

A Heritage Strategy for Stroud District

Consultation Report

January 2018

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1. Background

Environment Committee February 2018

- 1.1 This consultation report has been prepared to support Members' consideration of a proposed Heritage Strategy document, for adoption as **Supplementary Planning Advice (SPA)** (to help implementation of the Stroud District Local Plan).
- 1.2 Members have been invited to participate at each stage of public consultation and have engaged through Planning Review Panel (where the early evidence-gathering, the emerging draft and the Issues and Options 'discussion paper' were covered in 2016; and the final proposed Strategy was discussed in January 2018). Members of Environment Committee approved the Issues and Options discussion paper for the purposes of public consultation in December 2016.
- 1.3 This final proposed Heritage Strategy is the product of ongoing engagement and consultation, particularly feedback from the formal public consultation held last summer, July-September 2017.
- 1.4 To support this Strategy, a Council **Heritage Action Plan** will be produced, consisting of a programme of works relating to priorities identified in this Strategy. The emerging Action Plan will be discussed by Planning Review Panel and will be subject to approval by Environment Committee. Feedback from the 2017 consultation will help to inform the first Action Plan, which will set out realistic objectives and actions for the following five years. The Action Plan will be periodically reviewed and refreshed, with a rolling five year timeframe; performance will be monitored, with an annual progress report to Environment Committee.

Historic England

- 1.5 The initial impetus for some form of heritage strategy came through the Local Plan examination (2014-15). The **National Planning Policy Framework (NPPF)** advocates that local planning authorities should produce a clear and positive strategy for the conservation and management of their area's heritage¹. Historic England's support of the submitted Local Plan was conditional upon the Council strengthening its explicit commitment to the conservation and enhancement of the historic environment. Consequently, a Statement of Common Ground with Historic England committed the Council to producing a separate heritage strategy document, to support the Local Plan.
- 1.6 Following the Local Plan's adoption in November 2015, there has been ongoing informal engagement with Historic England since February 2016, alongside periodic informal and formal consultation. Very early on, this engagement established three fundamental objectives for the strategy. With minor modifications, these **Objectives** have been carried through to the final proposed Heritage Strategy:

¹ NPPF para.157: "Crucially, Local Plans should ... contain a clear strategy for enhancing the natural, built and historic environment, and supporting Nature Improvement Areas where they have been identified". And para.126: "Local planning authorities should set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats".

- 1 To maximise the contribution that the historic environment makes to the character of the District, its economic well-being, and the quality of life of its communities;
- 2 To identify ways to positively address the issues and pressures that are facing our heritage assets;
- 3 To maximise opportunities for the historic environment to help deliver the District Council's wider corporate objectives, including those of the Local Plan.

History of consultation

1.7 There have been two main phases of engagement and consultation on an emerging Heritage Strategy:

- **Initial public engagement, June - July 2016**

Questionnaires were sent to all town and parish councils and to key heritage/historic environment stakeholders, including local civic societies and preservation trusts and local history groups. The questionnaires sought views about current experiences of dealing with the Council on heritage / historic environment matters; particular concerns or issues relating to various types of heritage assets; ideas about how the Council could better engage and make use of local expertise and enthusiasm; and whether each organisation consulted was currently (or imminently) involved in any potentially relevant projects or initiatives.

- **Issues and Options consultation, July - September 2017**

Last summer's consultation sought views about whether the priorities and big issues then identified were the right things to focus on; what options exist for tackling them; any practical or financial implications; and whether there are other options or opportunities that had been missed by the discussion paper.

2. Initial public engagement (2016)

2.1 Questionnaires were sent by email to all town and parish councils, to 18 local history groups and societies, and to 8 civic societies and preservation trusts. Responses were received from:

- Bisley with Lypiatt Parish Council
- Cainscross Parish Council
- Chalford Parish Council
- Eastington Parish Council
- Minchinhampton Parish Council
- Stonehouse Town Council
- Woodchester Parish Council
- Wotton Under Edge Town Council
- Gloucestershire Society for Industrial Archaeology (GSIA)
- Campaign to Protect Rural England (CPRE) (Stroud)
- Oakridge History Group

2.2 This was quite a low response rate and, although some interesting projects were flagged up and some relevant issues raised, in terms of forming an evidence base, there was very little that was unexpected or new information. Certain themes did come across strongly:

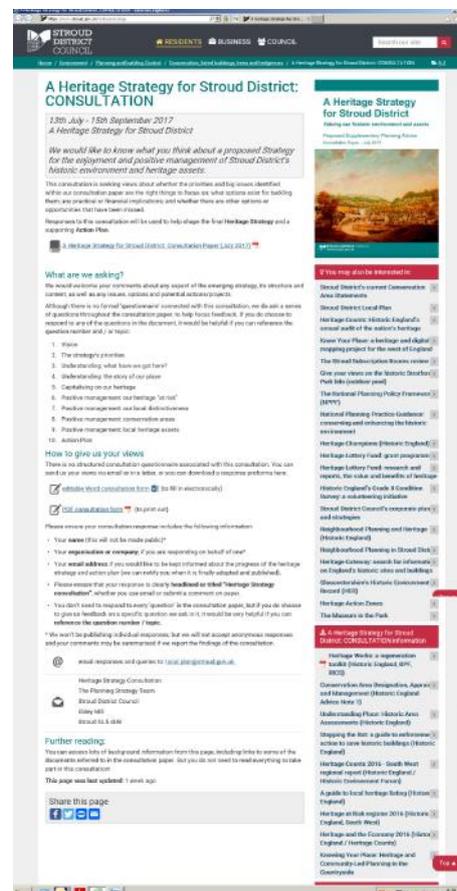
- Parish councils simultaneously welcomed the opportunity to be more involved in monitoring and managing their local historic environment and assets, and feared the implications for their resources: few felt that they have the expertise and resources to be relied on to deliver significant projects (e.g. conservation area appraisal).
- Parish Councils tended to feel they were not listened to and generally felt a lack of engagement in historic environment matters; however some also expressed that they considered the local authority generally handle heritage planning in a satisfactory or good way.
- Strong support for the appraisal of conservation areas – this was considered to be a priority, as many conservation areas lack any form of conservation area statement.

2.3 This exercise did not really achieve a significant level of engagement in itself. However, it did get the word out, and there has been some informal ongoing engagement ever since - including through **the Local Plan Review Issues and Options consultation** last autumn, where numerous parish councils and other stakeholders expressed views and concerns about their area's heritage and sense of identity, and were happy to discuss specific heritage management issues and ideas with the Planning Strategy team at the public exhibitions and parish 'cluster' workshop events.

3. Issues and Options consultation (2017)

- 3.1 A discussion paper was published in July 2017 for nine weeks' consultation, targeted principally to parish councils and key heritage stakeholders, as well as SDC Members and Officers. Although the consultation was also open to the general public and views were welcomed from as diverse an audience as possible, this was conceived as a targeted consultation.
- 3.2 Between 18th-20th July, email notifications were sent out to all town and parish councils, to all SDC Members, to 40 stakeholder organisations or individuals, and to key relevant officers within the Council. Reminder emails were sent out towards the end of the consultation period (6th September), including to a further ten stakeholder organisations.
- 3.3 The discussion paper was published on the Council's website www.stroud.gov.uk/heritagestrategy, along with links to a range of background information, other evidence and relevant online resources. Responses were invited by email, letter, or using the downloadable response form available on the website.
- 3.2 The consultation sought views about whether the priorities and big issues then identified were the right things to focus on; what options exist for tackling them; any practical or financial implications; and whether there are other options or opportunities that had been missed by the discussion paper. Comments were welcomed about any aspect of the emerging strategy, its structure and content, as well as any issues, options and potential actions / projects.
- 3.3 Although there was no formal questionnaire, a series of questions were posed throughout the consultation paper, to help focus feedback. These were based upon ten discussion topics:

1. The Vision and Objectives
2. The strategy's priorities
3. Understanding: what have we got here?
4. Understanding: the story of our place
5. Capitalising on our heritage
6. Positive management: our heritage "at risk"
7. Positive management: our local distinctiveness
8. Positive management: conservation areas
9. Positive management: local heritage assets
10. Action Plan



www.stroud.gov.uk/heritagestrategy

Responses

3.4 50 responses were received from individuals and organisations:

District and County Council:

Ref.	Name	Organisation	
HS0	Cllr Jenny Miles	Stroud District Council (Lab, Cainscross)	SDC Member
HS0	David Lowin (Principal Planning Officer)	Stroud District Council	SDC Officer
HS0	Kevin Ward (Museum Dev. Manager)	Museum in the Park, Stroud	SDC Officer
HS0	Toby Catchpole (Heritage Team Leader)	Gloucestershire County Council (Heritage Team)	County Council
HS0	Julie Courtney (Collections Leader)	Gloucestershire Archives	County Council

Town and Parish Councils and Neighbourhood Groups:

Ref.	Name	Organisation	
HS0	Sally Jones (Comms/admin)	Cainscross Parish Council	Parish
HS0	Jeni Marshall (Clerk)	Cainscross Parish Council	Parish
HS0	Christine Prince (Clerk)	Chalford Parish Council	Parish
HS0	John Kay (Clerk)	Dursley Town Council	Parish
HS0	Mrs J Shirley (Clerk)	Eastington Parish Council	Parish
HS0	Joy Greenwood (Chair)	Frampton on Severn Parish Council	Parish
HS0	Mary Leonard (Clerk)	Kingswood Parish Council	Parish
HS0	Nick Hurst (Chair)	Minchinhampton Parish Council	Parish
HS0	Justine Hopkins (Deputy Clerk)	Nailsworth Town Council	Parish
HS0	Daphne Dunning (Clerk)	Rodborough Parish Council	Parish
HS0	Rachel Russell (Committee Clerk)	Stonehouse Town Council (Regen. and Env. Cttee.)	Parish
HS0	Kate Montgomery (Deputy Clerk)	Stroud Town Council	Parish
HS0	Ann Bijkerk (Clerk)	Woodchester Parish Council	Parish
HS0	Sue Bailey (Clerk)	Wotton Town Council	Parish
HS0	Jenny Walkley (Deputy Clerk)	Cam Neighbourhood Development Plan Group	NDP
HS0	Anita Gambie (Project Officer)	Dursley Neighbourhood Development Plan Group	NDP

Stakeholder organisations:

Ref.	Name	Organisation	
HS0	Val Kirby	Cotswold Canals Trust	organisation
HS0	Paul Barnett (Chairman)	Friends of Purton	organisation
HS0	Michael Milward (Secretary)	Gloucestershire Archaeology	organisation
HS0	David Ball	Gloucestershire Gardens and Landscape Trust	organisation
HS0	Dr Ray Wilson	Gloucestershire Society for Industrial Archaeology	organisation
HS0	Neil Baker	Heavens Archaeological Research Project	organisation
HS0	David Stuart (Historic Places Advisor SW)	Historic England	organisation
HS0	Justin Hodges	Minchinhampton Market House	organisation
HS0	Stuart Butler	RadicalStroud	organisation
HS0	Howard Beard (Chair)	Stroud Local History Society	organisation
HS0	Camilla Hale (Trustee)	Stroud Preservation Trust	organisation
HS0	C I Brown	Stroudvoices.co.uk	organisation
HS0	David Elford (Chair)	Stroudwater Textile Trust	organisation

Ref.	Name	Organisation	
HS0	Marion Mako	The Rooksmoor Residents Group / Historic Gardens and Landscape Consultant	organisation
HS0	Richard Keating	Walking The Land - artists' collective	organisation
HS0	Barbara Warnes	Woodchester Historical Society	organisation
HS0	Rhiannon Wigzell	Woodchester Mansion Trust	organisation
HS0	Reg Clarke (Chair of Trustees)	Wotton Under Edge Historical Society, Museum and Heritage Centre	organisation
HS0	Cllr Dr John Cordwell	Wotton-Under-Edge Civic Society	organisation

Individuals (including heritage professionals and local historians):

Ref.	Name	Organisation	
HS0	Paul Butler	-	individual
HS0	David Clark	-	individual
HS0	John Pycroft	-	individual
HS0	Nick Berry	-	individual
HS0	Mrs J R Coombs	-	individual
HS0	Rose Hewlett	-	individual
HS0	John Parsons	-	individual
HS0	Mrs K Beard	-	individual
HS0	Barry Harrison	-	individual
HS0	Isabelle Preece	-	individual

- 3.5 Many comments related to specific actions or projects – these will be addressed through the next steps after the Strategy’s adoption (i.e. the formulation of an Action Plan to support the Strategy) and some respondents may be contacted directly to follow up suggestions or concerns.
- 3.6 Resources were a recurring concern (again, this will be a matter for the first Action Plan), which resulted in some scepticism. But there was broad support for the strategy’s overall intent, the three objectives and the Vision. There were useful comments about the structure and flow of the document.

Document structure, general content and approach

- 3.7 8 respondents made specific comments and suggestions, but many others touched upon this theme in their response. There were very mixed reactions to the discussion paper, ranging from those who found it overly long, wordy and “off-putting”, to those who found it easily accessible, “lively” and comprehensive. This perhaps illustrates the difficulty inherent in striking a balance between a document that meets the needs of heritage professionals, planners and specialist organisations, and yet engages the wider community.
- 3.8 It should be remembered, though, that the consultation document was intended as a discussion paper, to provoke comment and invite views about the direction and contents of the emerging strategy, rather than as a “draft” of the strategy itself. It was always the intention that the final strategy would be rather shorter and structured a bit differently.

Q1. Vision

3.9 We asked:

P *Do you think that this vision is a suitable response to the main issues facing our District and its heritage? Is this an appropriate aspiration for the future?*

3.10 18 responses addressed this question:

HS008	Mrs J Shirley (Clerk)	Eastington Parish Council
HS015	Camilla Hale (Trustee)	Stroud Preservation Trust
HS019	David Ball	Gloucestershire Gardens and Landscape Trust
HS021	Mrs K Beard	-
HS023	Kevin Ward	Museum in the Park, Stroud
HS026	Nick Hurst	Minchinhampton Parish Council
HS027	Mary Leonard (Clerk)	Kingswood Parish Council
HS030	Toby Catchpole (Heritage Team Leader)	Gloucestershire County Council (Heritage Team)
HS031	Richard Keating	Walking The Land - artists' collective
HS032	Barbara Warnes	Woodchester Historical Society
HS035	Ann Bijkerk (Clerk)	Woodchester Parish Council
HS036	CLlr Dr John Cordwell	Wotton-Under-Edge Civic Society
HS039	Justin Hodges	Minchinhampton Market House
HS041	Kate Montgomery (Deputy Clerk)	Stroud Town Council
HS042	David Elford (Chair)	Stroudwater Textile Trust
HS044	Jenny Walkley (Deputy Clerk)	Cam Neighbourhood Development Plan Group
HS048	Jeni Marshall (Clerk)	Cainscross Parish Council
HS050	Dr Ray Wilson	Gloucestershire Society for Industrial Archaeology

3.11 There was general support for the vision and objectives of the Strategy. Reservations and concerns included:

- The vision is a bit bland and uninspiring
- Should be more specific – identifying e.g. the critical character of the hills, valleys and plain, and the wool and water heritage – so that detailed commentary elsewhere in the document is read within this context
- Should highlight the varied character across the District
- Good intentions but lacks specific goals
- Does not address the issue of declining staff and budgetary resources – a critical matter
- Should mention enhancement and conservation
- Is this a ‘heritage’ strategy or a ‘built environment and landscape strategy’? The vision and whole document needs to be clearer about the scope
- Unclear about who the target audience is
- Mention connectivity between our heritage and sense of place
- Should include intangible knowledge
- Good to acknowledge the past, but it should be a guide to the future, not the driver of what is done; should not become a barrier to innovation and diversity
- Should be better linkage between the strategy’s priorities and the vision ... include some key words in the vision?

3.12 Some positive feedback included:

- ‘building a positive legacy for the future’ is a key theme and a great part of the vision

- The intro to the discussion paper (paragraph 0.4) mentions three key themes (positive management to build a positive legacy; valuing our heritage/ not taking it for granted; the genuinely exceptional nature of our heritage) – this should be more closely integrated into the vision
- 3.13 The vision that was consulted on has been carried forward into the final proposed strategy, with some modification. Hopefully, this retains the original feel and intent, but addresses some of the concerns raised. It was considered unnecessary to cite particular characteristics of the District’s heritage within the vision itself as, to some degree, this is covered by the chapter on ‘Understanding’ (and elsewhere). Also, inclusion of some specific characteristics or features that are key in certain parts of the District risks excluding others that are of more relevance in other parts: a very difficult feat to summarise in a few words the important features of the District as a whole. However, reference is now made to the “rich and varied” heritage and “diverse character”.

Q2. Strategy Priorities

3.14 The consultation discussion paper set out 5 ‘strategy priorities’ on page 7, which were intended to ‘flow’ from the objectives on the previous page, and which were meant to relate to three overarching themes in the discussion paper: “Understanding”, “Capitalising” and “Positive management”.

3.15 We asked:

P *Do you agree that these are reasonable priorities? Are some aspects more urgent or achievable than others? What kinds of actions, projects and opportunities should the first Action Plan focus on in order to start tackling these? Can you envisage any obstacles? If you object to any of these ideas, what are your reasons?*

3.16 30 responses addressed this question:

HS008	Mrs J Shirley (Clerk)	Eastington Parish Council
HS009	Paul Butler	-
HS011	Sue Bailey (Clerk)	Wotton Town Council
HS015	Camilla Hale (Trustee)	Stroud Preservation Trust
HS017	Justine Hopkins (Deputy Clerk)	Nailsworth Town Council
HS018	Neil Baker	Heavens Archaeological Research Project
HS019	David Ball	Gloucestershire Gardens and Landscape Trust
HS020	John Parsons	-
HS021	Mrs K Beard	-
HS022	John Kay (Clerk)	Dursley Town Council
HS023	Kevin Ward	Museum in the Park, Stroud
HS026	Nick Hurst	Minchinhampton Parish Council
HS027	Mary Leonard (Clerk)	Kingswood Parish Council
HS028	Rhiannon Wigzell	Woodchester Mansion Trust
HS029	Isabelle Preece	-
HS030	Toby Catchpole (Heritage Team Leader)	Gloucestershire County Council (Heritage Team)
HS031	Richard Keating	Walking The Land - artists' collective
HS032	Barbara Warnes	Woodchester Historical Society
HS035	Ann Bijkerk (Clerk)	Woodchester Parish Council
HS036	Cllr Dr John Cordwell	Wotton-Under-Edge Civic Society
HS037	Christine Prince (Clerk)	Chalford Parish Council
HS039	Justin Hodges	Minchinhampton Market House
HS041	Kate Montgomery (Deputy Clerk)	Stroud Town Council

HS043	Reg Clarke (Chair of Trustees)	Wotton Under Edge Historical Society, Museum and Heritage Centre
HS044	Jenny Walkley (Deputy Clerk)	Cam Neighbourhood Development Plan Group
HS045	David Stuart (Historic Places Advisor SW)	Historic England
HS046	Anita Gambie (Project Officer)	Dursley Neighbourhood Development Plan Group
HS048	Jeni Marshall (Clerk)	Cainscross Parish Council
HS049	Val Kirby	Cotswold Canals Trust
HS050	Dr Ray Wilson	Gloucestershire Society for Industrial Archaeology

3.17 (Comments relating specifically to the Action Plan are dealt with later, see paragraph 3.5 above). There were various views about whether some are ‘bigger’ priorities than others. Not all of these views accorded with each other.

3.18 No respondents considered the priorities actually “unreasonable”. But reservations and concerns included:

- The priorities are bland and unchallenging
- The ‘social’ perspective of heritage, which is covered elsewhere in the document, should be incorporated into the priorities: the impression given was that ‘heritage’ is all about bricks and mortar
- Resources are an issue: the planning system as a whole is currently in a state of turmoil forced by Government demands, targets and lack of understanding: the Strategy’s implementation priorities are likely to be accompanied by ever decreasing resources
- Priority 5 (local distinctiveness) is problematic: difficult to produce meaningful guidance on the contemporary interpretation of local distinctiveness, rather than pastiche (there were also conflicting views about whether contemporary design has any place in an historic context)
- As well as building awareness across the council, does the council see itself as having a role in building and supporting a wider “heritage partnership”
- As well as raising awareness of economic, wellbeing and environmental capital, can ‘social’ capital be included?
- Scepticism that local heritage assets can be ‘protected through the planning system’
- Very difficult to follow the various numbering systems of the “objectives”, “themes” and “priorities” and to see how they flowed from one to another and into the rest of the document

3.19 Some positive feedback included:

- The strategy in general is an urgent priority for the District to take very seriously
- Yes, reasonable priorities
- SDC can do a lot in taking the lead to raise the historic environment up the agenda: yes it is necessary to raise awareness of the value of the District’s heritage within the council and amongst the general public.
- SDC would seem well placed to promote appreciation of the District’s exceptional heritage
- Much support for establishing a programme for appraisal and management of conservation areas
- Positive management of heritage at risk is absolutely a priority
- All the 5 ‘priorities’ are in fact one point, elaborated in different ways: the key point is to raise the historic environment up everyone’s agenda, so that it becomes a significant influence on all sectors of the community.

3.20 The final proposed Strategy has a subtly different structure, which hopefully addresses the concerns about ‘flow’ and ‘logic’ and how the various priorities relate to other parts of the

document. The strategy now focuses on four ‘themes’ (instead of the three in the discussion paper):

1. Understanding our heritage and its significance
2. Capitalising on our heritage
3. Positive Management
4. Raising our heritage up the agenda

The 4th theme is ‘elevated’ from the original set of five ‘strategy priorities’ in the discussion paper. The Strategy seeks to channel efforts to achieve its objectives by highlighting these four key themes (the document now has a chapter dedicated to each). Each of the four themes now has a set of two or three ‘strategy priorities’ explicitly linked to it: these are designed to help the Council to focus future action and allocate support to community or other stakeholder initiatives.

- 3.21 The themes and priorities are sufficiently flexible to allow action to be scaled up or scaled down, according to available funding and resources in years to come, whilst still remaining focused upon achieving the Strategy’s fundamental objectives.
- 3.22 As regards the ‘audience’ and ‘scope’ of the Strategy, an introductory section has been included to try and address this. The final chapter on Implementation and Monitoring also tries to clarify this.

Q3. Understanding: what have we got?

Q4. Understanding: the story of our place

- 3.23 There was considerable overlap between the responses to these questions.

Question 3, we asked:

P Is this a reasonable summary of the District’s main “heritage assets”? Are there things that we have missed? Does this reflect our “heritage” and its significance?

P Are you involved in managing a heritage asset or cultural resource in Stroud District?

P Are you involved in a forthcoming project which could be relevant? Would you like to get involved in helping to develop a project or action?

Question 4, we asked:

P Can you think of other ways that our heritage has been shaped by where we are in the world? Were there particularly important events or phases in the area’s history which were key to the legacy we are left with? Are there things that might signal archaeological potential in particular parts of the District, or which might help us identify non-designated heritage assets that are of local significance?

- 3.24 28 responses addressed these questions (again, comments relating specifically to actions will be dealt with later, see paragraph 3.5 above):

HS001	C I Brown	Stroudvoices.co.uk
HS002	Stuart Butler	RadicalStroud
HS004	John Pycroft	-
HS005	David Lowin	SDC
HS006	Nick Berry	-
HS008	Mrs J Shirley (Clerk)	Eastington Parish Council

HS009	Paul Butler	-
HS011	Sue Bailey (Clerk)	Wotton Town Council
HS013	Rose Hewlett	-
HS014	Daphne Dunning (Clerk)	Rodborough Parish Council
HS015	Camilla Hale (Trustee)	Stroud Preservation Trust
HS016	Joy Greenwood (Chair)	Frampton on Severn Parish Council
HS017	Justine Hopkins (Deputy Clerk)	Nailsworth Town Council
HS018	Neil Baker	Heavens Archaeological Research Project
HS019	David Ball	Gloucestershire Gardens and Landscape Trust
HS021	Mrs K Beard	-
HS023	Kevin Ward	Museum in the Park, Stroud
HS027	Mary Leonard (Clerk)	Kingswood Parish Council
HS028	Rhiannon Wigzell	Woodchester Mansion Trust
HS030	Toby Catchpole (Heritage Team Leader)	Gloucestershire County Council (Heritage Team)
HS031	Richard Keating	Walking The Land - artists' collective
HS032	Barbara Warnes	Woodchester Historical Society
HS036	CLlr Dr John Cordwell	Wotton-Under-Edge Civic Society
HS038	Paul Barnett (Chairman)	Friends of Purton
HS040	Howard Beard (Chair)	Stroud Local History Society
HS041	Kate Montgomery (Deputy Clerk)	Stroud Town Council
HS043	Reg Clarke (Chair of Trustees)	Wotton Under Edge Historical Society, Museum and Heritage Centre
HS044	Jenny Walkley (Deputy Clerk)	Cam Neighbourhood Development Plan Group
HS047	Rachel Russell (Committee Clerk)	Stonehouse Town Council (Regeneration and Environment Committee)
HS048	Jeni Marshall (Clerk)	Cainscross Parish Council
HS050	Dr Ray Wilson	Gloucestershire Society for Industrial Archaeology

3.25 There were several comments suggesting that particular episodes of history or certain places or heritage assets should be given specific mention in the summary of “what have we got here” or in the following “story of our place” section. Whilst this chapter on “Understanding our heritage and its significance” does give examples, this section is intended to give just a general ‘flavour’ of the characteristics and diversity of our District’s heritage. Some additional text has been added to this chapter’s introduction and to “The story of our place”, to help explain this. Omissions of particular places or features are not meant to be significant and do not detract from their importance or recognition. (It should also be noted that three or four of the supposed “omissions” that people highlighted were actually wrong: the document in fact already made mention of them). Some additional ‘mention’ can also be made through the use of illustrations, without necessarily having to cite specific assets / features within the main body text.

3.26 Reservations and concerns included:

- ‘outrage’ or ‘concern’ that a particular place or feature had been omitted mention
- Why is this necessary? Why do people need to know? Be clearer.
- There should be greater engagement with particular stakeholders to produce a ‘story’
- The section on landscape was considered a bit weak
- More questions about the scope of the strategy: is it a ‘built environment’ / ‘designated heritage assets’ strategy, or is it ‘heritage’ in a wider sense? The section ‘what have we got here’ seems unbalanced and ambiguous in this respect
- This ‘story’ is already being told by others / elsewhere: e.g. Museum in the Park; local history societies. Why reinvent the wheel / waste resources on this?
- No, this chapter does not give a wide enough picture
- This is only part of the job: the next stage must be getting this information out to the wider public and achieving better understanding / buy-in; and putting in place a programme to identify and record assets
- What about ‘alternative’ history: not just the story of “the big men” , but the story of ordinary people

3.27 Some positive feedback and useful suggestions included:

- The District really does have an exceptional heritage and this section does convey this successfully
- There should be advice on how to find out more, with particular links to resources including the Museum in the Park, Gloucestershire Archives and local history groups
- One suggestion that the production of the story of our place should be an action: to build consensus and create a ‘forum’ to help implement the strategy as a whole.
- Communicating this is absolutely essential
- Several offers of help from individuals or organisations

3.28 In fact, no attempt has been made within the final proposed Strategy document to tell ‘The Story of our Place’ in much more detail than was sketched out in the discussion paper. This did not seem necessary, and would have interrupted the flow of the document’s ‘strategic’ nature. This could indeed be an action for the future, as suggested.

3.29 There have been some subtle word changes to encompass cultural heritage, intangible knowledge and ‘alternative’ history within this and other sections of the final proposed Strategy.

Q5. Capitalising

3.30 We asked:

P *Can you think of other ways that our heritage might contribute to our **social or cultural wellbeing**?*

P *Can you think of other ways that our heritage links to the idea of **building a positive legacy for the future** and making positive environmental gains?*

P *Can you think of any specific examples or illustrations?*

P **Next steps and priorities for future action:** *what do you think of the suggestions? Do you agree that these are reasonable priorities? Are there other steps that might be more urgent or achievable? Can you envisage any obstacles? If you object to any of these ideas, what are your reasons?*

3.31 There were 27 responses that addressed these questions. (Next steps and future action will be dealt with later, see paragraph 3.5 above).

HS003	David Clark	-
HS006	Nick Berry	-
HS008	Mrs J Shirley (Clerk)	Eastington Parish Council
HS010	Sally Jones (Comms/admin)	Cainscross Parish Council
HS015	Camilla Hale (Trustee)	Stroud Preservation Trust
HS017	Justine Hopkins (Deputy Clerk)	Nailsworth Town Council
HS021	Mrs K Beard	-
HS023	Kevin Ward	Museum in the Park, Stroud
HS024	Clr Jenny Miles	Stroud District Council (Lab, Cainscross)
HS025	Barry Harrison	-
HS026	Nick Hurst	Minchinhampton Parish Council
HS027	Mary Leonard (Clerk)	Kingswood Parish Council
HS028	Rhiannon Wigzell	Woodchester Mansion Trust
HS030	Toby Catchpole (Heritage Team Leader)	Gloucestershire County Council (Heritage Team)

HS031	Richard Keating	Walking The Land - artists' collective
HS032	Barbara Warnes	Woodchester Historical Society
HS036	Cllr Dr John Cordwell	Wotton-Under-Edge Civic Society
HS039	Justin Hodges	Minchinhampton Market House
HS040	Howard Beard (Chair)	Stroud Local History Society
HS041	Kate Montgomery (Deputy Clerk)	Stroud Town Council
HS042	David Elford (Chair)	Stroudwater Textile Trust
HS043	Reg Clarke (Chair of Trustees)	Wotton Under Edge Historical Society, Mueum and Heritage Centre
HS044	Jenny Walkley (Deputy Clerk)	Cam Neighbourhood Development Plan Group
HS045	David Stuart (Historic Places Advisor SW)	Historic England
HS047	Rachel Russell (Committee Clerk)	Stonehouse Town Council (Regeneration and Environment Committee)
HS048	Jeni Marshall (Clerk)	Cainscross Parish Council
HS049	Val Kirby	Cotswold Canals Trust

3.32 Reservations and concerns included:

- A recurring theme was an underlying scepticism about the degree of corporate ‘buy in’ to all this (by SDC): fine words, but will it be matched with action? Raising awareness is critical.
- Concern about resources
- Need to explore the tension between sustainable development (i.e. carbon impacts) and the protection from change of listed buildings / heritage settings
- No need to set up a ‘design panel’ or ‘design awards’: leave this to others, or work in partnership with them

3.33 Some positive feedback and useful suggestions included:

- Interesting linkages between heritage and wellbeing (and social capital)
- Some really useful and interesting pieces of data and information
- District really does have an exceptional heritage and this section does convey this successfully
- Excellent in highlighting the economic potential of our cultural heritage and the wellbeing and legacy value – could go further in seeing conservation as part of on-going renewal / regeneration, and vice versa
- Tackle the phenomenon of ‘gentrification’? People moving into the area and renovating old buildings ... pros and cons, economically and socially
- Several respondees who were responsible for heritage ‘destinations’ / ‘attractions’ were ‘enthused’ or ‘excited’ by this section and it accorded strongly with the way they themselves perceived their role in heritage management
- Raising awareness across the council and the wider community is critical – good to see it flagged up and explored here
- Many of these 27 respondees expressed support for the idea of a Heritage Champion
- While, as an SPD, the strategy must obviously relate to ‘planning’, there is clear potential to embrace a wide range of heritage issues and considerations, the successful tackling of which will depend on buy-in and support from a variety of sectors and stakeholders

This chapter included a section on ‘raising awareness across the council’. This has now been incorporated into a separate chapter, dealing with the idea of ‘Raising Awareness’ as one of the proposed Strategy’s four central themes.

Q6. Positive Management: heritage at risk

3.34 We asked:

- P Stakeholders:** *Are there opportunities for any key stakeholders to become more involved in the management of our District's assets 'at risk'? What roles do they, or could they, play? What benefits might be gained from other private, public or voluntary/charity sector involvement in the management of Stroud's heritage at risk?*
- P Mechanisms, tools, initiatives, funding and resources:** *Can you think of any other national or local tools and resources which could help with positively managing the District's heritage assets 'at risk'? Can you think of successful examples within the District or elsewhere? Are there any pitfalls or obstacles?*
- P Issues and pressures:** *Are you aware of any particular issues or pressures which are significant risk factors for the various types of heritage assets in Stroud District? We would most like to identify issues that are common or widespread, rather than issues that are unique to an individual building (although relevant information about specific listed buildings could potentially be stored and referred to in any future Buildings at Risk review programme). Can you suggest any additional ways of addressing issues, pressures or vulnerabilities that affect heritage assets in Stroud District?*
- P Next steps and priorities for future action:** *What do you think of the suggestions? Do you agree that these are reasonable priorities? Are some aspects more urgent or achievable than others? Can you envisage any obstacles? If you object to any of these ideas, what are your reasons?*

3.35 There were 24 responses that addressed these questions. (Next steps and future action will be dealt with later, see paragraph 3.5 above).

HS008	Mrs J Shirley (Clerk)	Eastington Parish Council
HS009	Paul Butler	-
HS010	Sally Jones (Comms/admin)	Cainscross Parish Council
HS011	Sue Bailey	Wotton Town Council
HS013	Rose Hewlett	-
HS014	Daphne Dunning (Clerk)	Rodborough Parish Council
HS015	Camilla Hale (Trustee)	Stroud Preservation Trust
HS016	Joy Greenwood (Chair)	Frampton on Severn Parish Council
HS019	David Ball	Gloucestershire Gardens and Landscape Trust
HS022	John Kay (Clerk)	Dursley Town Council
HS023	Kevin Ward	Museum in the Park, Stroud
HS024	ClIr Jenny Miles	Stroud District Council (Lab, Cainscross)
HS027	Mary Leonard (Clerk)	Kingswood Parish Council
HS028	Rhiannon Wigzell	Woodchester Mansion Trust
HS030	Toby Catchpole (Heritage Team Leader)	Gloucestershire County Council (Heritage Team)
HS031	Richard Keating	Walking The Land - artists' collective
HS032	Barbara Warnes	Woodchester Historical Society
HS036	ClIr Dr John Cordwell	Wotton-Under-Edge Civic Society
HS038	Paul Barnett (Chairman)	Friends of Purton
HS041	Kate Montgomery (Deputy Clerk)	Stroud Town Council
HS043	Reg Clarke (Chair of Trustees)	Wotton Under Edge Historical Society, Mueum and Heritage Centre
HS048	Jeni Marshall (Clerk)	Cainscross Parish Council
HS049	Val Kirby	Cotswold Canals Trust
HS050	Dr Ray Wilson	Gloucestershire Society for Industrial Archaeology

- 3.36 In general, there was considerable support for the proposed renewed and improved focus on managing the District’s heritage at risk. There were some expressions of concern about SDC’s perceived ‘poor track record’ in this regard. There was support for the idea that a register should be publicly accessible and a feeling that too much goes on behind closed doors at the moment and that action is *ad hoc* and the rationale is not always transparent.
- 3.37 The positive to take from this is that establishing, as proposed, a coordinated, transparent and routinely monitored buildings at risk ‘system’ will address so many of the concerns expressed. This is priority for the proposed Strategy and subsequent action plan.
- 3.38 There were suggestions for specific assets / buildings to be considered “at risk”: these will be followed up later as part of implementing the register.

Q7. Positive Management: our local distinctiveness

3.39 We asked:

P Stakeholders: *Are there opportunities for any key stakeholders to become more involved in promoting and appraising the quality of design and development in our historic environment? What roles do they, or could they, play?*

P Mechanisms, tools, initiatives, funding and resources: *Can you think of any other national or local tools and resources which could help with positively managing the quality and local distinctiveness of design and development in Stroud District? Can you think of successful examples within the District or elsewhere? Are there any pitfalls or obstacles?*

P Issues and pressures: *Are you aware of any particular issues or pressures which are affecting the quality and character of design and development in our historic environment? We would most like to identify issues that are common or widespread, rather than issues that are unique to an individual building or site. Can you suggest additional ways of addressing any issues, pressures or common pitfalls?*

P Next steps and priorities for future action: *What do you think of the suggestions here and other opportunities identified in the Issues & Options discussion paper? Do you agree that these are reasonable priorities? Are some aspects more urgent or achievable than others? Can you envisage any obstacles? If you object to any of these ideas, what are your reasons?*

3.40 There were 29 responses that addressed these questions. (Comments relating specifically to next steps and future action will be dealt with later, see paragraph 3.5 above).

HS005	David Lowin	SDC
HS008	Mrs J Shirley (Clerk)	Eastington Parish Council
HS010	Sally Jones	Cainscross Parish Council
HS011	Sue Bailey (Clerk)	Wotton Town Council
HS012	Marion Mako	The Rooksmoor Residents Group / Historic Gardens and Landscape Consultant
HS015	Camilla Hale (Trustee)	Stroud Preservation Trust
HS017	Justine Hopkins (Deputy Clerk)	Nailsworth Town Council
HS019	David Ball	Gloucestershire Gardens and Landscape Trust
HS020	John Parsons	-
HS021	Mrs K Beard	-

HS022	John Kay (Clerk)	Dursley Town Council
HS023	Kevin Ward	Museum in the Park, Stroud
HS024	Cllr Jenny Miles	Stroud District Council (Lab, Cainscross)
HS026	Nick Hurst	Minchinhampton Parish Council
HS027	Mary Leonard (Clerk)	Kingswood Parish Council
HS029	Isabelle Preece	-
HS030	Toby Catchpole (Heritage Team Leader)	Gloucestershire County Council (Heritage Team)
HS031	Richard Keating	Walking The Land - artists' collective
HS032	Barbara Warnes	Woodchester Historical Society
HS033	Michael Milward (Secretary)	Gloucestershire Archaeology
HS035	Ann Bijkerk (Clerk)	Woodchester Parish Council
HS036	Cllr Dr John Cordwell	Wotton-Under-Edge Civic Society
HS037	Christine Prince (Clerk)	Chalford Parish Council
HS039	Justin Hodges	Minchinhampton Market House
HS041	Kate Montgomery (Deputy Clerk)	Stroud Town Council
HS044	Jenny Walkley (Deputy Clerk)	Cam Neighbourhood Development Plan Group
HS045	David Stuart (Historic Places Advisor SW)	Historic England
HS048	Jeni Marshall (Clerk)	Cainscross Parish Council
HS050	Dr Ray Wilson	Gloucestershire Society for Industrial Archaeology

- 3.41 This proved to be a very emotive subject, with strong feelings about how “local distinctiveness” should be translated into new design. There was both resistance to “modern” architecture, and some very convincing advocacy of it. However, on both sides, there was a clearly expressed feeling that there is too much poor quality and non-contextual development going on across Stroud District – and in that respect, the Strategy’s focus on “local distinctiveness” as an issue and a priority for action was roundly welcomed.
- 3.42 The majority of comments related to the proposed action plan priorities, which concerned SDC’s design guidance publications, monitoring and review of development management, the possible establishment of design awards and a focus on training and raising awareness.
- 3.43 This section has not been carried through to the final proposed Strategy in its entirety. This is certainly not an implication that this topic is unimportant. Rather, that it is a very complex topic and, as an issue, the erosion of (and protection of) local distinctiveness knits into many other aspects and themes within the Strategy. So some or all of the proposed ‘action plan priorities’ in the discussion paper will be carried through to the first (or subsequent) action plans. And parts of the text from this section have been incorporated elsewhere within the final proposed Strategy document.

Q8. Positive Management: conservation areas: a programme for their appraisal and management

3.44 We asked:

P Mechanisms, tools, initiatives, funding and resources: *can you think of any other national or local tools and resources which could help with positively managing the District’s conservation areas? Can you think of successful examples within the District or elsewhere? Are there any pitfalls or obstacles?*

P Issues and pressures: *are you aware of any particular issues or pressures which are affecting conservation areas in Stroud District? We would most like to identify issues that*

are common or widespread, rather than issues that are unique to an individual building, site or structure. Can you suggest any additional ways of addressing issues, pressures or vulnerabilities that affect conservation areas in Stroud District?

P **Priorities for future action:** *what do you think of the suggestions? Do you agree that these are reasonable priorities? Are some more urgent or achievable than others? Can you envisage any obstacles? If you object to any of these ideas, what are your reasons?*

3.45 There were 28 responses that addressed these questions. (Comments relating specifically to future action will be dealt with later, see paragraph 3.5 above).

HS001	C I Brown	Stroudvoices.co.uk
HS002	Stuart Butler	RadicalStroud
HS005	David Lowin	SDC
HS008	Mrs J Shirley (Clerk)	Eastington Parish Council
HS009	Paul Butler	-
HS013	Rose Hewlett	-
HS015	Camilla Hale (Trustee)	Stroud Preservation Trust
HS017	Justine Hopkins (Deputy Clerk)	Nailsworth Town Council
HS019	David Ball	Gloucestershire Gardens and Landscape Trust
HS020	John Parsons	-
HS022	John Kay (Clerk)	Dursley Town Council
HS026	Nick Hurst	Minchinhampton Parish Council
HS027	Mary Leonard (Clerk)	Kingswood Parish Council
HS030	Toby Catchpole (Heritage Team Leader)	Gloucestershire County Council (Heritage Team)
HS031	Richard Keating	Walking The Land - artists' collective
HS032	Barbara Warnes	Woodchester Historical Society
HS033	Michael Milward (Secretary)	Gloucestershire Archaeology
HS035	Ann Bijkerk (Clerk)	Woodchester Parish Council
HS036	CLlr Dr John Cordwell	Wotton-Under-Edge Civic Society
HS037	Christine Prince (Clerk)	Chalford Parish Council
HS038	Paul Barnett (Chairman)	Friends of Purton
HS041	Kate Montgomery (Deputy Clerk)	Stroud Town Council
HS045	David Stuart (Historic Places Advisor SW)	Historic England
HS046	Anita Gambie (Project Officer)	Dursley Neighbourhood Development Plan Group
HS047	Rachel Russell (Committee Clerk)	Stonehouse Town Council (Regeneration and Environment Committee)
HS048	Jeni Marshall (Clerk)	Cainscross Parish Council
HS049	Val Kirby	Cotswold Canals Trust
HS050	Dr Ray Wilson	Gloucestershire Society for Industrial Archaeology

3.46 In general, there was considerable support for the proposed renewed and improved focus on conservation area appraisal. As with buildings at risk, there were some expressions of concern about SDC's perceived 'poor track record' in this regard, and some scepticism that the good intentions expressed could be delivered with limited resources.

3.47 Reservations and concerns included:

- This section is too wordy – much of this could go in appendices
- Concern from some parish councils and neighbourhood groups about a perceived 'dumping' of responsibility on communities to carry out work the local authority should be doing: communities often lack resources and expertise to carry out such projects
- What support will SDC provide?
- Article 4 directions are 'draconian' and monitoring them would be an infringement of residents' privacy – a bit "big brother"

Q9. Positive Management: local heritage assets

3.48 We asked:

P Partnership approach? *What do you think of the proposed 'partnership' approach? Will communities be receptive? Is there enough local interest? What do you think about the proposed linkage with Neighbourhood Plans?*

P *Have we missed any key stakeholders that could or should be involved? What benefits might be gained from other private, public or voluntary/charity sector involvement in identifying and managing local heritage assets?*

P Mechanisms, tools, initiatives, funding and resources: *can you think of any other national or local tools and resources which could help with identifying local heritage assets or creating a local heritage list? Can you think of successful examples elsewhere? Are there any pitfalls or obstacles?*

P Priorities for future action: *Do you agree that 'local listing' is a reasonable priority? Can you envisage any obstacles? If you object to any of these ideas, what are your reasons?*

3.49 There were 28 responses that addressed these questions. (Comments relating specifically to future action will be dealt with later, see paragraph 3.5 above).

HS001	C I Brown	Stroudvoices.co.uk
HS002	Stuart Butler	RadicalStroud
HS005	David Lowin	SDC
HS008	Mrs J Shirley (Clerk)	Eastington Parish Council
HS013	Rose Hewlett	-
HS015	Camilla Hale (Trustee)	Stroud Preservation Trust
HS016	Joy Greenwood (Chair)	Frampton on Severn Parish Council
HS017	Justine Hopkins (Deputy Clerk)	Nailsworth Town Council
HS018	Neil Baker	Heavens Archaeological Research Project
HS019	David Ball	Gloucestershire Gardens and Landscape Trust
HS023	Kevin Ward	Museum in the Park, Stroud
HS026	Nick Hurst	Minchinhampton Parish Council
HS027	Mary Leonard (Clerk)	Kingswood Parish Council
HS028	Rhiannon Wigzell	Woodchester Mansion Trust
HS030	Toby Catchpole (Heritage Team Leader)	Gloucestershire County Council (Heritage Team)
HS031	Richard Keating	Walking The Land - artists' collective
HS032	Barbara Warnes	Woodchester Historical Society
HS033	Michael Milward (Secretary)	Gloucestershire Archaeology
HS035	Ann Bijkerk (Clerk)	Woodchester Parish Council
HS036	Cllr Dr John Cordwell	Wotton-Under-Edge Civic Society
HS037	Christine Prince (Clerk)	Chalford Parish Council
HS038	Paul Barnett (Chairman)	Friends of Purton
HS039	Justin Hodges	Minchinhampton Market House
HS041	Kate Montgomery (Deputy Clerk)	Stroud Town Council
HS043	Reg Clarke (Chair of Trustees)	Wotton Under Edge Historical Society
HS044	Jenny Walkley (Deputy Clerk)	Cam Neighbourhood Development Plan Group
HS045	David Stuart (Historic Places Advisor SW)	Historic England
HS046	Anita Gambie (Project Officer)	Dursley Neighbourhood Development Plan Group
HS047	Rachel Russell (Committee Clerk)	Stonehouse Town Council (Regeneration and Environment Committee)
HS048	Jeni Marshall (Clerk)	Cainscross Parish Council
HS049	Val Kirby	Cotswold Canals Trust
HS050	Dr Ray Wilson	Gloucestershire Society for Industrial Archaeology

- 3.50 Again, in general, considerable support for the proposed introduction of a ‘local list’ in some form. And support for the recognition that heritage is broader than just formally designated heritage assets. There was general support for the idea of making this a ‘community initiative’ in some way.
- 3.51 However, there were reservations about relying on strong links with neighbourhood plans – what about communities who don’t have one (or don’t want to produce one)? And what about those existing or emerging NDPs who feel its ‘too late’ to incorporate local list selection criteria into their plan?
- 3.52 The future action plan will have to grapple with a methodology to address these concerns. But, in general, the idea of a local list was seen to be a positive thing. Some scepticism expressed about whether or not local heritage assets do in reality have any ‘protection’ – what’s the point?

Q10. Action Plan

3.53 We asked:

P What kinds of actions, projects and opportunities should the first Action Plan focus on?

P Do you have any thoughts about how some of these potential projects / actions do or do not relate to the Strategy’s emerging priorities and objectives? Do we need to explain or clarify the linkages in detail?

P Have you any suggestions for other projects, or can you envisage any better / more efficient ways that the Strategy’s main objectives could be put into action?

P Are you involved in managing a heritage asset or cultural resource in Stroud District?

P Are you involved in a forthcoming project which could be relevant? Would you like to get involved in helping to develop a project or action?

P Can you envisage any obstacles? If you object to any of these ideas, what are your reasons?

3.54 There were 36 responses to this question specifically, although many other responses to other questions touched on the action plan. Comments related to specific actions or projects will be addressed through the next steps after the Strategy’s adoption (i.e. the formulation of an Action Plan to support the Strategy) and some respondees may be contacted directly to follow up suggestions or concerns. Resources were a recurring concern. Again, this will be a matter for the scope and ambition of the first Action Plan.

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