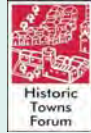


CAAR Workshop
London, 11th February 2010

Strategic Management of Assets

Brian Human
Vice Chair Historic Towns Forum



Starting Points - 1

The Historic Towns Forum

'...to promote prosperity and heritage in historic towns and cities'

A multi sector cross cutting approach to the historic environment

Making the connections



Starting Points - 2



Conservation Areas are:

- Multi faceted
- The responsibility of the local authorities and other agencies
- Not a silo activity



Approach – The Big Picture



Conservation, places and corporate responsibilities

- Environment
- Community
- Economy
- LA Performance

All rooted in legislation
All interact



St Albans

Environment - Stewardship



- Intrinsic value of historic environment
- Responsibility to conserve for future generations
 - Civic Amenities Act 1967 – duty to 'preserve or enhance'
- Concepts of culture and heritage change
 - Extraordinary & everyday



Greenwich



Great Missenden

Environment: Climate Change



"Climate change represents a potentially catastrophic threat, but it is within our control to address it – and address it we must."

The UK Government Sustainable Development Strategy 2005

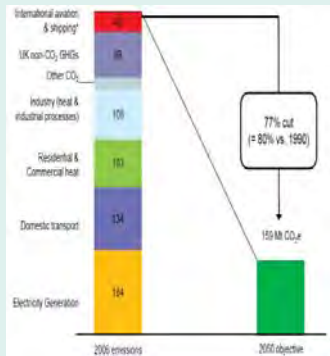
Precautionary Principle!



Lewes

Environment: Climate Change

- Planning and Compulsory Purchase Act 2004
 - Exercise planning powers for 'achievement of sustainable development'
- Planning Act 2008
 - Development and use of land contribute to the *mitigation of, and adaptation to,* climate change
- Climate Change Act 2008
 - Reduce CO₂ 80% by 2050 1990 base



Environment: Climate Change

Conservation contributes

- Making best use of existing buildings – 80% of those we will be using in 30 years exists today
- Don't waste embodied energy
- Existing stock: minimise energy use & CO₂
 - Adaptation
 - Mitigation
 - Behavioural change



Oxford

Environment – Public Realm

Conservation Area appraisal and action plans

- Framework for high quality public realm
- Most visible example of how LA cares for its area
- Improving overall perception of quality



Bury St Edmunds

Environment – New Development

High quality Conservation Areas set standards

- Overall environmental quality
- New development
 - Individual buildings
 - Major developments
- Learn from the past
 - Scale
 - Design
 - Character
 - Identity



Cambridge

Community - Legislation

Sustainable Communities Act 2007

- Principle that *local people know best*
- Measures to increase community health and *well-being*
 - "social well-being" includes participation in civic and political activity



Local Government and Public Involvement in Health Act 2009

- Duty to *involve local representatives* when carrying out functions



Local Democracy, Economic Development and Construction Act 2009

- Greater *involvement of people* in the workings and decision-making of local public authorities



Community – People think....

National Place Survey Citizenship Survey 2009 2008

- 76% people felt they belonged strongly to their neighbourhood
- 36% people felt they could influence decisions affecting local area
- Very or fairly strongly feel they belong to immediate neighbourhood
 - England 59%
 - East 59% London 52% SE 59%
- Influencing local decisions
 - England 29%
 - East 39% London 35% SE 28%
- Engagement:
 - 31% adults regularly in informal volunteering
 - 19% engaged in civic consultation



Tower Hamlets

Community – Heritage and Belonging



English Heritage/CURDS Study 2009

- Living in historic built environments linked in adults to a stronger sense of place
- Adults and teenagers, evidence of more interest in historic built environments links with a stronger sense of place
- Evidence in the literature to such rootedness working with higher levels of social capital supporting beneficial social outcomes

Heritage Counts 2009



Newham

Community: Engaging, Influencing



Proactive Opportunities

- Conservation Area studies
- Local listing and HER
- Parish Plans
- Building Preservation Trusts
- Civic Societies
- Environmental improvement
- Trails & interpretation
- Education
- Open days
- Planning consultations
 - Policy & Applications
- Campaigns – use media

- People care about what happens in their area



Economy - Duties



Local Government Act 2000

- Power to promote or improve the social, economic and environmental well-being of the area.

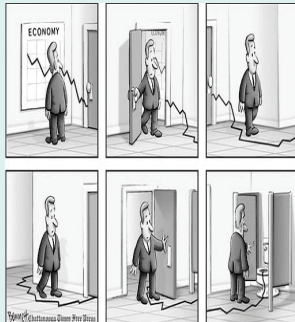
UK Sustainable Development Strategy 2005

- Aim – achieving a sustainable economy

Local Democracy, Economic Development and Construction Act 2009

- Duty to co-operate in economic development
- Local Economic Assessments for planning

Understand economics behind Conservation Areas



Economy - Image



Image is important

- East of England RES 2008
 - 'perceived poor image reduce the attractiveness of both towns for new business investment'
 - 'these places also demonstrate common challenges of urban environmental quality...and poor image'
- South East RES 2006
 - 'We must invest in the quality of life that is a key source of the South East's competitive advantage.'

- Positive experience of Conservation Areas critical to this



Norwich

Economy - Investment



Conservation Areas

- Opportunities for regeneration using heritage assets
- Improved public realm and buildings:
 - Reinforce public investment
 - Encourage adjacent property owners to invest in their own assets



Oxford Gaoi

Economy - Tourism



Value

- Value national 2007
 - Total direct + indirect £114bn
 - 8.2% GDP
 - 2.65m jobs

	East 2008	S East 2008
Spend £ bn	5.0	10.5
Jobs '000	167	302



Isle of Wight

Economy - Tourism



Why Heritage?

- Heritage key attraction in 2007 for
 - 32.8 m overseas visitors
 - 53.7 m domestic holidays
 - 63% of visits to attractions offering heritage experience
- UK Tourism Survey 2007



Deal

- EEDA & East of England Tourism
 - 'significant heritage, leisure and cultural assets that provide drivers for the tourism sector' (RES)
 - 'East of England has the opportunity to become a leader [in responsible tourism] given the rural nature of our region and our wide range of locally distinctive visitor choices' (Bus. Plan)
- SE Tourism Corporate Plan 2006
 - 'To ensure that the products and services offered by the region's tourism industry and the tourism infrastructure of built and natural assets are of sufficient quality and standards to ensure sustainable and profitable future performance.'

LA Performance - Place



Sustainable Communities: People Places and Prosperity, 2005

- places where *people want to live*
- Places with a positive 'feeling' for people and *local distinctiveness*

Planning Policy Statement 12: Local Spatial Planning,

- local authorities as *place shapers*

World Class Places, 2009

- Government's strategy for *improving places*.
- Leave a *positive legacy* for future generations

Place issues important to the whole local authority performance



LA Performance - Place



National Place Survey 2008

- Very or fairly satisfied with local area as a place to live
 - England 80%
 - East 83% London 75% SE 83%
- Could do better?
- Impacts on overall performance



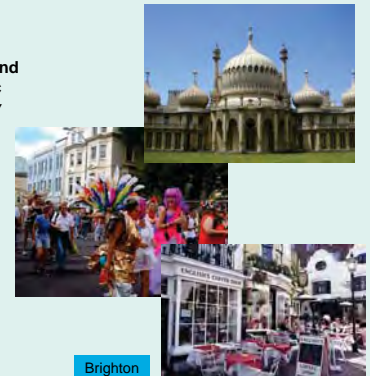
Bedford

LA Performance - LAA



Local Area Agreements (LAAs)

- Set out priorities for action for area; agreed between central government and the local authority and Local Strategic Partnership – *Sustainable Community Strategy*
- Oxford
 - Overall/general satisfaction with local area
- Colchester
 - Improved street and environmental cleanliness
- Richmond Upon Thames
 - Planning to adapt to climate change
- Brighton and Hove
 - % people who feel they can influence decisions in their area



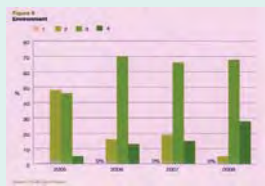
Brighton

LA Performance CPA & CAA



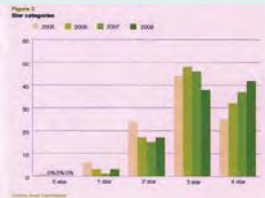
Comprehensive Performance Assessment 2008

- Include assessment against *environment and culture*
- Improving strongly or improving well
 - East 67% London 94% South East 63%
- East: Average 3.1*, Env ave 3.5* Cult ave 3.4*
- London: Average 3.5*, Env ave 3.2* Cult ave 2.7*
- S East : Average 2.9*, Env ave 3.3* Cult ave 2.7*



Comprehensive Area Assessment 2009

- Includes
 - Managing the quality and improvement of the local environment
 - How environmentally sustainable is the area?
- NI 5 Overall/general satisfaction with local area (condition of built environment)
 - Medway 68% Harrow 70% Portsmouth 74% Peterborough 77%



LA Performance - Indicators



- NI 2 % of people who feel that they belong to their neighbourhood
- NI 3 Civic participation in the local area
- NI 4 % of people who feel they can influence decisions in their locality
- NI 5 Overall/general satisfaction with local area
- NI 6 Participation in regular volunteering
- NI 172 VAT registered businesses in the area showing growth
- NI 188 Adapting to climate change
- NI 195/6 Improved street and environmental cleanliness
- Conservation area work: better LAA, CPA & CAA performance
- Indirect - no indicator for culture/heritage*

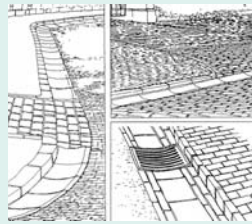


LA Resource Efficiency



Effective conservation area management

- Integrated service delivery
 - Avoid waste
 - Share resources
 - Partnerships, e.g. BIDs
- Invest to save – maintenance cheaper than remediation
 - Revenue and capital benefits

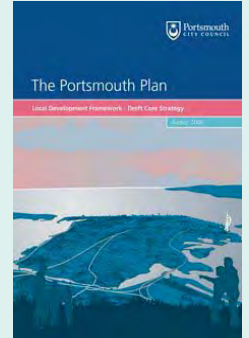


Local Authority Strategies

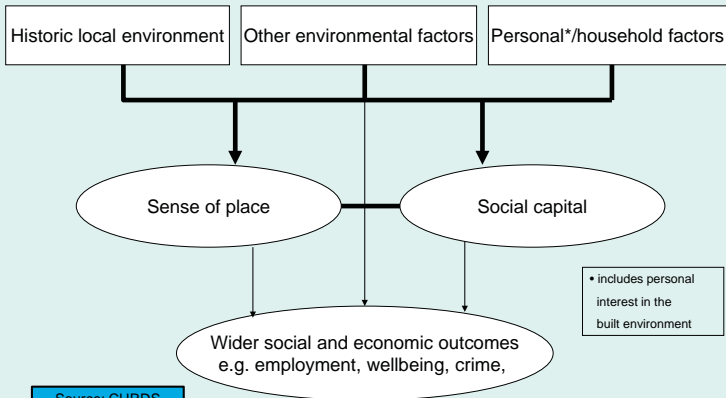


Embed heritage protection:

- LA Corporate Strategy
- Sustainable Community Strategy
- Health Improvement Plan
- Local Development Framework
 - Core Strategy
 - Area Action Plans
 - Supplementary Planning Guidance
 - CA Management Plans
- Economic Development Strategies



Conserve because.....



Source: CURDS

Conservation Context



CAs are dynamic
Context is dynamic

- Time
- Place
- Reflect local priorities

Conclusions



Cherish Conservation Areas

- Obligations as stewards & statutory duty
- Not:
 - a luxury nor
 - a constraint - an *opportunity*
- Address bigger picture and details – place making
- Integration across agencies
- Environmental, community, economic benefits – ripple effects
- Communication
- LA performance
 - consensual political benefit & ownership

