

August 2006

ENGLISH HISTORIC TOWNS FORUM  
for prosperity and conservation in historic towns

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Salisbury's vision

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## 21st Century development in the historic urban environment

Annual Conference and AGM to be  
held in Bury St Edmunds:  
18 – 20 October 2006

Working towards 'sustainable communities' means first identifying the elements which contribute to them. Where better to do this than the historic towns and cities which have demonstrated their sustainability throughout centuries of habitation?

This year's Annual Conference will address some of the issues of concern to the practitioners who manage the process of accommodating modern living in the historic built environment – without destroying it, and at the same time aiming to enhance the community. These include the demand for retail development, design, traffic and streetscape issues.

The re-development projects currently underway in Bury St Edmunds offer a useful case study

to explore all of these topics and we have brought together well respected speakers to share their expertise and those responsible for managing and planning the changes in the town, in order to identify examples of good practice, as well as the challenges, commonly experienced.

The Cattle Market re-development is an innovative scheme which can be explored in its initial stages, whereas the Historic Core Zone, of the late nineties, has matured. How has it held up? Come to Bury and judge for yourself.

As usual, delegates will also have plenty of time for informal exchanges and to enjoy the unique character of this Suffolk Market Town.



Call for a brochure on  
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[www.ehtf.org.uk](http://www.ehtf.org.uk)



## New Members

### Roger Beckett

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### Swindon Borough Council

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## Congratulations to EHTF towns!

Three EHTF member towns have been short listed for the prestigious Urbanism Awards 2006.

The Great Town category includes Lincoln and Ludlow and in the Great Place category Brindley Place in Birmingham will compete with London's Borough Market and St Stephen's Green in Dublin.

Chris Winter, Director of EHTF, was invited to a recent meeting of the Executive of the Academy of Urbanism, at which the selection programme was discussed. Teams of animators and assessors from the Academy will visit each town during August and September with an Awards Ceremony taking place in November at London's Dorchester Hotel.

Good luck - EHTF will be supporting you!



- A Birmingham  
B Ludlow  
C Lincoln

## Managing heritage assets: waterways

### Conference Report:

Waterways are frequently the raison d'être for historic towns, and making the most of them was the focus of this event held in Stratford-upon-Avon on June 8, with support from the Local Authority and British Waterways.

Regeneration of the canals and riverside in this famous English town is part of a larger project – 'World Class Stratford' – which was explained to delegates by Paul Ogden the Project Director, and which also includes a £100m project to overhaul the Royal Shakespeare Theatre.

The project aims to reverse the decline of the town and encourage inward investment, which in turn will help to conserve the town's rich built heritage.

Several innovative schemes for waterfront regeneration were presented, which included transport integration, tourism strategies, management of anti-

social behaviour, events and festivals, focus on iconic buildings and funding solutions.

Delegates explored the town to see for themselves the successes to date, the projects in progress and the problems that they shared.



'World Class project to re'

### Annual General Meeting

In response to the wide-ranging survey and the spring Strategy Meeting which canvassed all EHTF members, a Business Plan for the next three years is being developed. This will focus the Forum's activities and facilitate greater engagement with members.

A draft plan will be circulated to all members at the end of the summer, in order that the final document can be adopted at the AGM, which will be held at 5pm on 18 October in Bury St Edmunds.

### Cultural Tourism – Economic Benefit or Loss of Identity?

The EAHTR International Symposium 2006 in Dubrovnik, co-organised by The Congress of Local and Regional Authorities of the Council of Europe (CLRAE), will address the issues of contemporary cultural tourism, which affect the regeneration and sustainable management of Europe's historic and heritage cities. It will provide a unique platform for an exchange of views and experiences among key decision makers, academics and practitioners, working in the field of cultural heritage and tourism. Delegates will discuss and agree on a 'Dubrovnik Declaration' setting out the issues, challenges and opportunities facing cultural tourism at the end of the Symposium.

For more information and how to book please visit the conference website: [www.dubrovnik.hr/eahtr2006](http://www.dubrovnik.hr/eahtr2006)



## in historic towns



Stratford - a multi-million pound regenerate this famous English town

Copies of the power point presentation can be obtained from the EHTF office and a full report can be seen on [www.ehtf.org.uk](http://www.ehtf.org.uk).

## Gillespies appointed to prepare Salisbury Area Development Framework

This study, lead by one of EHTF's partner / sponsors, will allow Salisbury to look at the challenges and opportunities arising from change over the long term and it will consider the best strategies to safeguard the unique heritage and natural environment of the city, whilst capitalising on the potential for growth through new housing, employment and recreational opportunities.



Salisbury: housing growth

The design framework will be based on a prioritised delivery plan that will fully realise the ambitions and objectives set out in the Salisbury Vision. The adopted framework, as part of an Area Action Plan, is intended to co-ordinate and achieve the regeneration and future vitality of key areas of the city centre through a mix of new uses, improved gateways, a sustainable transport approach and high quality public spaces.

For further details contact [katrina.naughton@gillespies.co.uk](mailto:katrina.naughton@gillespies.co.uk) or project manager Paul Taylor on 01865 326789.

## HEART beating strongly



HEART, the Heritage Economic & Regeneration Trust, whose aims are to provide a unique co-ordinating umbrella role for heritage

management, development and promotion in Norwich and to become an international best practice model in heritage led regeneration has had a fairly impressive period of operation in the first half of 2006. As well as securing £1M from HM Treasury and almost £0.5M from EEDA for regeneration projects, HEART has presented its 'Heritage Development Plan' approach to a range of international bodies including ICOMOS, the Croatian Ministry of Culture and Chamber of Commerce and the IFHP (International Federation of Housing and Planning) in Oslo. In September HEART's Chief Executive Michael Loveday presents to a conference on the benefits of heritage led regeneration in Luxembourg and to the League of Historical Cities in Australia later in the year.

Michael Loveday is an Executive Member of the EHTF.

## Designing for housing growth: sustaining historic towns



Left and above: Market Place, Cirencester

### Conference Report:

The pressure from the demand for new housing will impact dramatically on historic towns. The need for high quality design is paramount to safeguard their character and integrity, whilst continuing to provide places in which people want to live and which are economically and socially sustainable.

The conference, held in Cirencester on 19 July, brought together people with experience of the issues which need to be addressed, with a view to identifying and disseminating best practice.

The long history of the development of the Roman town of Corinium was explored at the town's Museum during the evening before the conference, which gave a fitting background for the event. Towns have always evolved, grown or contracted, and the current demand for growth will have a significant impact on many of EHTF's member towns.

Contributions from CABI and The Prince's Foundation offered strategic management advice, including on 'Enquiry by Design'. The work already carried out in partnership with EHTF by Pegasus Planning LLP was explained and delegates discussed in workshops how this might be progressed in order to provide guidance



Case Study by Donaldsons: Weston-super-Mare



Diversity - CABI

for practitioners tasked with providing large numbers of additional houses in sensitive areas.

Various tools are already available to help and the use of Design and Access statements and Town Design Codes was also discussed.

The integration of new housing development, in terms of transport links and the social and economic impacts, is important and was discussed by representatives from Colin Buchanan and Donaldsons.

Handouts of the power point presentations can be obtained from the EHTF office and a full report can be found on our website [www.ehtf.org.uk](http://www.ehtf.org.uk).

## Raise your profile through EHTF

Very competitive advertising rates are available, including exhibition space at our forthcoming Annual Conference.

Discuss options with our Marketing Administrator Helen Johnson Tel: 0117 975 0459 or email at [ehft@uwe.ac.uk](mailto:ehft@uwe.ac.uk).



## View from the Chair

During the next few weeks, the Forum will be circulating information regarding changes to the way it is governed. One particular issue concerns the position of the Chair.

As my two years in the Chair draws to an end, it has become apparent to the Executive Committee that the lengthy succession of two years as junior vice-Chair, followed by two as senior vice-chair and, finally, two as Chair is a very long commitment for an individual and their supporting local authority. This is potentially undermining the ability of the Forum to fill a key position.

Following consultation, the Executive Committee has agreed that these terms of office should be reduced to one year and that the vice-Chair is not assumed to become Chair. A greater level of continuity may be achieved if the outgoing Chair becomes one of two vice-chairs, who in turn can provide valuable support to the new Chair in office. If agreed at the AGM in October, I think these changes will provide a platform for the sustained management of the Forum in future years.

The AGM will be held at the Annual Conference in Bury St Edmunds on 18 October.

*lan toaz*

## Out and About

21 June Bury St Edmunds  
Chair presented lecture for Architecture Week

22 June London  
Academy of Urbanism executive meeting where plans for Urbanism Awards 2006 were finalised

3 July London  
'History Matters' launch reception at The Orangery, Kensington Palace Gardens

4 July London  
Chair attended Heritage Lottery Fund Lunch

5 July Bath  
Launch of Bath 'World Heritage City: A Sustainable Future'

11-13 July Bristol  
'Making Space: Leisure, Tourism and Renewal' conference hosted by UWE, Bristol

## Feature Town : Cambridge

Until recently some people harboured the illusion that Cambridge was still a provincial university cum market town. A stable population of around 100,000 may have fostered the illusion, but the growth as an internationally important research and high tech centre plainly said otherwise. The change will come of age fully over the next decade: the urban area of Cambridge is set to grow by 16,900 new dwellings between 1999 and 2016, an increase of 40%.

Achieving good design, ensuring low carbon emissions and creating places



Demolition for the Grand Arcade redevelopment in the city centre – watch this space.

that people will love are huge challenges. Equally important is managing the impact on the existing City. The core Conservation Area, the part that typifies Cambridge in the eyes of many, will be the main service centre for the expanded City and its conservation and management must be reconciled with the need for both access and economic vitality.

The current redevelopment of the Grand Arcade and Bardwell's Court (c25,000 m<sup>2</sup> retail floorspace in total) in the heart of the City exemplify this. The design quality of these schemes and creative solutions to traffic management will be just two indicators of our ability to reconcile growth with the essential qualities of a historic city.

by: Brian Human

EHTF Sustainable Tourism Portfolio Holder  
Head of Policy and Projects  
Cambridge County Council

## context<sup>4</sup>D

### Building on local assets: The Faversham Streetscape Strategy

A twice weekly market – in the Market Place – sailing barges at its working quayside, a town centre independent brewery, an attractive medieval timber framed townscape and a pioneering heritage centre contributed to Faversham's position in the top three market towns in the south east in a nationwide poll.



However, to ensure its sustainable future utilising its locally distinctive assets, the Town Council and Enterprise Partnership embarked on a strategy; integrating three studies on tourism, shopping and the public realm.

Context4D undertook the Streetscape Strategy, building on its co-authorship of "Streets for All: South East" (English Heritage; 2005).

The Streetscape Strategy, involving the Enterprise Partnership and Highways and Conservation Officers, includes audits of the streets: their character, condition, clutter, and historic surfaces. Improvement projects including the Market Place and stalls; the unique footpath network, town gateways and traffic management comprise a costed programme contributing to the development of a vibrant, accessible and attractive town.

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