

 <p>United Nations Educational, Scientific and Cultural Organization</p>	 <p>City of Bath inscribed on the World Heritage List in 1987</p>	<h2>City of Bath World Heritage Site Steering Group</h2>
<p>Meeting held on 23 November 2017 at the Kingston Room, Roman Baths, Bath</p>		

Minutes

Attendees					
Prof. Barry Gilbertson (Chair)	BG	Cllr Paul Myers	PM	Cllr Cherry Beath	CB
Tom Boden	TB	Stephen Bird	SB	David James	DJ
Dr Marion Harney	MH	Caroline Kay	CK	Nick Tobin	NT
Lisa Bartlett	LB	Rohan Torkildsen	RT	John Wilkinson	JW
Cllr Robert Law	RL	Allison Herbert	AH	Ainslie Ensom	AE
Adrian Amber	AA	Tony Crouch	TC		
Apologies					
Ian Bell		Cllr Peter Turner		Dr Kristin Doern	
Dr Anne Bull		Henry Owen-John		Victor Da Cunha	

No	Agenda Item	Act.
1	Chairman's Welcome	
1.1	The Chairman welcomed everyone to the meeting including new members Allison Herbert (Manager of Bath Business Improvement District (BID)) and Adrian Amber (Chairman of The Mayor of Bath's Corp of Honorary Guides). AA stated that the Guides had shown 42, 000 people around the city in the last 12 months.	
2	Declarations of Interest	
2.1	CK pointed out that the Bath Preservation Trust has a standing interest in that they administer the World Heritage Site Enhancement Fund.	
3	Adoption and review of previous minutes	
3.1	The minutes of the meeting of 25 July 2017 were adopted.	
3.2	BG reported that an initial meeting was held to look at the Steering Group Terms of Reference. BG, SB, CK and TC were in attendance. Further consideration is required and the meeting will be reconvened. BG invited any further attendees or thoughts.	BG
3.3	There was no update from MH/TC on the research project.	
4	Matters arising not otherwise on the agenda	
4.1	None.	
5	Steering Group membership	
5.1	Membership changes included representation from the Bath BID, where Louise Prynne has left her role and Allison Herbert has taken the helm.	
5.2	BG paid tribute to Major Anthony Crombie, who passed away on 19 th September 2017. Major Crombie was a member of the original City of Bath World Heritage Site Steering Group, set up in 2001. He remained a group member until 2010 and was a tireless advocate for good quality in new design. His legacy lives on in the many developments that he successfully improved and indeed those undesirable proposals which he helped to prevent. He made	

	a considerable contribution to the conservation of the World Heritage Site and the recognition and appreciation of this is duly recorded in these minutes.	
6	Chairman's 100 day report (presentation and discussion)	
6.1	As previously stated, BG delivered his thoughts on management of Bath World Heritage as his 100 Day observations. He presented this via a PowerPoint presentation. This presentation method may also be employed in his forthcoming meeting with B&NES Cabinet members and with the Chief Executive, Ashley Ayre.	
6.2	<p>BG outlined proposed changes including:</p> <ul style="list-style-type: none"> • Changing the name of the group to the City of Bath UNESCO World Heritage Site Advisory Board. • Holding Advisory Board meetings quarterly instead of every six months as previously. • Looking for opportunities to monetarise World Heritage activities and exploring issues such as a tourist tax. • Raising awareness through a series of talks to groups and increased visibility of the UNESCO logo. <p>Discussion followed on the changes advocated.</p>	
6.3	There were a number of suggestions regarding points of accuracy. DJ advised that there were more recent tourism statistics than those shown and offered to email them to DJ.	DJ
6.4	SB clarified that no other UK local authority is known to make a financial surplus from their museums service.	BG
6.5	CB pointed out that Bath Charter Trustees should be named on the Steering Group slide.	BG
6.6	MH clarified that the correct name was the University of Bath, not Bath University.	BG
6.7	There was reference to Heritage UK, which should read World Heritage UK.	BG
6.8	CK said it was important to note in reference to 'buildings at risk' that although there were only two recorded entries for Bath on the national 'at risk' register, this only covered grades I and II* entries. B&NES keeps a local list of grade II properties with many more entries, bolstered by listed tombstones.	BG
6.9	CK stated that monetarising World Heritage operations may be difficult when the site was not wholly in our ownership. She likened this to the Royal Crescent, where the resident's association had discussed charging for the use of the Crescent as a film location, despite the fact that the roadway is public realm.	
6.10	CB said that a compulsory tourist bed tax had been explored and was not currently legally possible. However a voluntary tax maybe possible and the West of England partnership offered potential opportunities here. Any fund would need to be clearly ring-fenced for heritage works. BG/TC to explore with Council and appropriate operator associations	BG TC
6.11	In response from a question from NT, DJ said that voluntary visitor donation schemes operated in the Lake District and Norfolk Broads. JW said that the British Museum had a contribution 'totem pole' which accepted electronic donations from mobile 'phones. BG added that Iguazcu Falls in South America levied a considerable contribution, as did The Galapagos Islands and Machu Picchu – all World Heritage Sites, where their charge to enter varied between USD\$100 – 125.	
6.12	PM welcomed BG's positive suggestions on the evolution of the Steering Group. He recognised it as partly a response to the 'democratic deficit' in Bath, where the city does not have parishes. Many groups were already established, including the Bath City Forum and specialist boards representing sectors including tourism, arts and festivals. Greater linkages with these existing groups should be considered before setting up more meetings. He warned against each group becoming an island and noted that more meetings need	

	<p>more time resource. Many people sit on more than one of these boards and possibly duplicate their effort. He advocated looking at how the Steering Group sits within the overall governance of Bath. Post meeting note : BG responded that the ad-hoc working groups, about which PM was concerned, would not be Standing Committees, serviced by Tony or Council secretariat, but simply that a pre-identified group of 4 or 5 'lay' members of the public might gather together informally (under the Chairmanship of an SG member) to discuss a issue related to one of the 5 WH Priorities from the approved Management Plan 2016-2022. This approach has the twin benefit of helping the Steering Group to have a view (from a WH perspective) on topics of public consultation (such as the Council's draft Coach Strategy or draft Parking Strategy) and, importantly, to involve a wider number of people in World Heritage matters thereby further raising awareness and its importance to Bath.</p>	
6.13	<p>CK said that she shared the lack of desire for further meetings but thought that the strategic roles in governance did need to be considered. She directed attention towards the 'beautifully inventive' vision used in the Local Plan and also said that the desirability of enlisting advisory help (for example in design panels) warranted inclusion. The relevant vision (from the B&NES Local Plan 2016-2036, Issues & Options Consultation, Winter 2017) is as follows:</p> <p>B&NES Vision: Bath and North East Somerset will be internationally renowned as a beautifully inventive and entrepreneurial 21st century place with a strong social purpose and a spirit of wellbeing, where everyone is invited to think big – a 'connected' area ready to create an extraordinary legacy for future generations.</p>	
6.14	<p>With regard to increased prominence of Bath's heritage, CB said that work on branding, a promotional video and entrance way design work had previously been undertaken and should still be available.</p>	
6.15	<p>LB clarified that Bath attracts the highest amount of Community Infrastructure Levy in the district. The Bath City Forum has some of this funding to allocate and links to this forum should be investigated. PM added that the next Forum meeting was next week.</p>	TC
6.16	<p>MH said that we should recognise that Bath is upheld as an exemplar of WH management. She had recently been invited to lecture in Porto because of this recognition.</p>	BG
6.17	<p>With regard to signage, RL said that both Porto and Bath had little need of further signage as you knew when you had arrived.</p>	
6.18	<p>BG was able to confirm that Cllr Tim Warren, Leader of the Council, was entirely comfortable with the proposed new name and changes to the administrative structure. Indeed, Cllr Warren had suggested that the presentation of the slides should be made by BGG to the Cabinet of the Council, as he saw World Heritage being of considerable importance to Bath and therefore to B&NES.</p>	BG
6.19	<p>Subject to recognition of these very helpful points raised by the members of the Steering Group, it was agreed to proceed with the revised structure as set out within BG's slides, changing the name Steering Group to Advisory Board, creating an small Executive Group to meet on demand in-between quarterly AB meetings and the formation of the 5 ad-hoc informal working groups, as described, to meet only as and when required.</p>	BG TC
7	Project Updates	
7.1	<p>SB gave an update on the Archway project. The contractor will start on site in early 2018 following completion of the current archaeological investigations. The deck of York Street will also be addressed next year although this falls outside of the Archway Project. The large archaeological stones beneath York Street have been removed to storage (by specialist contractors Cliveden) and</p>	

	scanned at the same time. They have also been chemically 'finger-printed' to ascertain the quarries they came from. The contractor will hand the site back in May 2019 in advance of a tentative opening date for the WH centre of July 2019. The Roman Baths Learning Centre is programmed to open in September 2019.	
7.2	TC gave an update on the Great Spas of Europe project . The July 2017 update outlined that the focus was on compiling the necessary documentation to make an initial bid submission to UNESCO for a completeness check in September 2017. The Czech project leaders had indicated that they wished to follow it with a full submission in January 2018. We, and our government representatives, considered this timetabling premature. The update is that the September fitness check submission was successfully achieved and we await UNESCO feedback (expected next week). In a meeting between all study group representatives two weeks ago, the other partners, having seen the draft nomination document, backed our view that it was not yet ready for full submission. Submission is therefore programmed for the next opportunity in January 2019. This is considered a realistic timetable, allowing for critical scrutiny and improvement of the dossier by independent international experts.. Locally, it allows us to take the draft management plan through the normal consultation and approval processes expected of such a document. We are also encouraging our Czech partners to improve the web-site as this is the first port of call for people wanting to learn more. We will post a Great Spas webpage on our site. The draft management plan for Bath is now complete. The next steps are to set a renewed timetable with our partners, identifying work still to be progressed and completing and improving all necessary documentation.	TC
7.3	MH and CK gave an update on the Bathscape project . MH had handed over to incoming Chair Andrew Grant in October. The project was now half way through the (round 1) development phase with round 2 submission programmed for June/July 2018. A visioning exercise is programmed for early December, as the project still needed 'boiling down' to bring all the different ideas together. 2 staff members needed to be carried across a possible funding gap from round 1 into round 2. CK explained that walks around the city were designed on a 'spoke and hub' basis, with the circular walk providing the outer circuit. TB pointed out that (at least) two spokes were already in place with established National Trust routes.	
7.4	TC updated on the 30th Anniversary events . A successful conference had been held with Europa Nostra in the Assembly Rooms in September 2017. The series of four lunchtime lectures had been very successful, with each room near to capacity at around 100 attendees. The commemorative lapel badges had also proved popular and successful.	
8	World Heritage re-branding exercise	
8.1	TC introduced this item, explaining that the current logo for Bath World Heritage was developed as a temporary item for print use only and was never developed as a multi-purpose brand. With the World Heritage Interpretation Centre progressing, now was the right time to look at this again. The tendering process for inviting interest produced a good response, and from this designers Steers McGillan Eves (SME) have been appointed.	
8.2	Christian Eves, of SME, introduced himself and the company. They are Bath based, employ 10 full time designers and have worked for many high profile clients. Christian outlined the opportunity, the purpose of the exercise and the initial stages undertaken including surveys. It was apparent from the surveys that in ascertaining pre-conceptions and the 'cultural personality' of the site, the countryside setting is often overlooked. Christian explained that survey results and other work would now be taken forward into the development of design concepts.	

8.3	BG emphasised that today was all about understanding the early steps of the design process. Nothing was yet set in stone and design concepts would be shared with the Steering Group in Spring 2018, by email if necessary.	
8.4	In discussion, CB commented that in terms of key words to describe Bath then 'inventive' should be there, as it is in the wording developed by the Bath Bridge group. SB noted however that the survey results were true records of those surveys and questioned if it were possible to therefore retro-fit results.	
8.5	CK commented that there was a danger here of developing a brand for the city, whereas the need here was for a World Heritage brand only. The Bathscapes logo was discussed, with SME having full knowledge here as they were responsible for the design.	
8.6	PM stated that whilst he recognised the need for a brand, it should take account of the many other brands in Bath and try to avoid a 'cacophony' of different brands. He offered his help.	
	(3:30pm: JW left the meeting)	
9	World Heritage Enhancement Fund	
9.1	AE reported on current and proposed projects of the Enhancement Fund. Her briefing note is issued with these minutes.	
	(3:50pm: CB left the meeting)	
10	Any other business	
10.1	NT raised the matter of the emerging Destination Management Plan (DMP) He reported that FoBRA had asked for representation on the steering group overseeing production of this strategy. This had been achieved and he believed it had led to a better balance between tourism, residents and the commercial sector.	
10.2	DJ responded saying that he agreed that the introduction of FoBRA, and also WHS onto the DMP Steering Group had been welcomed and was beneficial. The draft DMP is currently undergoing consultation, and 'Voicebox' poll survey results will be available in late January 2018. A final draft is programmed for February 2018, which the WHS Steering Group will have the opportunity to see.	
11	Dates of next meetings: All at 2pm – 4pm : in Bath with venue tbc Tuesday 20 February 2018 Tuesday 28 June 2018 Tuesday 27 November 2018	
12	Papers issued with these minutes: 1. World Heritage Enhancement Fund Project Update November 2017	