

# CULTURAL HERITAGE STRATEGY

## Public Consultation Responses

### INTRODUCTION

The final draft of the Strategy was circulated to stakeholder bodies for comment and was also made available on the City Council website for public comment. 26 responses were received, some of considerable length. A list of responders is appended.

In this document we summarise and comment on

- ▶ A number of common themes appearing in the representations
- ▶ Some specific ideas and suggestions to conserve or improve the heritage or its presentation

In addition consultees raised detailed points about history, individual projects and phraseology which we have incorporated in the final Strategy document where relevant.

**SUMMARY OF REPRESENTATIONS**

Representations	Made by	Comments and responses by Blue Sail
<b>1. Comments on the brief and scope of the Strategy</b>		
<p>The brief should have included the performing arts. The heritage strategy should have been combined with the Arts Strategy to create a cultural strategy. The arts provide ways to animate the heritage and are an essential part of the ‘rounded offer’ of contemporary culture mixed with heritage that the Strategy advocates.</p> <p>Reference should be made to the recent Economic Impact Assessment of the Arts in Lancaster report</p>	<p>The Arts Partners- the consortium of leading arts bodies in Lancaster district; Lancashire CC</p>	<p>The brief for the study required a cultural heritage strategy; an arts strategy for Lancaster was drafted separately in2009.</p> <p>We fully agree that the arts can help to animate and interpret the heritage and are part of the offer of a successful destination for visitors and locals. The Strategy acknowledges the strengths and reputation of the performing arts in Lancaster. We have modified relevant passages to emphasise that arts and the heritage are complementary aspects of a ‘modern heritage city’ and should be promoted with heritage as part of the rounded offer.</p> <p>Reference is now made to the EIA study; however its emphasis is on the creative and performing arts and it does not appear to relate to heritage attractions, museums, visits to historic landscapes or parks etc.</p>
<p>The Strategy is driven by economic benefit and gives limited support to the well-being of the community</p>	<p>As above</p>	<p>The brief was to develop the proposition of an earlier study that investment in the heritage might bring significant economic benefit to Lancaster. The Strategy nonetheless refers to the quality of life benefits for local people.</p>
<p>The strategy concentrates on the built heritage and not sufficient weight is given to the historic stories and characters of the district – from the Romans to the Black Prince and the Plantagenets to the Pendle witches to the music hall and comedy heritage of Thora Hird and Albert Modley.</p>	<p>Sian Johnson, Ian Hughes</p>	<p>The Strategy stresses the long history of Lancaster from the Roman era to the present day but it cannot mention everything and everybody. The point about the wealth of stories and characters is well made and we have added some flavour of that to the strategy background. Research has shown however that stories and characters do not motivate visits to a place unless there is something tangible to see. The fact that this is an investment</p>

		strategy leads to its emphasis on physical things such as public realm and buildings.
Insufficient weight is given to Carnforth –value of railway buildings and rolling stock preserved in the yards	Sian Johnson	Additional reference is now made in the Strategy to these elements
More weight should be given to the rural areas including the Forest of Bowland AONB and the Arnside and Silverdale AONB which have cultural heritage value and are part of the wider visitor offer.	Justina Ma, Colin Peacock	Additional reference is now made in the Strategy to the AONBs . Their detailed policies to conserve the natural beauty and historic character are expressed in their own management plans.
The Strategy does not sufficiently recognise the value of the natural heritage including geo-diversity and biodiversity – such as the imported building stones of Lancaster and the wildlife of Lancaster Waterways and Williamson Park	Natural England	The interest of these points is noted and mention is now made in the Strategy.
<b>2. Comments on the options to improve and market the cultural heritage</b>		
The proposed closure of Lancaster prison in the Castle could be a ‘game-changer’ for the heritage offer; it should stimulate new thinking	Lancashire CC, Lancaster Civic Society and others	The Strategy acknowledges this development could be an exciting opportunity and that finding a sustainable development plan for the Castle that provides a heritage experience will be a key aim. Resolution of the way forward will require participation of several parties – the local authorities, the Duchy, the Court Service and the private sector among them.
The concept of Lancaster as a ‘Food Capital’ is not really credible – though food is an important element of a successful visitor offer and the Taste Lancashire initiative should be promoted in Lancaster. A Lune Valley Food Trail and a Lancaster Food Festival were suggested	Lancashire and Blackpool Tourist Board; Simon Gershon; Lancaster Arts Partners etc.	We accept that the Food Capital concept is not appropriate and have modified the Strategy accordingly. However we have suggested that there is merit in the Taste Lancashire initiative and in other promotion and celebrations of local food.

<p>The recommendations for more coordination in marketing activity, shared themes and research is welcomed; LBTB, the University and the arts organisations should collaborate with Lancaster City Council. Resourcing will be difficult however and contributions through the proposed BID and from the corporate sector should be sought.</p>	<p>LBTB, the Arts Partners</p>	<p>The support for collaboration is welcome. Since the Strategy was drafted LBTB has undergone significant restructuring, budget and resource cutbacks so marketing resources will be further constrained, and the value of BID and corporate contributions would be all the greater.</p>
<p>The suggested investment in festivals by Lancaster City Council (£200k over 10 years) is insufficient to make a big impact and economic benefit will not be maximised</p>	<p>Arts Partners</p>	<p>This scale of investment is intended mainly as pump-priming to facilitate festivals and events led and delivered by others. The Council's contribution will depend on resources available – which would appear to be very constrained for the foreseeable future.</p>
<p>Response refers to a 'Places and Spaces' project (part of the Landscape Partnership Initiative proposal) to create a Morecambe Bay 'brand' and develop visitor facilities, such as rest places and play spaces that creatively interpret and reflect the essence of the place.</p>	<p>Susannah Bleakely, Morecambe Bay Partnership</p>	<p>This is now reflected in the Strategy</p>
<p>The signage and interpretation of Castle Hill and Vicarage Fields as a whole is poor.</p>	<p>Lancashire CC (Archaeology)</p>	<p>Reference is now made to these matters which could be addressed through the Square Routes project.</p>
<p>Public art and its contribution to the townscapes could have more recognition</p>	<p>Arts Partners, Sian Johnson, Richard Hammond</p>	<p>The Strategy does refer to the contribution of public art, including the historic items in and around Dalton Square, and suggestions for further public art on St George's Quay. A forward strategy for further public art would be more appropriately in an Arts Strategy.</p>
<p>Restoration of the Winter Garden should be a priority</p>	<p>Mark James Price, Mrs Cornelia van der Poll and others</p>	<p>The heritage value of the theatre building is recognised, but it is difficult to recommend it as a priority for investment until a sustainable plan for its use has been adopted.</p>
<p>Heysham: the historic village is in need of significant historic building conservation lead improvements and improvements to the public realm.</p>	<p>Stephen Gardner, Lancaster CC</p>	<p>These comments have been reflected in the final draft.</p>

<p>The promotion, development and celebration of the theatres across the region should be central in the strategy and in securing a successful future for Lancaster as a “modern heritage city;</p>	<p>Mark James Price (The Theatres Trust)</p>	<p>The Strategy acknowledges that arts companies support the heritage by occupying historic buildings, by animating the city and interpreting the heritage. It records that the Grand is seeking to extend the building to provide a larger and upgraded foyer to enhance the theatre experience and allow increased community use.</p>
<p>The archaeological database (English Heritage) can be used in conjunction with smart technology, allowing visitors to tour sites around the city with information at their fingertips</p>	<p>Mrs Kerstin Jarman</p>	<p>The Strategy refers to the potential of Smartphone apps as interpretive guides and reference to the archaeological database has been added.</p>
<p>Comments were made both for and against the Urban Splash proposals for the promenade in Morecambe: for example –they will ‘<i>ruin this special open space</i>’ and they have ‘<i>potential ... to provide an enhanced public realm and landscaped areas</i>’.</p>	<p>Mrs Cornelia van der Poll; Stephen Gardner</p>	<p>This is something that the Morecambe Area Action Plan will no doubt consider.</p>
<p><b>3. Comments on the management of the cultural heritage and other matters</b></p>		
<p>Nearly all the listed buildings in the City of Lancaster that are owned by the City Council are in fair / poor condition and at least one building can be considered to be at risk. The use of S106 planning gain funds should be used to provide funding towards public realm works and repairs of historic buildings</p>	<p>Stephen Gardner, Lancaster City Council</p>	<p>These comments have been reflected in the final draft.</p>
<p>A suggestion for a better Lancaster would be to clean the facades of city buildings, starting maybe with City Hall and the Museum on Market Square. Many other buildings could follow, including the Castle.</p>	<p>Miklos Bansaghi</p>	<p>Cleaning would improve the visual appearance of buildings and complement recommendations for enhanced public realm. But there are issues about potential damage to stonework as well as cost that have to be assessed on a case by case basis.</p>

Lancaster Medical Museum Group is seeking a venue to house its collection of historical medical artefacts and would like a site in Lancaster such as the Castle or the City Museum.	Bryan Rhodes (Secretary Lancaster Medical Museum Group)	There is no space in the City Museum but possibly this collection could be considered as part of future presentations in the Castle. The Group's interest is noted in the Strategy.
Several responses contain general commentary on tourism in Lancaster. For example: Lancaster is short of quality accommodation. Its arrival points are unattractive. The location of the TIC is not ideal. Better bus services to Williamson Park are needed. No reference is made to use of Morecambe as a base for walkers in the Lune valley and for coach tours of the lakes.	Cllr Graham Agnew, Sian Johnson and others	This is not a general tourism development strategy but observations are noted and reflected where relevant to investment in the cultural heritage.
General Comments were made relating to planning, highways, lighting, planting, street furniture etc.	Lancashire CC	These regulatory points are noted.

**LIST OF RESPONDENTS TO THE PUBLIC CONSULTATION**

- Miklos                      Bansaghi
- Diane                        Kisiel                      Highways Agency
- Cllr Graham C            Agnew                      Over Kellet Parish Council
- John                         Angus                       Storey Institute
- Susannah                Bleakley                    Morecambe Bay Partnership
- Anne-Sophie              Bonton                      Lancashire County Council
- Stephen                     Gardner                      Lancaster City Council
- Simon                        Gershon

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Jenny	Greenhalgh	Lancaster Civic Society
Richard	Hammond	Lancaster City Council
Brian	Hancock	
Ian	Hughes	
Mrs Kerstin	Jarmin	
Sian	Johnson	
Justina	Ma	Lancashire and Blackpool Tourist Board.
Mandy	Newell	Natural England
Chris	Newlands	Lancaster Priory
Colin	Peacock	
John	Pilgrim	Yorkshire and Humber RDA
Renu	Prashar	Ministry of Justice Estate
Mark James	Price	The Theatres Trust
Bryan	Rhodes	Secretary Lancaster Medical Museum Group
Margaret and Bill	Simpson	
Joe	Sumsion	Lancaster Arts Partnership and Dukes Theatre
Mrs Cornelia	Van Der Poll	