

HERITAGE STRATEGY FOR WREXHAM COUNTY BOROUGH

APPENDIX 2 - 2005/06 ACTION PLAN

RECOMMENDATION	ACTIONS & OUTCOMES	MEASURE & TARGET	LEAD PARTNER(S)
PRIORITY 1: Raise awareness and understanding of our heritage and the contribution it can make to everyone's life			
1. Establish a programme to raise the profile of Wrexham County Borough's heritage.	<ul style="list-style-type: none"> i. Hold a launch event to promote the Heritage Strategy and its aims. ii. Consider a Local Heritage Day to highlight community heritage initiatives throughout the County Borough. iii. Foster links with local media initiatives including those of the local BBC Community Studio. iv. Develop initiatives to assist young people and people new to the County Borough to become aware of Wrexham County Borough's special place in history. 	<ul style="list-style-type: none"> i. Date for launch to be agreed once the Strategy is formally approved. ii. Consult Local History groups / heritage organisations. iii. Implement BBC WWII Reminiscence project. iv. Include information about Wrexham's cultural heritage in the induction pack for all new members of staff (WCBC). 	<ul style="list-style-type: none"> i. WCBC Heritage Service ii. WCBC Heritage Service / Local History groups / heritage organisations iii. Wrexham Arts Centre / BBC iv. WCBC Heritage Service / Personnel Department
2. Co-ordinate ICT links between	i. Implement Photographic Archive	i. A selection of 500 images from	i. WCBC Heritage

<p>the Council, other heritage operators and community organisations, and the local media (including the BBC) to facilitate access to information about the local heritage for both residents and visitors to the County Borough.</p>	<p>Digitisation project.</p> <p>ii. Investigate the feasibility of developing a central and accessible database of all organisations and their work for use by all Council departments and other organisations concerned with heritage issues.</p> <p>iii. Facilitate networking between community organisations using ICT, local media etc so that they can co-ordinate and strengthen the community voice on heritage.</p> <p>iv. Promote community volunteering to support existing and new community heritage initiatives.</p>	<p>the WCBC heritage collections digitised and made available online.</p> <p>ii. Hold initial discussions with Local History groups / heritage organisations.</p> <p>iii. Hold initial discussions with Local History groups / heritage organisations.</p> <p>iv. Promote volunteering opportunities via AVOW and Older People's Strategy newsletter.</p>	<p>Service</p> <p>ii. WCBC Heritage Service / Local History groups / heritage organisations</p> <p>iii. WCBC Heritage Service / Local History groups / heritage organisations</p> <p>iv. WCBC / AVOW</p>
<p>3. Promote sustainable physical and intellectual access to the local heritage asset – whether monument, archival material or artefact and ensure the authentic interpretation of heritage through the promotion of original research activities.</p>	<p>i. Develop interpretation & implement maintenance programme for Cefn Heritage Trail.</p>	<p>i. Secure funding for project.</p>	<p>i. Groundwork / WCBC Countryside Service / Ruabon Secondary School</p>

PRIORITY 2: Strengthen the partnerships and resources that support heritage			
4. The Council should work with community organisations to strengthen networking between community based heritage organisations and their ability to work with their local communities.	i. Establish Heritage Forum/Conference to bring together all organisations concerned with heritage issues on an annual or occasional basis.	i. Organise meeting with Local History groups / heritage organisations to gauge level of support and consider role and remit.	i. WCBC Heritage Service / Local History groups / heritage organisations
5. The Council should promote joint planning and marketing of local heritage assets and activities between heritage operators. This could draw on the Open Churches Network model to create sustainable ways of promoting otherwise scattered and smaller scale heritage opportunities and of linking them to their local communities.	i. Investigate potential opportunities for joint working & funding.	i. Hold initial discussions with Local History groups / heritage organisations.	i. WCBC Heritage Service / Local History groups / heritage organisations
6. Build on the good practice already established within economic and rural regeneration programmes to	i. Progress the Cefn Mawr Townscape Heritage Initiative. ii. Progress the development of	i. Number of building grants awarded ii. Establish strategy for the	i. Cefn THI ii. BDL / Brymbo Heritage Group

<p>link heritage development with employment and training opportunities, sustainable tourism and environmental initiatives.</p>	<p>the scheduled and listed buildings at the former Brymbo Steelworks site to secure a sustainable future.</p> <p>iii. Progress conservation and interpretation of Holt Castle.</p> <p>iv. Progress campaign for designation of Pontcysyllte Aqueduct as a World Heritage Site.</p> <p>v. Implement Bicentenary programme.</p>	<p>conservation and interpretation of the site for public benefit.</p> <p>iii. Secure funding to undertake Phase I of the conservation of Holt Castle.</p> <p>iv. Commission Statement of Significance to support the case for World Heritage Site subscription.</p> <p>v. Number of participants in the Bicentenary programme = 3000</p>	<p>iii. WCBC Heritage Service / Economic Development Department</p> <p>iv. WCBC Economic Development Department</p> <p>v. Northern Marches Cymru</p>
<p>PRIORITY 3: Ensure that heritage plays a full role in strengthening our communities</p>			
<p>7. Provide a link between Council, education bodies and heritage providers to develop greater use of local heritage resources, both physical and human in the formal school curriculum and in life-long, community and family learning programmes.</p>	<p>i. Implement 'Past on Your Doorstep' coal-mining heritage project.</p> <p>ii. Develop & deliver learning programme to accompany WWII 60th Anniversary exhibition 'Their Past, Your Future'.</p> <p>iii. Develop & deliver learning</p>	<p>i. Number of schools participating = 18.</p> <p>ii. Number of schools participating = 30</p> <p>iii. Number of audience for lectures/events programme = 200</p>	<p>i. Legacy Centre / WCBC Heritage Service</p> <p>ii. Wrexham Arts Centre / Heritage Service / Royal British Legion</p> <p>iii. WCBC Heritage</p>

	programme to accompany 'Recreations' exhibition.		Service / NM&GW / British Museum
8. Address the skills deficit by bringing together economic development, regeneration, education, training and learning organisations to consider skill development for the heritage sector including for community organisations and volunteers and the development of skills in the use of traditional construction techniques required in conservation and other projects.	i. Implement Leader+ cross boundary project to develop/deliver traditional building skills.	i. Number of participants in the programme = 50	i. Cefn THI / Northern Marches Cymru / Cadwyn Clwyd
9. Council departments promoting community development and the interests of young and elderly people should work with education and learning bodies and with other organisations to coordinate programmes which: i. Recognise and celebrate the	i. Implement programme of community based activities to commemorate the 60 th anniversary of World War II. ii. Investigate potential for intergenerational project with socially disadvantaged communities.	i. Number of veterans participating in the WWII oral history project and associated commemorative events = 10 ii. Hold initial discussions with Community First partnerships and, if appropriate secure funding to progress project.	i. Wrexham Arts Centre / Royal British Legion ii. WCBC Heritage Service / Community First partnerships iii. WCBC Heritage Service

<p>distinctive heritage of Wrexham County Borough's communities including its Welsh speaking community, and those newly arrived as well as established communities.</p> <p>ii. Support local communities to explore their own heritage, particularly their recent community experience of industrial heritage through oral history and other approaches.</p> <p>iii. Build inter-generational links within communities through involving older people, local community groups, with schools and young people in exploring family, local and community history.</p>	<p>iii. Develop a learning programme for schools and colleges based on the WCBC museum and archive collections.</p>	<p>iii. Number of pupils / students visits to WCBC Museums & Archives = 3,500</p>	
<p>PRIORITY 4: Ensure that our heritage is conserved for the benefit of future generations</p>			
<p>10. To continue to implement the policy for ensuring that planning and development</p>	<p>i. Continue programme of Conservation Area designation.</p>	<p>i. Continue to designate Conservation areas</p>	<p>i. WCBC Planning Department</p>

processes seek to achieve alternative and sustainable uses for unlisted buildings of historic interest in preference to demolition.	ii. Implement Buildings at Risk Strategy.	ii. Percentage of buildings on register reduced by 1% p.a.	ii. WCBC Planning Department
11. Ensure that the basic information concerning our heritage held in the Sites and Monuments Record is up to date and that the Schedule of Ancient Monuments is reviewed so as to reflect current knowledge.	i. Promote re-survey of existing monuments on the SMR.	i. Number of sites re-surveyed = 200 p.a.	i. Clwyd-Powys Archaeology Trust / WCBC Heritage Service / CADW / RCAHMW
12. Ensure that adequate resources are made available so as to establish a rolling programme of monument conservation within the County Borough.	i. Secure funding to undertake Phase 1 conservation of Holt Castle	i. Subject to funding, Phase 1 conservation initiated.	i. WCBC Heritage Service / Economic Development Department
13. Undertake a phased programme to upgrade the County Borough Council's physical infrastructure for museum and archive provision in line with national standards.	i. Progress the County Borough Museum refurbishment project.	i. Submit Stage 1 application to the Heritage Lottery Funding.	i. WCBC Heritage Service

<p>14. Continue to develop and conserve collections that reflect the cultural heritage of Wrexham County Borough and ensure that they are maintained in line with national standards.</p>	<p>i. Implement Wrexham Heritage Services Collection Management Plan.</p> <p>ii. Ensure that Council museums achieve Accreditation under the new national scheme.</p>	<p>i. Investigate potential for creation of a single storage facility for WCBC reserve heritage collections.</p> <p>ii. Establish requirements under the new scheme.</p>	<p>i. WCBC Heritage Service</p> <p>ii. WCBC Heritage Service</p>
<p>15. Work in partnership with other local authorities, national institutions and heritage bodies so that Wrexham related museum and archive collections currently held outside the County Borough, can be returned to the County Borough.</p>	<p>i. Continue County Borough Museum partnership with National Museums and Galleries of Wales under the 'Sharing Treasures' scheme.</p> <p>ii. Participate in proposed WAG/CyMAL review of local authority policies for archive provision under Section 60.</p> <p>iii. Implement 'Welsh Memories of WWII' project to accompany 'Their Past, Your Future' exhibition.</p>	<p>i. Number of visitors to the Pontcysyllte Bicentenary exhibition = 2000</p> <p>ii. Number of visitors / participants to the 'Recreations' exhibition and associated programme of activities = 3000</p> <p>iii. Number of local people recorded = 20 p.a.</p>	<p>i. WCBC Heritage Service / National Library of Wales</p> <p>ii. WCBC Heritage Service / NM&GW and the British Museum</p> <p>iii. Culturenetcymru / WCBC Heritage Service / Wrexham Arts Centre</p>