



City of Bath World Heritage Site Advisory Board

**Meeting held on 20 February 2018 at the Kingston Room, Roman Baths,
Bath**

Minutes

Attendees					
Prof. Barry Gilbertson (Chair)	BG	Cllr Cherry Beath	CB	Cllr Robert Law	RL
Cllr Peter Turner	PT	Cllr Colin Blackburn	CBn	David James	DJ
Dr Marion Harney	MH	John Wilkinson	JW	Stephen Bird	SB
Adrian Amber	AA	Rohan Torkildsen	RT	Allison Herbert	AH
Tom Boden	TB	Ainslie Ensom	AE	Nick Tobin	NT
Polly Andrews	PA	Courtney Fleming	CF	Dr Anne Bull	AB
Tony Crouch	TC				
Apologies					
Cllr Paul Myers		Henry Owen-John		Dr Kristin Doern	
Lisa Bartlett		Ian Bell		Caroline Kay	
Rosie Phillips					

No	Agenda Item	Act.
1	Chairman's Welcome	
1.1	The Chairman welcomed all to the meeting including observer Cllr Colin Blackburn (Chair of the Bath Forum), new member Polly Andrews (Learning and Engagement Officer, Bath Preservation Trust) and Courtney Fleming (PhD research student, Bath Spa University and administrator, Beckford's Tower).	
2	Declarations of Interest	
2.1	None.	
3	Adoption and review of previous minutes	
3.1	The minutes of the meeting of 23 November 2017 were adopted.	
3.2	Action points from the previous minutes, which included suggested text amendments to BG's draft presentation, had all been taken on board.	
4	Matters arising not otherwise on the agenda	
4.1	None.	
5	Chairman's Report	
5.1	<p>BG outlined actions undertaken since the last meeting.</p> <ul style="list-style-type: none"> The name change (from Steering Group to Advisory Board), plus quarterly AB meetings had been welcomed by Council Leader Tim Warren and Chief Executive Ashley Ayre. This action was considered complete. Examination of the Board's Terms of Reference was still outstanding. The proposal for interim Executive Group meetings had also been welcomed. This group would comprise of BG, SB, CK, NT, TC plus one further independent member to be confirmed. BG has met with Cllr Blackburn, Chair of the Bath Forum and Rosie Phillips, Vice Chair. 2 meetings of the Enhancement Fund Working Group have been held, plus several 1-1 meetings with TC as World Heritage Manager. 	BG

	<ul style="list-style-type: none"> • BG presented his 100 day report to the Cabinet and the discussion included a possible 'tourist tax'. BG said he was pleased that the cabinet had now made clear their support of this proposal and noted that it had been reported in the national media. • Following the presentation to the cabinet, an opportunity was being sought to present to senior officers and include world heritage information in induction training for new staff. • The promotional talks delivered by BG (an updated list is despatched with these minutes) have resulted in 8 – 9 people expressing an interest in being part of ad hoc topic-based working groups. They have also led to further requests for talks from other groups. • BG has a forthcoming meeting with Andrew Grant, Chair of the Bathscape Partnership. • BG and TC will be attending a workshop event at Kew Gardens on 6th and 7th March billed as a masterclass in commercial best practice for World Heritage Sites. It is run by World Heritage UK. https://worldheritageuk.org/category/news/ • Bath World Heritage Day 2018 will be held at the Royal Crescent Lower Lawn on April 22nd. It will feature the highly popular Ermine Street Guard troop of Roman military re-enactors, complete with authentic weaponry. https://www.bathworldheritage.org.uk/events • Bath Iron, a 4-day event programme by the National Heritage Ironwork Group, will be staged in Bath on 14-17 June. www.nhig.org.uk/bathiron 	TC
5.2	NT said that the Scottish Times recently reported that Edinburgh were looking at the issue of a tourist levy. New legislation from the Scottish Parliament would be required. BG mentioned that Andy Street (ex CEO John Lewis Partnership) now Metro Mayor for West Midlands is lobbying UK Govt for a compulsory levy in support of Commonwealth Games in Birmingham.	
6	Great Spas of Europe project	
6.1	TC gave a presentation on the Great Spas project. Given that this long term project was now moving closer to being submitted to UNESCO (in January 2019) there was likely to be increased visibility and local awareness of it. Consequently there was a need for Board members to have a good understanding. The OUV of the nomination is being finalised and as soon as that is done, a 'basic facts' sheet (similar to that produced for our existing nomination) will be produced. Slides available on request from TC.	TC
6.2	<p>Questions followed.</p> <ul style="list-style-type: none"> • CB was aware that there was a desire to submit the bid earlier (in January 2018) and was pleased that it had been averted. TC said that although there was political pressure to submit in 2018, review by independent experts had shown that there was further refinement needed and we had been justified in advocating this deferment. • TB asked about the boundary for the proposed nomination. TC confirmed it was intended to be the same as the existing WHS boundary. • NT asked if the necessary resources were in place to manage a second inscription. TC responded that it was intended to use our existing arrangements, such as this Advisory Board, to handle both inscriptions and thus negate the need for new resource as far as possible. • PT asked if unsympathetic modern development could prejudice a successful nomination. TC replied that it could, but again we had a robust planning policy framework in place designed to prevent such issues affecting the submission. • The Chairman thanked TC for this presentation and his work on the project. 	

7	Project Updates	
7.1	SB updated on the Archway project. Fundraising continues and a stall at the Christmas Market was considered successful. This raised a few hundred pounds (through merchandise sales) but of equal importance was the opportunity to spread awareness. Results from the tendering of construction work are expected soon. Road repairs to York Street have been delayed until Summer 2018 and need to be completed before work on the learning and World Heritage centre can start. Meanwhile, archaeological works continue and have unearthed an early mosaic and a coin from 76 BC.	
7.2	MH updated on the Bathscape project. It was of concern that the Heritage Lottery Fund (HLF) had revised their funding streams, meaning that the Round 2 application will now be one of 12 assessed by a national panel under a competitive process. A letter had been written to the HLF expressing concern that the 'goalposts' had effectively been moved, but the response (largely as expected) was to encourage the partnership to make their bid as robust and competitive as possible. Work was underway to further hone and improve the submission which will be made by 30 June 2018, seeking approximately £2m. MH also drew attention to a current HLF consultation on funding changes. On behalf of the board, the Chairman wished the partnership the very best of luck with their submission.	
7.3	TC updated on the Cleveland Pools project. The HLF turned down the Trust's stage 2 application (for circa £4.07m) in December 2017. The HLF stated that 'unfortunately a number of key risks remain, including a challenging financial risk.' Talks between the HLF and Cleveland Pools Trust (CPT) showed that there was a lack of confidence from the HLF Board around project management, where there were still many unanswered questions (including the issue of access, and also the fact that the CPT were still negotiating with the Council over the lease, funding, etc.). With the agreement of the HLF, the CPT will re-apply, but will need to start from the beginning of the process, and this involves a timescale of at least 18 months. Paul Simons has taken on the role of Chair of Trustees (from Ann Dunlop) and with finances now uncertain project director Christopher Heath has been stood down. The Council (as landowners) remain key partners and in response to a cabinet question on 7 Feb 2018, Cllr Gerrish confirmed that £75K is included in the recently approved budget to enable progress on a new bid. He also confirmed that the Cabinet remains supportive of the Trust and is hoping their revised bid will be successful.	
7.4	BG asked if there were any objections to the Board writing in support of the revised Cleveland Pools bid. There were none and will be actioned.	TC BG
7.5	TC reported on the exercise to create a new brand for Bath World Heritage. Designers Steers McGillan Eves (SME) have completed their draft branding report and will submit it to the Council on 21 st February. This will be checked and agreed and initial design concepts will be submitted in late March. These will be circulated via email to Advisory Board members in April.	
	(3:10pm Anne Bull joined the meeting).	
8	The Children's University	
8.1	AB introduced the Children's University (CU) initiative. The Bath CU initiative was established last year and is affiliated to the national CU. Children (8 years plus) apply to a local centre for a 'passport' into which they receive stamps when visiting designated attractions. When they have collected sufficient stamps they can 'graduate' in a graduation ceremony. Further stages are then available. The initiative encourages an interest in culture and heritage and the scheme has CV value for children. There was a possibility for more Bath attractions to become accredited. AB handed out explanatory leaflets.	
8.2	Questions ensued. TB asked if the Museum's Group had been approached and AB confirmed that they had. AH asked if this meant children gained free	

	access to attractions and AB confirmed that it did not. AA said that the Mayor's Guides had developed curriculum Key Stage 2 children's walks and was there a tie-in here? AB said yes, it could potentially become an accredited activity. SB asked who the accreditation body were and AB said it was the University of the West of England, with involvement from Bath Spa University. The accreditation process was not onerous. CB said that having worked with the Mayor's Guides during her term of office as Mayor, she could not speak highly enough of their work. PA said she was keen to get involved and asked if established walks and trails could become accredited. AB confirmed that they could. PT asked what resource was required and AB said that predominantly it needed people to drive it.	
8.3	BG thanked AB for her presentation and said he would arrange a further meeting between the two of them to discuss it.	BG AB
9	World Heritage Enhancement Fund	
9.1	AE circulated her written report and chose two projects to highlight. Firstly, replacement historic streetlights at Sydney buildings are close to being installed. The Fund paid for the listed building consent process and therefore paved the way for bespoke replacement lanterns, copying the earliest electric examples in Bath, to be fabricated. The project has been driven by local resident Steve Kerss and is a good example of partnership working between residents, the Council's Street Lighting Department and the Fund.	
9.2	The second example was Walcot Steps, a project about to be started. The poor appearance of the steps and inadequate lighting was due to be addressed again through a partnership of residents, Council, the Fund and the Bath BID.	
9.3	BG confirmed that the Enhancement Fund annual funding came from the Council (£25k) and the Bath Preservation Trust (£5k). It was hoped that these income levels would be maintained but he was aware that there was the possibility that the Council budget for 2018/19 (to be decided imminently) may seek some reduction. The £195k spent by the Fund had (through leverage of external contributions) produced work to the value of £600k over the 9 years of the Fund's existence. The number of restored incised and painted historic signs was now nearing 50. A celebration and publicity may be in order.	AE TC BG
10	Any other business	
10.1	DJ updated the Board on the latest tourism figures (based on 2015 surveys). There was a 14% increase in the number of staying visitors, driven partly by an increase in hotel capacity. This in turn means that more money is spent in the city. 80% of staying visitors are UK based. DJ was wary of the visitor tax if compulsory, as it could result in Bath being perceived as an expensive destination (although only £1 per bedroom per night is suggested). It would be better to allow another city (Birmingham?) to lead and take the headlines. 83% of visitors are day visitors, spending on average £36. Staying visitors from UK have an average daily spend of £185. Overseas staying visitors spend most (up to c£300 per daily spend) and often use Bath as a base. Coach visitor numbers can be affected by changes at competitor sites such as Stonehenge and Windsor. Not all coach visitors spend any money in the City, as they are just passing through, with commentary and photo opportunities.	
10.2	SB added that the coach market is complex and it is necessary to adapt to survive. The Roman Baths generate around £3m income from coach visitors. The recently adopted Heritage Services Business Plan shows a reduction in coach party discount from 38% to 30%. Other amendments were possible, such as a transponder to allow 'staying' coaches to travel through the bus gate, with others going around.	
11	Optional Tour of the Archway Project archaeological works	
11.1	10 Board members enjoyed a tour of the current archaeological dig, under York Street, kindly arranged by SB.	

<p>12</p>	<p>Dates of next meetings: All at 2pm – 4pm:</p> <p>Tuesday 26 June 2018 Kingston Rm, Roman Baths Tuesday 27 November 2018 Kingston Rm, Roman Baths Tuesday 12 February 2019 Tba Tuesday 18 June 2019 Tba Tuesday 22 October 2019 Tba</p>	
<p>13</p>	<p>Papers issued with these minutes:</p> <ol style="list-style-type: none"> 1. World Heritage Enhancement Fund Project Update February 2018 2. Updated list of delivered and proposed promotional talks 	