our long-awaited collaboration with The Prince's Regeneration Trust, *Saving energy: a guide for owners of historic homes* is also now available.

2.3 On-line guidance

The HTF website (www.historictownsforum.org) has been developed to include topic areas which relate to the work of the Forum and to bring together expert presentations, conference reports, case studies and examples of good practice.

Work continues to update the existing areas of interest (Heritage Protection, Managing Growth, Public realm, Regeneration, Retail Development, Sustainable Tourism, Transport & Traffic Management) as well as other areas to do with Localism, the NPPF, Neighbourhood Planning and the changing political landscape.

The facility to add to these pages and develop ideas offers members the opportunity to share good practice and to obtain up to date guidance. Links to other organisations are also provided.

3. Projects

3.1 Retail development

Late last year, in response to the BIS High Street Review, headed by Mary Portas, we held two invitation seminars with English Heritage in order both to update the publication *Retail Development in Historic Areas* and also to feed into our March 2012 event, Retail, the High Street Review and the revivification of historic cores. As a direct result of this we were invited to contribute to the DCLG publication *Re-imagining urban spaces to help revitalise our high streets* and a bespoke LGA publication. In addition we helped English Heritage to shape the brief for the new updated EH/HTF publication *Retail Development in Historic Areas*.

3.2 Housing Growth

In June we held our conference, Planning for Growth in Historic Towns and Cities: National Planning Policy Framework, dealing with the issue of growth in historic towns and cities, with a particular focus on cathedral cities. The event was sponsored by Terence O'Rourke, and hosted at Salisbury Museum. A new guidance publication has come from this, written jointly with the HTF and Terence O'Rourke, and sponsored also by Terence O'Rourke. This is available free for member download on the HTF website, and takes the title of the conference.

3.3. Heritage Counts

Once again the HTF has been actively involved through the Historic Environment Forum with *Heritage Counts 2012*, contributing to content, overall suggestions and editorial help. The theme of *Heritage Counts 2012* is the Historic Environment and Resilience. It is also the tenth anniversary edition of *Heritage Counts*.

3.4 AHRC

Once again the HTF has been working closely with the Arts & Humanities Research Council on potential project ideas within the sector, and secured funding to host a Westminster briefing on Localism, Localism and Planning in a Heritage Context. This was held in March and attended by leading academics specialising in the area of Localism where it engages with Geography, Planning, History and Architecture. A paper summarising the meeting and potential research collaborations was produced after the event. Some partnership working occurred as result of this seminar and it is hoped to continue this into the New Year, particularly with the Centre for Urban Studies in Leicester.

3.5 VisitEngland

The HTF has again been actively involved with VisitEngland this year, particularly through their collaboration for the HTF National Tourism Conference, Culture, Heritage, Tourism: developing the product, in March, which was supported by VisitEngland and held at Blenheim Palace during English Tourism week, and also through sitting on the VisitEngland Strategic Advisory Group, as well as attending the Visitor Economy Forums. We have continued to advise and add to the VisitEngland Action Plans, as well as on the soon to be formed Heritage Towns Group, which will focus on tourism.

3.6 Universities Project

In partnership with English Heritage a project to develop more heritage awareness content for undergraduates in relevant degree courses has been established. The next phase of this project was carried out this year, with our UWE Agency student using her 6 week work experience time with us to design and implement a survey aimed at lecturers, students, and built environment professionals in order to determine appropriate content. We are now pulling the final content together and this online toolkit should be available for download in the New Year.

3.7 Constructing Excellence South West

Earlier this year our website developer and graphic designer, Caroline Dorling, continued to generate additional income for the HTF through maintenance and support of the website she

developed for CESW in 2010. We also completed our 9 month contract to support CESW with events and dissemination in the construction sector.

3.7 Student Agency Placements

For 6 weeks in May and June we hosted Stefania Solomos HERE, a 4th year UWE Architecture and Planning student. Stefania designed and implemented the survey part of our English Heritage Universities project as well as learning what it was like to work inside a built environment organisation.

3.8 HTF Interns

This year we invited two willing HTF volunteers (Dennis Stevenson and Jake Crompton) to work for us in an informal intern capacity. Both are currently undertaking planning and built environment MAs and will be producing useful guidance for HTF members as part of their role with us.

4. Sponsorship

4.1 Despite the difficult times I am delighted to report that this year we continued to receive invaluable support from our Corporate Partners Bircham Dyson Bell, John Lewis Partnership, Land Securities Group PLC, and the CgMs and University of the West of England. In addition to financial contributions and hosting London meetings, three of this year's conferences have been hosted by Partners Bircham Dyson Bell. In addition BDB, Land Securities, CgMs and John Lewis offered their expertise as speakers at various conferences, while UWE attended our successful AHRC event earlier in the year. We are however sad to note that our 3 year contract with John Lewis is now at an end, and we will be seeking sponsorship in their stead from other leaders in the retail sector. Also it should be noted that our hosting contract with UWE has now come to an end and we will be with a new host from the beginning of 2013.

4.2 Partners' Dinner. A very successful Partners' dinner was hosted by Bircham Dyson Bell in November offering the opportunity for Members of the HTF Executive and representatives of the sponsor / partners to exchange ideas.

4.3 Sponsorship for individual events has helped to make them viable, offered direct engagement for private and public sector Members and meant that delegates' fees can be kept low – thus encouraging attendance.

This year sponsorship was received from:

- Arts & Humanities Research Council
- Bircham Dyson Bell
- Camlin Lonsdale
- City-Insights
- City of York Council
- Discovering Places – The Heritage Alliance
- Oxford Spires Four Pillars
- Nathaniel Lichfield and Partners
- Free Reign
- Image Makers
- Pop up Power
- Terence O'Rourke Ltd
- WhereWhen

5. Membership

5.1 Losses had been expected in view of the financial conditions and the creation of Unitary Authorities, but new Members continue to join and overall this year we are pleased to report an increase in membership from last year. It was agreed by the Executive Committee and the Director that efforts in the coming year should be concentrated on delivering services and maintaining a good profile with a view to recruiting more Members when the fiscal climate improves.

The Membership is currently made up of the following categories:

Local Authority	43
Associate	5
Civic & Amenity	25
Corporate	70
Honorary	4
Individual	26
Reciprocal	13
Town & Parish	11
Total	<u>197</u>

6. Partnership working

6.1 HTF continues to work in partnership with other organisations to strengthen its position and to contribute on behalf of its Membership to policy debates. Partnerships also add value and make best use of limited resources within the sector. During the past year HTF has worked with many of the Local Authority Members and the following organisations:

- Argent
- Arts & Humanities Research Council
- Asset Transfer Unit
- Association of Preservation Trusts
- ATCM
- Association of Small Historic Towns and Villages
- BDB
- Blenheim Palace
- Blue Sail
- British Parking Association
- British Parking Forum
- BRH Associates
- CBRE
- CgMs
- Chapelfield Shopping Centre
- Chichester Cathedral
- Churches Conservation Trust
- City of Winchester Trust
- City-Insights
- CORD Ltd
- Culture 24
- Department of Communities and Local Government
- Discovering Places
- Dixon Jones Architects
- DJC1 Planning
- Donald Insall Associates
- Drury McPherson Partnership

- East Midlands Cultural Olympiad
 - EcoBuild
 - English Heritage
 - Free Reign
 - Homes & Communities Agency
 - Historic Environment Forum
 - Henderson Global Investors
 - Heritage Alliance
 - Heritage Lottery Fund
 - Homes and Communities Agency
 - Historic Scotland
 - IHBC
 - Imagemakers
 - John Godber
 - John Lewis Partnership
 - Kings Place
 - Land Securities Group PLC
 - Landor Travel Publications
 - Lincoln BIG
 - Listed Property Owners Club
 - Local Government Association
 - Locality
 - Ludlow Marches food and Drink Festival
 - Mendip District Council
 - Mid Suffolk District Council
 - Nathaniel Lichfield & Partners
 - National Retail Planning Forum
 - National Trust
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- New Anglia LEP
 - Oxford Preservation Trust
 - Oxford Spires Four Pillars Hotel
 - People1st
 - Placemarque
 - PLB
 - Pocket Places
 - Pop up Power
 - Prince's Foundation
 - Prince's Regeneration Trust
 - ProjectBook
 - RIBA
 - RICS
 - RTPi
 - Salisbury Civic Society
 - Scarborough Borough Council
 - St Edmundsbury Borough Council
 - Shaping Norfolk's Future
 - Steven Bee Urban Counsel
 - Stoke-on-Trent City Council
 - Terence O'Rourke Ltd
 - The Tourism Alliance
 - Tourism Management Institute
 - Tripbod
 - UK HRG
 - University of Leicester
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- University of the West of England
 - University of York, Kings Manor
 - Urban Solutions
 - Urban Vision Enterprise CIC

- UWE
- Visit Oxfordshire
- Visit York
- VisitEngland
- Winchester City Council
- Wood Window Alliance
- Yorkshire Passions
- +Plus Urban Design Ltd

6.2 HRH The Prince of Wales – Patron of HTF

This year our patron opened our March Tourism conference with a written speech, and later in the year invited our Director to attend the Jubilee Garden Party, where they met and chatted about the work of the HTF. Following this, His Royal Highness invites our Director and a small delegation of HTF sponsors and members to Poundbury, for an interesting tour, followed by presentations and lunch...

6.3 Consultations

The Forum responds to consultations relevant to its Members, in order to highlight the special concerns of managing historic towns and cities.

The greatest impacts in the past year were probably the Localism Act and the National Planning Policy Framework. HTF contributed to the long processes preceding these documents and were able to offer several training seminars exploring their implications.

As members of the Heritage Alliance and also of the IHBC, the HTF also contributed to responses made by both organisations; in particular to responses to the NPPF; the zero VAT campaign; and the Listed Building Consultation, which included meetings with John Penrose MP. Other consultations responded to this year include:

- VisitBritain Golden Legacy Consultation
- Listed Building Consent meeting with John Penrose
- Consultation on proposed changes to Listed Building Consent
- Consultation on new opportunities for sustainable development and growth through the re-use of existing buildings
- Guidance on associated development: applications for major infrastructure projects under the Planning Act 2008 (DCLG)
- Planning Act 2008 : Consolation on proposed changes to the suite of guidance documents for the major infrastructure planning regime (DCLG)
- Planning Act 2008: Guidance for the examination of applications for development consent for nationally significant infrastructure projects (DCLG)
- Planning Act 2008 : Guidance on the pre-application process (DCLG) CLG Inquiry –VAT: Addressing Borderline Anomalies (HMRC)
- Integral involvement in the 'Stop the VAT campaign'
- European Regional Development Fund – The Heritage Alliance Response with input from the HTF
- National Heritage Protection Plan Survey
- Neighbourhood Planning regulations
- Community Infrastructure Levy: detailed proposals and draft regulations for reform
- High Street Review
- National Planning Policy Framework
- How change of use is handled in the planning system

6.4 Through Reciprocal Membership HTF maintains formal links with 13 organisations; it is also a member of the Heritage Alliance, the IHBC, and the Academy of Urbanism.

6.5 Heritage Angels. This year the Director sat on the second round judging panel for Heritage Angels, and was invited to attend the Awards Ceremony.

6.6 China links. Through links with the British Council, previous HTF Chair, Debbie Dance, was invited to China alongside York City Council (HTF Members) to talk about the importance of historic towns and cities as part of the Tourism agenda. Following on from

this, HTF Director Noël James was invited to Oxford to speak to 22 delegates from Henan Province about the importance of the work of the Forum within the Historic Built Environment, and has been invited to China to speak in the near future.

7. Executive Committee

7.1 Position of Chair

Debbie Dance stood down after 3 years as Chair, and Dave Chetwyn was voted in as Acting Chair. This was agreed by the AGM.

7.2 Election of the Executive Committee

Prepared to stand for another year:

Steve Tilbury	Winchester City Council
Richard Tuffrey	High Peak Borough Council
Tony Wyatt	Corporate representative
David Warburton	York City

Prepared to be co-opted for a further year:

Steve Bee	Independent
Brian Human	Independent / former Chair & Vice Chair
Prue Smith	Independent

Prepared to stand for another year as Advisory Panel Members:

David Humphreys	Northern Ireland representative
Michael Loveday	HEART / Living Streets
Ian Poole	St Edmundsbury Borough Council
John Preston	Cambridge City Council
Stephen Langtree	Civic & Amenity representative
Ian Brown	Canterbury City Council
Jim Blackwell	Worcester City Council

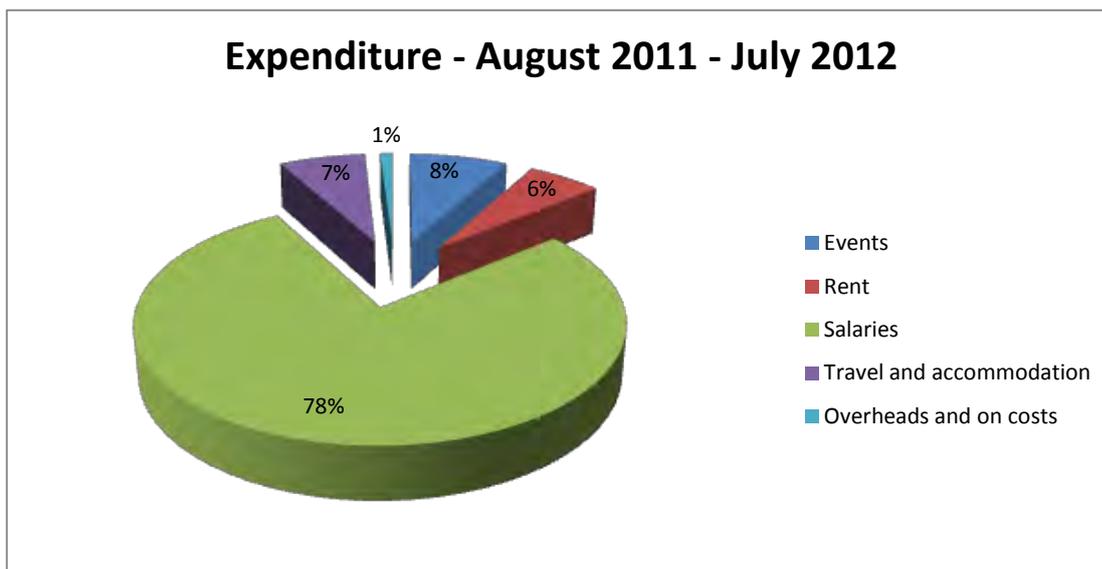
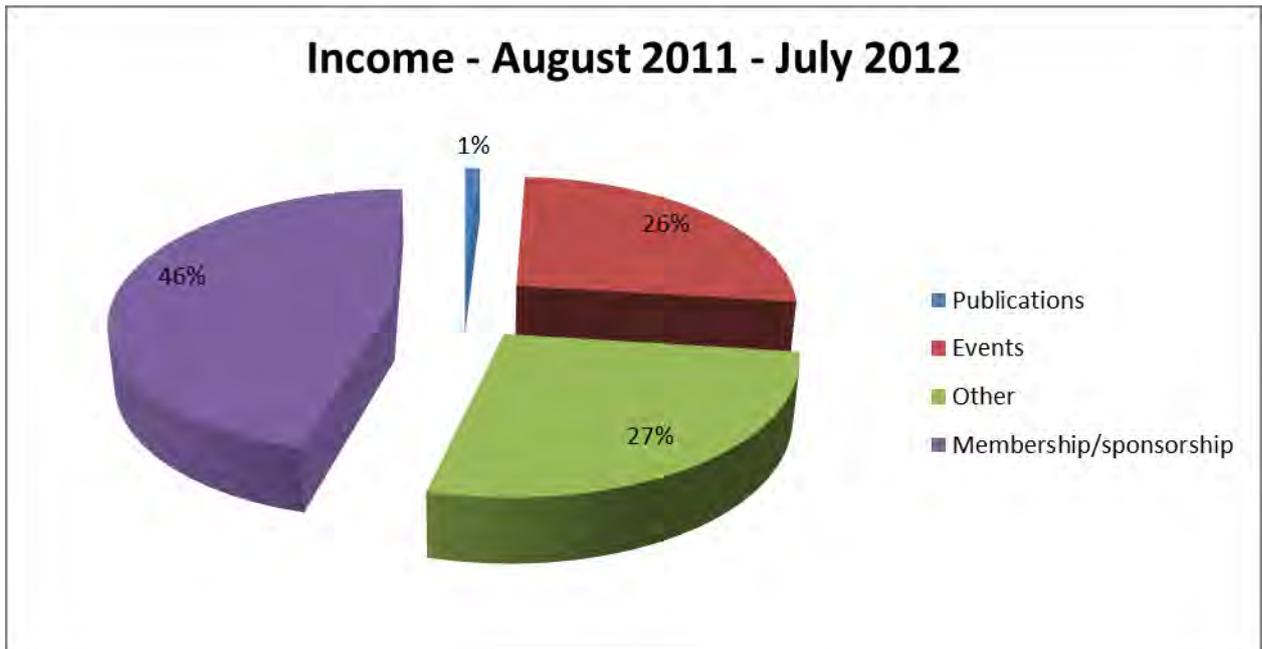
The Forum is very grateful for the support of these Members who stood down:

Steve Carvell	Chichester District Council
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9. Financial Report

9.1 While this year has been one of adjustment to our new circumstances we have worked hard to find a sound strategy to allow us to approach further financial stability in the New Year. It has been a difficult year for the sector in financial terms, and while the HTF has not been unaffected we have managed this year to break even, to source potential new funding streams, and to develop a more robust business model and financial strategy. Things look extremely positive for the New Year and we remain grateful to our Members and Partners for their continued support.

9.2 Accounts summary



A full copy of our accounts is available on request.

Richard Tuffrey.

*Noël James, Director
December 2012*