

Saltaire World Heritage Site Steering Group – Meeting 14
Meeting held on 26th September 2016
Action Notes

Present: Cllr Val Slater (Cllr VS) Chair, Bradford Council, Cllr Ross-Shaw, Heritage Champion, Bradford Council (Cllr R-S), Rob Martin (RM), Saltaire Stories, Helen Thornton (HT), Bradford Council, Cllr Martin Love (Cllr ML), Bradford Council, Ulrike Knox (UK), Saltaire Village Society, Nav Chohan (NC), Shipley College, Jo Lintonbon (JL), ICOMOS-UK, 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, Craig Broadwith (CB), Historic England, Joyce Poot, (JP) United Reformed Church,

Agenda Item	Record	Action
1 and 2. Welcome, introductions and apologies	<p>Apologies: Cllr Peter Ashton (PA), Baildon Town Council , Henry Owen-John (HO-J), Historic England (International Advisor), Tricia Tillotson, Bradford Council Tourism (TT), Natalia Jedlinks, Saltaire Traders, Saira Ali Acting Team Leader Landscape, Design and Conservation</p> <p>Thanks to United Reformed Church for providing the venue and refreshments.</p> <p>The Chair welcomed Cllr Ross-Shaw to the meeting.</p>	

<p>3. Matters Arising</p>	<p>UK gave an update on the Destination Management Plan Workshop she had attended at the Midland Hotel.</p> <p>There was good participation and lots of ideas for improving the perception of Bradford as a tourist destination. It was felt that information about visiting could be presented in a more integrated way on line and that links were made to other regional destinations. AM asked what the brief for the Destination Management Plan was and emphasized that it couldn't simply be a way of making savings – that savings in the short term would harm the tourism economy of Bradford in the longer term. UK felt that the Workshop were discussing “intelligent cuts” – that not everything could continue to be provided by the Council but that the priorities would be supported. PH wondered if the Saltaire Tourism Survey could feed into the DMP process? Plus possibly the THI bid for the ‘top of the town’ area of Bradford. CB and Cllr R-S interested to know if bed spaces were being considered in DMP process. HT to obtain an update from TT to circulate to Steering Group. See post-meeting note below</p> <p>HT gave an update on the Visitor Survey 2016. This survey would be completed at the end of October 2016 and then results could be collated and compared to the 2013 survey. This would be an item on the next agenda. PH suggested that online survey data be collected as well to use with the face to face survey results. HT to consider.</p>	<p>HT/TT</p>
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<p>4. Setts Scheme updates</p>	<p>The Setts Scheme on Victoria Road was virtually complete – some parking enforcement measures still to be implemented. It had been generally well received. Some anecdotal feedback from disabled users had been very positive.</p> <p>Cllr ML raised the issue that some residents had raised about noise at night from the cobbles. HT stated that a data logger would be installed this week to measure the speed of vehicles as speed was certainly a major contributor to the noise. PH and Cllr R-S endorsed the collection of data as being the first step to a way forward. The Steering Group discussed this issue and ideas put forward were:</p> <ul style="list-style-type: none"> - Inform taxis about the speed - Make Wardens aware - Improve awareness of the 20mph - More signage for 20mph on entering Victoria Road - Raise awareness generally - NC would make Shipley College staff aware - RM pointed out that Caroline Street residents had raised the issue of speed with the Ward Members as well. Cllr ML confirmed that there would be a residents meeting in Oct to address a range of traffic issues 	<p>PT PT</p> <p>HT NC</p>
<p>5. Delivery Plan</p>	<p>It was agreed to work through the Delivery Plan page by page to review the revisions which HT and the Saltaire Officer Group had made. The impetus for an interim revision of the Delivery Plan had come from the fact that</p>	

	<p>various projects had either been completed or had emerged and thus slightly altered existing actions.</p> <p>It was also agreed that a progress report gathering together all the achievements be created as an 'addendum' to the Plan (this could also then be promoted to the public possibly via releasing a media feature '3 years on').</p> <p>Notes on page by page revision:</p> <p>Homeowners Guide – need to improve website links and direction to help materials for home owners</p> <p>Half Moon Café reopening – it was noted that this continuing closure was damaging the site as a tourist attraction, especially the lack of toilets.</p> <p>Bins – possible parallels in Edinburgh to follow up</p> <p>1.11 CB/JL/HT to discuss a possible Phd internship which may address resourcing issues</p> <p>2.6 and 2.12 – Steering Group agreed that these should be omitted and emphasized in cross cutting issues – pending agreement with H O-J (alongside principle of editing with regards to UNESCO)</p> <p>3.7 Is this going to be picked up in DMP review? Could bedspaces for Saltaire be counted annually, just so data was collected to understand the amounts of overnight accommodation available.</p> <p>4.1 Cllr VS flagged up that Ward Cllr Hussein was involved in work on</p>	<p>HT</p> <p>HT</p> <p>PT</p> <p>HT</p> <p>HT</p>
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<p>6. Communications Strategy</p> <p>7. AOB</p>	<p>Travel Plans and PH reported the Care Trust had its own travel and sustainability plan. HT to pursue to see if these provided a model for progressing in the WHS.</p> <p>4.10 – perhaps edit this to ‘promote’ rather than develop as needed measurable objectives. Again check with H O-J</p> <p>Cllr RS to get an update on the Shipley Station plan</p> <p>5.5 There was shortly to be a Scrutiny report on how the Council dealt with the floods. Cllr VS to report. HT was discussing Business Continuity Plans with relevant officers and would be contacting all major building owners about reviewing those plans, offering support and sharing plans. Cllr VS – involvement of the community was critical.</p> <p>Environmental Capacity Study – the need to update all or parts of this was flagged up by HT. HT to circulate a summary to SG.</p> <p>General comments that it needed to be more ‘outward looking’ and more emphasis on social media. Could Saltaire WHS have its own twitter account?</p> <p>Subject to small revisions, this document was approved by the Steering Group.</p> <p>Built in Britain – update. Cllr VS may have a contact at Bradford University.</p> <p>20mph – again discussion centred on obtaining data. Ward Members holding a residents meeting on 13th Oct</p>	<p>Cllr RS</p> <p>Cllr VS</p> <p>HT</p> <p>Cllr VS</p>
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DONM	SVS – grants needed for householders Saltire Stories to consider WY Archive for purchasing economies 10 – 12 Monday February 6 th 2017. Incommunities	
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Post Meeting Note from PT

The workshop was very well attended and was a good mix of attractions, accommodation and businesses.

Richard Smith and Carmel Dennis from Team Tourism explained that the DMP would provide a strategic approach for next ten years and develop a three year implementation plan which will identify priorities and partnerships.

There was activity and group discussion on current visitor trends, who is the visitor, markets, priorities, spending and partnerships. This included a SWOT analysis on the product offer, social media and guides. Accommodation in the district was discussed at length and who the visitors were and why they come to the district.

A further discussion considered the challenges, especially perceptions and how these might be addressed.

There was also a discussion in relation to shrinking budgets across LA

The consultants have spoken with the Chief Executive, Kersten England and are aware of the current projects and surveys including Saltire Management Plan.

They will publish their findings in the next couple of months and these will be put out to public consultation for comment. I will inform the group when these are available