

Saltaire World Heritage Site Steering Group – Meeting 15
Meeting held on 17th February 2017
Action Notes

Present: Cllr Val Slater (Cllr VS) Chair, Bradford Council, Rob Martin (RM), Saltaire Stories, Helen Thornton (HT), Bradford Council, Cllr Martin Love (Cllr L), Bradford Council, Paul Hogg (PH), BDCFT, Susan Brearley (SB), Incommunities, Bill Froggatt (BF), Canal and River Trust, Paula Truman (PT), Ward Officer, Bradford Council, Andrew Mason (AM), Newmason Properties, Saira Ali (SA), Team Leader Landscape, Design and Conservation, Cllr Peter Ashton (Cllr A), Baildon Town Council, Patricia Tillotson, Bradford Council Tourism (PT), Rachel Oxborough (RO), Visitor Information Manager, Bradford Council.

Agenda Item	Record	Action
1 and 2. Welcome, introductions and apologies	<p>Apologies: Cllr Ross-Shaw, Heritage Champion, Bradford Council (Cllr R-S), Henry Owen-John (HO-J), Historic England (International Advisor), Natalia Jedlinksi, Saltaire Traders, Ulrike Knox (UK), Saltaire Village Society, Nav Chohan (NC), Shipley College, Jo Lintonbon (JL), ICOMOS-UK, Craig Broadwith (CB), Historic England, Joyce Poot, United Reformed Church.</p> <p>Thanks to Incommunities for providing the venue and refreshments.</p>	

<p>3. Matters Arising</p>	<p>PH had reminded all staff at BDCFT about the speed limit on Victoria Road.</p> <p>Cllr Love stated that there had been no complaints about noise over the past few months.</p> <p>Discussion about the bins and the new arrangements for emptying. Post meeting note: PT and HT to meet with Richard Longcake on 23rd Feb with the objective of reducing/minimising the bins in Saltaire.</p> <p>PT to provide the downloadable app link for Heritage Forum to give out to residents.</p> <p>Half Moon – due to open imminently. The Park Lodge can offer toilet facilities.</p> <p>PT to draft a letter for Clr S to send to Cricket Club regarding the need for a café (Half Moon) to be open in the World Heritage Site park.</p> <p>Discussion about using twitter to get positive messages out about the World Heritage Site. Points raised included:</p> <ul style="list-style-type: none"> • Maintaining a positive twitter presence was a full time job • There was a need to carefully think through what distinctive purpose it would fulfil • Tourism colleagues could use a Saltaire hashtag anyway for tourism matters at the site • Need to use existing mechanisms more effectively <p>Decided not to pursue this at the moment. However see item 6 below</p>	<p>HT/PT</p> <p>PT</p> <p>PT</p>
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	<p>It was suggested that costings for refurbishing the toilet block could be useful. SA/PT to obtain the plans of the building.</p> <p>Cllr A wondered if crowd funding could be a solution.</p> <p>It was felt that a 'call to arms' was needed by the Steering Group and the Ward Members to get responses to the Consultation.</p> <p>It was agreed that the external members of the Steering Group ie. not the Council representatives, put together a letter response to the Consultation on Tourism Review. AM agreed to lead on this.</p> <p>It was further agreed that the Steering Group (via HT) would write to various community groups to share their concern about the Tourism Review.</p> <p>RO gave a detailed report on the key outcomes of the Visitor Survey which had been completed late last year. It provided many useful comparisons with the 2013 Survey.</p> <p>RO agreed to circulate by email a copy of the report.</p> <p>RO agreed to do a press release based on some of the positive outcomes of the Visitor Survey, perhaps combined with a link to Tour de Yorkshire or World Heritage Weekend.</p>	<p>SA/PT</p> <p>AM</p> <p>HT</p> <p>RO</p> <p>RO</p>
Item 6. Update Report	<p>The Update Report was welcomed. It was felt that it was too wordy as it stood but that the Press Office should be asked to use it as a basis for possibly several positive press releases. Cllr S suggested that it lent itself to a 'double page spread' and she offered to do a one-to-one interview to</p>	

<p>Item 7. AOB</p>	<p>supplement the achievements in the Report. HT to contact Paul Langan in the Council's press office and to keep the Steering Group informed. The use of twitter and the website should also be pursued.</p> <p>HT mentioned the possibility of a press opportunity in relation to the City Car Club and Cllr L welcome the idea.</p> <p>Officer Group update</p> <p>Heritage Forum update</p> <p>Events update – HT to send the Tour eventbrite link</p> <p>Cllr A kindly agreed to help distribute the Weekender – the publicity for the World Heritage Weekend</p>	<p>HT</p> <p>HT</p>
<p>DONM</p>	<p>Early Sept was suggested as being more likely to get good attendance.</p> <p>HT informed the Group that she was taking up a temporary secondment for 4 days per week to manage Cartwright Hall Art Gallery. This starts on 1st March and would finish on 30th November. She would still be able to service the next Steering Group meeting.</p>	<p>HT</p>

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