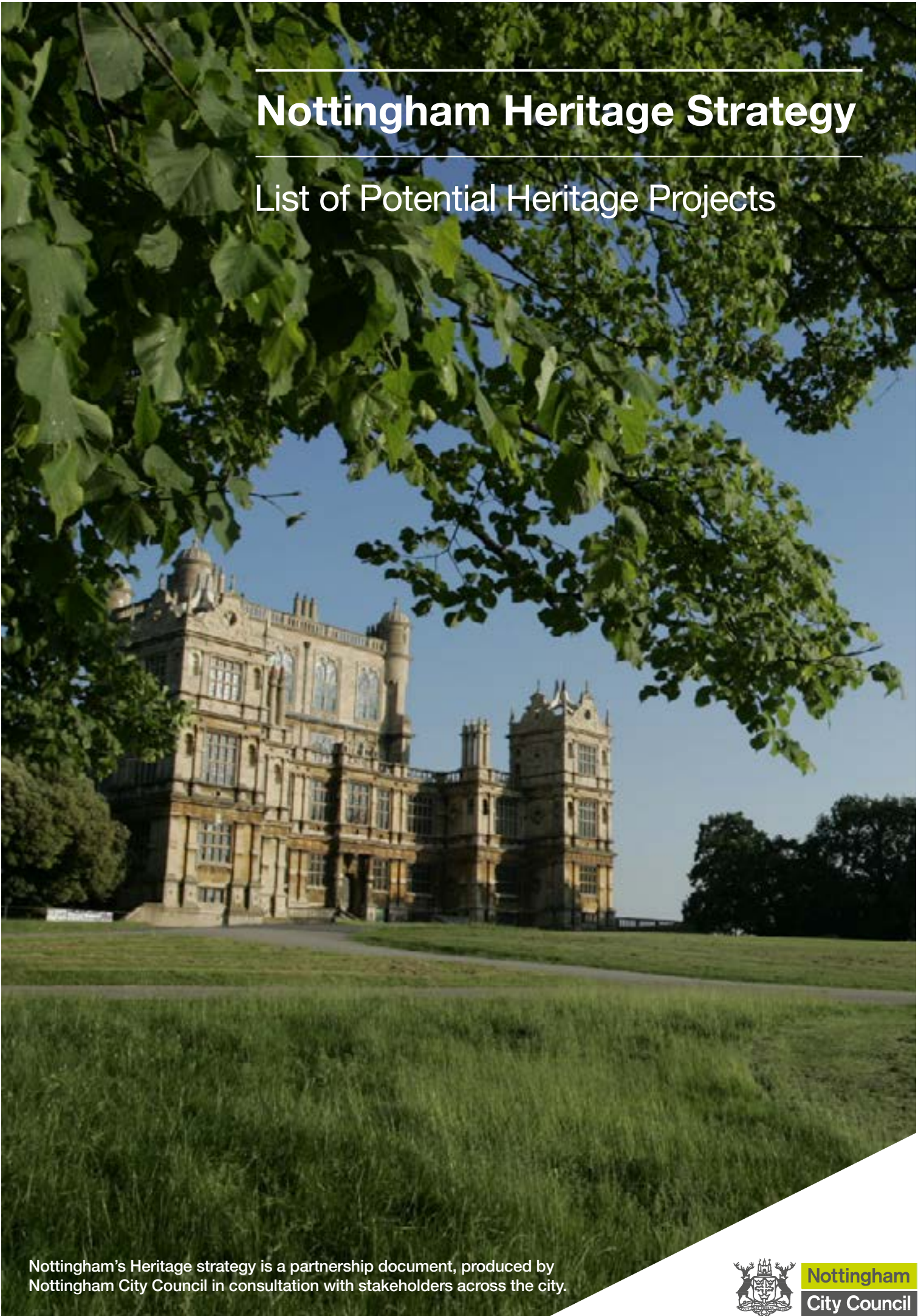

Nottingham Heritage Strategy

List of Potential Heritage Projects



Nottingham's Heritage strategy is a partnership document, produced by Nottingham City Council in consultation with stakeholders across the city.



Nottingham
City Council

Nottingham Heritage Strategy

List of Potential Heritage Projects

Many heritage projects and initiatives are already active in the city, and many more are programmed over the next few years. These projects, undertaken by individuals, groups and private and public organisations are an exciting foundation on which the city can build.

As part of the partnership approach to producing the Nottingham Heritage Strategy a series of potential projects were identified in consultation with stakeholders across the city. The feedback received has been collated into this List of Potential Heritage Projects, and structured according to the strategy's aims and objectives. The result is an inspirational framework of ongoing and potential ideas that can be used by groups and organisations in the city to understand, capitalise and celebrate the city's heritage. Importantly it is not an exhaustive list of projects, and its content will be regularly reviewed and elaborated on by the Heritage Lead.

Nottingham Heritage Strategy (2015-2030) and this List of Potential Heritage Projects should be used as a framework and context to stimulate new heritage projects in the city, providing a rationale for leaders, participants and funding organisations. Annual Action Plans will be put together using the List, with individual projects prioritised by the Heritage Panel in conjunction with lead organisations and stakeholders.



Images provided courtesy of: Nottingham City Council and Martine Hamilton Knight.
Design by Joanna Bayes - design@joannabayes.co.uk

Aim: #1 Understanding

| Objectives | Actions | Who might be involved? | Timescale/ Resources | Ongoing |
|--|---|---|----------------------------|---------|
| a) Broaden our understanding of the city's historic environment | | | | |
| 1.1 A thorough and growing understanding of the city's heritage | A Bring holders of information together to undertake a review of the extent, availability and accessibility of heritage information alongside any gaps in our understanding | NCC, EH, NCC, Trent & Peak | Short | No |
| | B Undertake study of information about Nottingham's social and cultural history and consider how it can be tangibly linked with the city's physical heritage | NCC, Theatres, Libraries, Museums, Archives and other cultural venues | Short | No |
| 1.2 An understanding of the inherited character and evolution of the city | A Undertake a characterisation of the inherited character of the city. This could be achieved by a number of pilot projects, the results of which could inform the design of a common method that can be applied by local communities and/or developers in the city | NCC, Developers, local communities | Rolling programme - Medium | No |
| 1.3 A fit-for-purpose evidence base about the condition, value and significance of heritage | A Expand and update the city's Historic Environment Record. Actively seek out new opportunities to create and integrate new evidence, including the Nottingham Caves Survey. This would include the resourcing of both paid and voluntary positions to manage and promote the resource | NCC, Developers, archaeological contractors, T&P | Rolling programme - Short | In part |
| | B Support research projects into specific elements of the city's historic environment, including: - Lenton Priory - Caves Survey - Allotments - The city's waterways - Rights of Way - Historic Parks and Green Spaces - Historic routes and associated infrastructure (e.g. bridges and tunnels) | NCC, EH, Community groups, Civic Trust, NCC, HLF, T&P | Rolling programme - Medium | In part |
| 1.4 An evidence base that clearly conveys information about the quality, condition and significance of heritage assets, including their evidential, historical, aesthetic and communal value | A Build on the national and county 'Buildings at Risk' surveys and adapt them as tools for proactively managing the city's built heritage | NCC, EH, Nottinghamshire County Council | Short | In part |
| | B Improve the existing evidence base for the city's designated and non-designated heritage assets | NCC, EH | Medium | No |

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| 1.5 Highly accessible information about the city's heritage, available in both traditional and technologically pioneering ways | A Undertake a co-ordinated programme of increasing public access to digital heritage information, including: <ul style="list-style-type: none"> - Nottingham caves survey, website and mobile application - Mapped Geographical Information Systems information used for planning - Relevant research and policy documents | NCC, Experience Nottinghamshire, EH | Long | In part |
| | B Support and continue a programme of curation, cataloguing and conservation of information, including: <ul style="list-style-type: none"> - Theatre Royal archiving project - Bromley House Library conservation and cataloguing initiatives - Malt Cross performance and entertainment archive | NCC, Bromley House, NCCL, Theatre Royal and other cultural venues | Rolling programme - Medium | Yes |
| | C Undertake a programme of making information about the city 'digital-ready', able to be made accessible as technological approaches become more accessible to heritage markets | NCC, Civic Society | Long | No |
| | D Increase public access, including online, to the city's museum and gallery collections and information held within the Historic Environment Record | NCC | Medium | Yes |
| READY MADE PROJECT: Nottingham University is interested in discussing the development of a Nottingham Digital Heritage Gateway with archival work for all major industries, museums and galleries, bringing together local heritage with digital humanities and including resources such as the University's Manuscripts & Special Collections. The project could feasibly integrate a schools' curriculum component too. | | | | |
| b) Understanding the role of heritage in city life | | | | |
| 1.6 A thorough understanding of the actual and potential contributions heritage makes to city life | A Undertake a series of studies that clarify in real terms the actual and potential contributions that heritage brings to: <ul style="list-style-type: none"> - Retail - Education - Growth & Development - Tourism - Social well-being and civic pride - Environment | EH, Nottinghamshire CC, NCC, Visit Nottinghamshire | Multiple - short | No |
| 1.7 A localised level of knowledge about how heritage is valued amongst the city's demographic | A Canvass opinion amongst the full range of the city's communities and stakeholders to understand the condition, use and perception of heritage in local areas. Consultations should include: <ul style="list-style-type: none"> - A full cross section of the city's demographic - Local community groups and societies - Local businesses - Students - Commuting populations | Heritage Panel, NCC, Experience Nottinghamshire | Medium | No |
| | B Compare the results of this research against other evidence bases about the city's environment, economy and demographic in order to inform a strategic approach to modelling risk and identifying future challenges and opportunities to heritage throughout the city | NCC, Universities, Research organisations | Rolling programme - Short | No |
| c) Understand needs, challenges and opportunities faced by all groups with a stake in the city's heritage | | | | |
| 1.8 A shared understanding of the issues and opportunities presented by the historic environment. | A Set up a heritage forum which, through regular updates, serves as a reference group and network for sharing good practice | NCC, Civic Society, BIG | Short | No |
| | B Conduct issue and opportunity-led reviews to identify potential opportunities for partnership working | Heritage Panel | Short | No |
| | C Undertake a programme of outreach to help raise understanding of potential avenues of funding and encourage the sharing of good practice | NCC | Rolling programme - Short | No |

Aim: #2 Capitalising

| Objectives | Actions | Who might be involved? | Timescale/ Resources | Ongoing |
|---|---|---------------------------------|----------------------------|---------|
| a) Care for and improve our historic environment, using it to attract investment | | | | |
| 2.1 A well-resourced historic environment that uses internal funding, skills and experience to attract investment | A Undertake a regular review of sources of external funding and publicise amongst stakeholders | NCC | Rolling programme - Short | In part |
| | B Actively support heritage initiatives in the city through partnership working and sharing good practice | All | Rolling programme - Short | In part |
| | C Explore a range of appropriate structures, licences and management agreements that can be used to invigorate and sustain heritage assets such as through commercialisation, charitable status and voluntary management. Initial targets to consider include: <ul style="list-style-type: none"> - Newstead Abbey - Nottingham Industrial Museum - Nottingham Castle | NCC, Communities | | In part |
| | D Channel developer contributions into improving the historic environment, such as through the use of Section 106 agreements | NCC, Developers | | No |
| | E Continue and develop a series of grant and other schemes to support improvements to specific elements of the historic environment: <ul style="list-style-type: none"> - Shop front/building frontages - Parks and open spaces - Vacant Shops Grant Scheme targeting, amongst others: - Derby Road - Hockley - West End Arcade - Hurts Yard - St James' Street - Cobden Chambers - Bridlesmith Walk | NCC, HLF, AHF | | In part |
| 2.2. Heritage that is valued and cared for, and has a central role in the city's economy and culture | A Establish a Buildings Preservation Trust for the City of Nottingham that works in conjunction with the Nottinghamshire Buildings Preservation Trust. The new Trust would be tasked with the conservation of historic buildings, finding suitable alternative uses and securing long-term ownership | NCC, Communities, Civic Society | | No |
| DESIGNATED BUILT HERITAGE | B Based on both local and national Heritage and Buildings at Risk surveys, establish a curative programme of works to address the condition of heritage assets at risk. The programme should be delivered and monitored as part of the Heritage Strategy. Initial targets to include: <ul style="list-style-type: none"> - Mapperley Hospital Chapel - County House - Clifton Rectory - Great Northern Warehouse - 41 Pilcher Gate - Basford Cemetery Chapel - Bulwell Dovecote - Bulwell Hall Stable Block - Victoria Embankment war memorial - Trent Bridge - Wellington Circus walls and railings - Bromley House Library - Clifton dovecote - St. Mary's churchyard - Chalfont Drive RSG bunker - Canal and Station Conservation Areas | NCC, Owners, Developers | Rolling programme - Medium | In part |

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| NON-DESIGNATED HERITAGE | <p>A Undertake a programme of repair and restoration works to non-designated historic assets in the city, including those buildings on the Local List:</p> <ul style="list-style-type: none"> - Bulwell Town Hall - Bulwell former library | NCC, Civic Society, Owners | Rolling programme - Medium | No |
| PLACES & SPACES | <p>B Continue and broaden the number of area based initiatives in the city, including Townscape Heritage Initiatives and Partnership Schemes in Conservation Areas. Areas for preliminary targeting include:</p> <ul style="list-style-type: none"> - Carrington Street Stage 2 THI application - Nottingham Castle - Highfields Park - Derby Road - Mansfield Road - Market Street and Angel Row - Conservation Areas - Victoria Embankment and the Memorial Gardens - Wollaton Park and the Walled Garden - Newstead Abbey - Rock Cemetery - Bulwell Hall Park - General Cemetery - Green Windmill Park | NCC, EH, HLF | Rolling programme - Medium to Long | Yes |
| b) Integrate the city's heritage in strategic planning | | | | |
| 2.3 A robust and clear strategic policy framework that secures a sustainable future for heritage | <p>A Ensure the historic environment is well supported in all relevant policies within the emerging Aligned Core Strategy for Broxtowe Borough, Gedling Borough and the City of Nottingham</p> | NCC, Broxtowe, Gedling Councils | Short | Yes |
| | <p>B Make sure that the historic environment is well integrated and considered in the preparation stages of local planning policies, (e.g. sustainability appraisals)</p> | NCC | Ongoing | Yes |
| | <p>C Review the key site allocations within the Nottingham City Land and Planning Policies document, alongside other potential sites in the city, and set out more detailed planning briefs for sensitive and opportunistic sites, helping to bring forward sustainable development (e.g. consider how development of the Castle College site could protect and enhance the setting of the Castle Rock)</p> | NCC, EH | Short | No |
| | <p>D Where required, develop specific heritage policies to safeguard and promote the sustainable development of the city's historic environment</p> | NCC, EH, Civic Society | Medium | In part |
| | <p>E Develop a policy to use the public estate in the city, targeting historic buildings for regeneration remaining in public ownership or transferred</p> | NCC | Short | No |

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| <p>2.4 Plans that embrace the value of heritage in setting out a future for the city</p> | <p>A Ensure the historic environment, and public perception of it, is well integrated in the process of preparing and reviewing strategic plans concerning the future of the city. Examples of such documents include:</p> <ul style="list-style-type: none"> - Master plans - Time and Place Plan - Southern Gateway Project - Destination Management Plan - Growth Plan - Retail Strategy | <p>Nottingham Regeneration Ltd, Universities, Experience Nottinghamshire, NCC</p> | <p>Rolling programme - Short</p> | <p>In part</p> |
| <p>c) Develop, improve and apply mechanisms and guidance to manage the city's heritage</p> | | | | |
| <p>2.5 A development management system that engages with heritage issues and opportunities at early stages</p> | <p>A Prepare, adopt and provide supplementary planning documents and/or planning guidance to clarify the historic environment's role in growth and development. Common challenges faced by key stakeholders should be prioritised, including:</p> <ul style="list-style-type: none"> - Nottingham's caves - City Urban Design Guide - The city's waterways - Characterisation - Shop front design - Archaeology - Buildings at Risk - Constructive Conservation | <p>NCC, EH</p> | <p>Rolling programme - Medium</p> | <p>In part</p> |
| | <p>B Review, prepare and adopt appraisals and management plans for the city's 31 Conservation Areas</p> | <p>NCC</p> | <p>Rolling programme - Short</p> | <p>In part</p> |
| | <p>C Review, prepare and adopt appraisals and research agendas for the city's Archaeological Constraint Areas</p> | <p>NCC</p> | <p>Rolling programme - Short</p> | <p>No</p> |
| | <p>D Adopt guidance on criteria for identifying entries on the Local List of undesignated heritage assets currently maintained by the Civic Society. Through the Local Plan, formally bring the list into play as an evidence base for planning and development</p> | <p>NCC, Civic Soc</p> | <p>Short</p> | <p>No</p> |
| | <p>E Prepare community-led plans to enable local people to have a greater say and influence about the heritage of their areas</p> | <p>Communities, NCC, EH</p> | <p>Medium</p> | <p>No</p> |
| <p>2.6 Information and guidance about the historic environment that is easily accessed</p> | <p>A Review of existing sources of information and consider how access to them can be provided in a more integrated way including, but not limited to, online</p> | <p>NCC, Civic Society, EH</p> | <p>Short</p> | <p>No</p> |
| | <p>B Develop guidance for key groups, such as developers and communities, on how to access and apply relevant heritage information</p> | <p>NCC</p> | <p>Medium</p> | <p>No</p> |
| | <p>C Actively promote resources of heritage information as part of the city's cultural offer, providing clear signposting at venues, shops and events.</p> | <p>Venues, Retailers, Experience Nottinghamshire, NCC, Developers</p> | <p>Rolling programme - Medium</p> | <p>In part</p> |

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| <p>2.7 The ability to monitor the condition of the city's heritage as it develops</p> | <p>A Develop a new range of monitoring frameworks to respond to new evidence about the historic environment and to monitor change and progress, including the delivery of this strategy. Indicators might include:</p> <ul style="list-style-type: none"> - Buildings at Risk - Architectural design review - Strategic objectives/actions - Visitor numbers - Use of cultural services - External funding - Community-led projects | <p>NCC, Experience Nottinghamshire, NCCL, Communities</p> | <p>Multiple - short</p> | <p>In part</p> |
| <p>d) Invest in developing the necessary resources, expertise and skills</p> | | | | |
| <p>2.8 A well-resourced and expert community of professionals and volunteers that brings together skills and expertise to the benefit of the city's historic environment</p> | <p>A Develop and undertake a collaborative programme of heritage training and outreach aimed at improving skills and understanding amongst council officers, members, communities and private sector professionals in the city</p> | <p>NCC, EH</p> | <p>Rolling programme - Short</p> | <p>No</p> |
| <p>2.8 A well-resourced and expert community of professionals and volunteers that brings together skills and expertise to the benefit of the city's historic environment</p> | <p>B Develop and undertake an educational programme aimed at sustaining and improving the traditional skills required to conserve and restore the city's heritage</p> | <p>NCC, EH</p> | <p>Rolling programme - Short</p> | <p>No</p> |
| <p>2.9 A connected community of professionals and volunteers that brings together resources, skills and expertise to the benefit of the city's historic environment</p> | <p>A Encourage existing, and support the creation of new, groups and networks which can bring together heritage skills and expertise</p> | <p>Heritage Panel, NCC, Third Sector</p> | <p>Short</p> | <p>In part</p> |
| | <p>B Further develop involvement with local, regional and international organisations and networks, maximising opportunities to share resources, skills and promote the city's heritage in collaborative ways</p> | <p>NCC</p> | <p>Short</p> | <p>In part</p> |

Aim: #3 Celebrating

| Actions | Ongoing And Potential Initiatives | Who might be involved? | Timescale/ Resources | Ongoing |
|--|--|--|---------------------------|---------|
| a) Develop stronger physical connections between people and the city's heritage | | | | |
| 3.1 A well-connected navigable cityscape that encourages full exploration of the city's heritage | A Develop a strategy to increase levels of physical access to heritage assets throughout the city, including: <ul style="list-style-type: none"> - The city's network of caves, including a new Caves Visitor Centre - Nottingham Castle, beginning with the new Nottingham Castle Project - The city's parks including Wollaton Hall and Deer Park, Highfields Park, Forest Recreation Ground and Victoria Embankment - Privately owned historic buildings - Cemeteries (e.g. The Rock and General Cemeteries) - Historic Churches | NCC, Owners, Civic Society, | Multiple - medium | In part |
| | B Use the city's heritage, both physical and social, as an inspiration for characterful and locally distinctive public realm initiatives that emphasise and reinforce local heritage | NCC, Local societies, developers, Civic Society | Ongoing | In part |
| | C Improve the presence of key historic buildings, monuments, parks and open spaces. This could be achieved through: <ul style="list-style-type: none"> - Public realm works - Events - Signage , including brown heritage signs and plaques - Lighting | NCC, Civic Society | Medium | In part |
| | D Undertake a programme of improvements to the city's public realm aimed at reinvigorating key historic routes and their associated infrastructure. These could include: <ul style="list-style-type: none"> - Malin Hill - Sussex Street to Garner's Hill steps - City centre alleyways - East / west pedestrian route from Castle Road to the Broadmarsh - St. James' Street - Canal Street - Lace Market - Castle to Market Square - Carrington Street - Railway lines - The canal and river corridors | Developers, Local Groups, NCC | Rolling programme - Long | In part |
| | E Use future developments to revive, reinvigorate and promote heritage assets and the city's overall sense of place, developing stronger bonds between city living and the historic environment | Developers, NCC, Civic Society, English Heritage | Rolling programme - Short | In part |

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| 3.2 A transport infrastructure that actively connects people with Nottingham's historic fabric | A | Position and develop transport infrastructure around key heritage assets, highlighting their contributions to the townscape and consolidating their common role as landmark features that aid navigability | NCC, Developers | Multiple - Medium | In part |
| | B | Consider historical lines of movement into, out of and around the city, when developing new transport infrastructure, using them as a basis to affirm and celebrate experiential elements of the city's heritage | Local Societies, Civic Society | Rolling programme - Medium | In part |
| | C | Use characteristic and historic assets within the townscape as assets to anchor transport infrastructure off e.g. the Theatre Royal tram stop. This should include consideration of all methods of transport, including the city's waterways, trams, trains, cycle and pedestrian routes | NCC | Rolling programme - Medium | In part |
| | D | Use the experiences of moving around the city as mechanism for people to explore and become familiar with its variety and distinctiveness. This could be achieved through effective signposting, outreach programmes, the laying out of 'heritage trails' and the introduction of new modes of transport such as a 'boat bus' along the river or canal | NCC, Developers, Civic Trust, Local Societies | Multiple - Short | No |
| b) Establish better intellectual connections between people and the city's heritage | | | | | |
| 3.3 A collective approach to the interpretation and sharing of information about the city's historic environment | A | Review of the existing public dissemination of heritage information, identifying untapped resources and gaps in provision. These might include: <ul style="list-style-type: none"> - Nottingham Urban Archaeological Database and Historic Environment Record - Origins of Nottingham Project - The city's waterways | Civic Society, NCC, cultural venues and services, institutions and organisations | Short | No |
| | B | Develop an interpretation strategy to improve public access to cultural heritage information | Heritage Panel, NCC, Experience Nottinghamshire | Short | No |
| | C | Prepare a digital media strategy for the city which considers the contribution that heritage information can make both individually and in conjunction with other types of information | Heritage Panel, NCC, Experience Nottinghamshire | Short | No |

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| 3.4 An active cityscape that encourages people to investigate Nottingham's heritage | <p>A Use the physical and social history of places to inform the design and content of street signage and interpretation materials across the city, drawing people's attention to the historic environment and sense of place. This to include a continuation of the Civic Society's scheme of erecting commemorative plaques on buildings and at sites of local significance</p> | Civic Society, NCC, Experience Nottinghamshire | Rolling programme - Short | In part |
| | <p>B Integrate digital technologies with traditional approaches to interpretation, to offer a more in-depth experience of the city's historic environment. Emphasis should be given to bridging the link between social and physical heritage. Options could include:</p> <ul style="list-style-type: none"> - QR codes - Pop-up maps - Mobile applications (e.g. Caves App and Victorian walking tour guided by smartphone messaging) - Augmented reality - Public art in streets, venues and businesses - Welcome packs for visitors by rail, road, bike and boat | NCC, Experience Nottinghamshire | Rolling programme - Short | In part |
| | <p>C Develop and implement a programme of "street activation" using heritage information and assets. This may include street art, theatre and interpretation about an area's heritage</p> | Experience Nottinghamshire, Civic Trust, NCC, local businesses, local communities | Rolling programme - Short | No |
| | <p>READY MADE PROJECT: As well as their other educational priorities, Nottingham Arts Theatre is keen to become a street theatre and outreach education centre. Nottingham more than any other city, because of Goose Fair, has a history of street theatre in the form of jugglers, entertainers, and clowns, stretching back to the 1500s.</p> | | | |
| | <p>D Develop and promote a suite of informative heritage trails, factual packages and tours through the city</p> <ul style="list-style-type: none"> - Walking and cycling routes (e.g. Civic Trust Heritage Walks) - Heritage bus tours - Canoe and boating trails | Civic Trust Experience Nottinghamshire, Local Societies | Rolling programme - Short | No |

| c) Engage people about the city's heritage | | | | |
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| 3.5 Empowered communities, passionate about and able to participate in the heritage of their local areas and the wider city | <p>A Review the role of heritage in schools' educational offer and seek to:</p> <ul style="list-style-type: none"> - Facilitate the use of heritage information in education - Increase the number of school visits to heritage assets, attractions and historic areas within the city | Local Authorities in the East Midlands, NCCL, Experience Nottinghamshire, NCC | Rolling programme - Medium | No |
| | <p>B Develop a programme of heritage projects and initiatives that generate closer links with the city's undergraduate and postgraduate communities. Projects should deliver mutual benefits including relevant work-based experience for students and professional-level work for heritage partners</p> | All | Rolling programme - Short | In part |
| | <p>C Review the extent of community understanding and value of heritage, and go further to establish and promote formal lines of consultation to increase community ownership and involvement in decision making</p> | NCC, English Heritage | Short | No |
| | <p>D Continue to develop community archaeology and heritage programmes in the city such as:</p> <ul style="list-style-type: none"> - The city's open spaces such as Wollaton Hall and its parkland - Lenton Priory - Archaeology days and digs - St Anne's allotments - The city's cemeteries - Community Buildings at Risk survey - Museum of Nottingham Life - Nottingham Industrial Museum - Green's Windmill | Local Communities, EH, T&P, Civic Society | Rolling programme - Short | In part |

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| 3.6 A valued and cherished historic environment, celebrated by all communities in the city | A Develop a media and marketing strategy for the city's historic environment, providing regular updates about the city's heritage and promoting successes to stimulate good practice and attract further investment to the city | NCC | Short | No |
| | B Institute an awards scheme that recognises good practice and contribution in various heritage and heritage related disciplines such as: <ul style="list-style-type: none"> - Urban design - Landscape design - Architecture - Conservation and re-use - Community projects | Heritage Panel, NCC | Short | No |
| | READY MADE PROJECT: The Civic Society already has a commendation scheme that recognises notable local developments in the city. This could be expanded and the former Lord Mayor's Award for Urban Design reinstated to form the basis for a new celebratory scheme that acknowledges and promotes good practice in Nottingham. | | | |
| | C Actively put forward organisations and projects for award schemes able to recognise and reward cultural heritage attraction and services delivered in the city, including: | Heritage Panel, | Rolling programme - Short | In part |
| | D Raise the profile of the city's heritage and the resources available to understand it, through continuing and expanding a programme of outreach. Underused elements, such as archaeology and social history, should be prioritised. <ul style="list-style-type: none"> - Hold an annual public day conference on Nottingham's heritage for the launch of the Heritage Strategy - Use the Origins of Nottingham project to enable public access to information about Nottingham's earliest history - Build on the collections and interpretation of Nottingham's Lace Industry held at Brewhouse Yard to create a clear and accessible visitor experience | SG, NCC, YAT, EH, Civic Trust | Rolling programme - Medium | In part |
| | E Continue and develop a commemorative programme of events to celebrate and recognise stories and symbols of local and national heritage. These to include: <ul style="list-style-type: none"> - WWI centenary - Theatre Royals' 150th anniversary - Historic industrialists - The forthcoming UNESCO "City of Literature" bid - Civil War - Nottingham rebellions - Famous residents | Heritage Panel, Local Societies and Organisations | Rolling programme - Short | In part |
| READY MADE PROJECT: In 2015 Nottingham will bid for UNESCO City of Literature accreditation. The bid will celebrate the city's literary heritage, drawing its literary and creative enterprises and other cultural and economic stakeholders together. In turn it will provide a foundation for increased cultural tourism, improve literacy, encourage social cohesion and inclusivity, and support creative businesses in and around Nottingham. | | | | |

| d) Broaden the appeal of heritage, diversifying and enhancing how it is experienced | | | | | |
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| 3.7 A vibrant educational and artistic offer, promoted and experienced through the city's cultural venues | A | Use the Nottingham Arts Framework to promote and support the city's many cultural assets and attractions, such as theatres, galleries, cinemas and music venues, recognising their key role as links and routes into the city's heritage | NCC, Retailers, Businesses, NCCL | Rolling programme - Short | Yes |
| | B | Provide a more combined and 3.1 cultural offer for the city's heritage including a joint ticketing and information policy between all providers of heritage attractions | NCC, Independent Heritage Organisations | Short | No |
| | C | Develop a series of initiatives that explore and re-establish the cultural links between different elements of the city's heritage such as Entertainment, Working Life and Education. These initiatives should consolidate seemingly dispersed elements of the city's heritage into a linked package, raising awareness of the city's cultural heritage and how previous generations lived and worked in the city | NCC, Communities, Universities, Schools and Colleges | | In part |
| | READY MADE PROJECT: The Malt Cross is keen to develop a link with The Framework Knitters Museum in Ruddington and the Galleries of Justice in the city centre to show how Victorians earned their money in the city (e.g. in the knitting factories), how they socialised and spent their money (e.g. at the Malt Cross) and what happened when too much fun led them astray (e.g. leading to a visit to the Galleries of Justice). | | | | |
| 3.8 An active role for the historic environment that contributes to both day-to-day living and major events | A | Identify potential heritage event spaces in the city, and stimulate their use in pro-active ways. This will include: - Granting of permissions e.g. Licensing - Infrastructure (e.g. electrical points) | NCC, Experience Nottinghamshire | Medium | In part |
| | B | Through the Nottingham Arts Framework continue to incorporate the city's heritage in the city's programme of cultural, educational and business events, taking opportunity to showcase Nottingham's rich heritage. Current examples include: - No Tomorrow Festival - Goose Fair - The Christmas Market - Nottingham European Arts and Theatre Festival - Splendour - Game City - Light Night | English Heritage, NCC, Owners, Independent Heritage Bodies | Medium | Yes |
| | C | Expand the existing programme of heritage events across the city to encourage greater awareness of, access to and participation in the historic environment: - Annual Heritage Open Days - Bromley House Public Lecture Series - Open churches weekend - Civic Trust Heritage Walks | Civic Society, NCC, Bromley House, Heritage Panel | Rolling programme - Short | Yes |
| | D | Continue to encourage the creative use and re-use of heritage in new contexts, such as shops, attractions, galleries, restaurants and pubs. Ongoing and further initiatives include: - The city's network of caves - Warehouses and Industrial Heritage - Open spaces and streetscapes | NCC, YAT, Civic Society, Developers, Retailers, Owners | Rolling programme - Short | Yes |

| e) Promote the city's heritage as a core and integrated part of its cultural offer | | | | | |
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| 3.9 A vibrant and attractive cultural heritage offer that is well integrated with how the city promotes itself | A | Develop an understanding of the different elements of the city's cultural heritage offer, identifying key figureheads, assets and attractions that form the crux of the city's historic identity | Experience Nottinghamshire, NCC | Short | In part |
| | B | Define the nature of the contributions heritage makes to the city's identity, understanding its roles in promoting local distinctiveness, civic pride and a Nottingham brand | Experience Nottinghamshire, NCC | Short | No |
| | C | Undertake market research to understand what aspects of Nottingham's heritage are well established and working well and what parts would benefit from greater levels of exposure, access and investment | Heritage Panel, English Heritage, Civic Society, Independent Heritage Organisations | Short | No |
| | D | Review current marketing approaches for the city and consider where and how these can be enhanced by the city's cultural heritage offer | NCC, NCCL, Experience Nottinghamshire | Short | No |
| | E | Undertake a co-ordinated heritage-based marketing programme to increase visitor numbers to heritage properties and venues in the city | NCC, NCCL, Experience Nottinghamshire | Long | No |
| | F | Promote Nottingham's heritage in conjunction with other cultural assets in and around Nottinghamshire, encouraging the city to act as a cultural hub for the East Midlands | Experience Nottinghamshire, NCC, and Regional Partners | Rolling programme - Short | In part |
| | G | Actively integrate the city's distinct heritage into current and future ways by which it markets itself to external audiences including at county, regional, national and international scales | All | Rolling programme - Short | In part |
| <p>READY MADE PROJECT: The University of Nottingham wants to promote a more ambitious, outward-looking role for Nottingham's heritage internationally, including international collaborative projects in order to further develop the visitor economy. Initiatives such as the Wollaton Dinosaur FEATHERS Exhibition 2013 and the forthcoming Nottingham-China Dinosaur Festival show how the university's international links can help underpin ambitious international programming.</p> | | | | | |



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