



# Ironbridge Gorge World Heritage Site Steering Group

## Microsoft Teams Meeting

Tuesday 18<sup>th</sup> January 2022, 14.00 – 16.00pm

### Present:

**Marion Blockley (MB)** – Chair  
**Brandi Hall-Crossgrove (BHC)** – WHS Coordinator  
**Cllr Carolyn Healy (CH)** – Telford & Wrekin Council  
**Cllr Eileen Callear (EC)** – Telford & Wrekin Council  
**Valerie Hulme (VH)** – Telford & Wrekin Council  
**Psyche Hudson (PH)** – Telford & Wrekin Council  
**Alison Hinks (AH)** – Madeley Town Council  
**Andy Wigley (AC)** – Shropshire Council  
**Cllr Caroline Bagnall (CB)** – Shropshire Council  
**Ian West (IW)** – Broseley Town Council  
**Peter Boland (PB)** – Historic England  
**Nick Ralls (NR)** – Ironbridge Gorge Museum Trust  
**Rory Hunter (RH)** – Ironbridge Gorge Museum Trust  
**Sarah Simmonds (SS)** – ICOMOS UK  
**Russell Rowley (RR)** - SGCT  
**Helen Allen (HA)** – English Heritage  
**Sally Themans (ST)** - Presenter  
**Mark Cannata (MC)** - Presenter

<b>1.</b>	<b>Introductions and apologies</b>
	<p><b>Apologies:</b>          Joy Tetsill, Cllr Rae Evans, Debra Harris, Chris Turley, James Dunn          Mark Cannata (joined later)          Sally Themans (joined later)</p> <ul style="list-style-type: none"> <li>• MB welcomed all attendees to the meeting with a special welcome to Sarah Simmonds from ICOMOS UK who has joined remotely from Bath.</li> <li>• CH noted that Chris Turley has been a member of the steering group for a long time and has recently stepped down from the group. CH would like to record a thank you for all Chris' input during this time.</li> </ul>
<b>2.</b>	<b>Minutes of last meeting</b>
	<ul style="list-style-type: none"> <li>• Agenda item 3: Development sites: Power Station and AGA.            Bullet point one, sentence should read <b>planning</b> officer rather than <b>client</b> officer. This will be amended in the previous minutes.</li> <li>• No other amendments required and the minutes were confirmed as an accurate record.</li> </ul>
<b>3.</b>	<b>Matters arising</b>



	<ul style="list-style-type: none"> <li>• An objection letter was written in response to the development site adjacent to Stone Lee Calcutts Road, Jackfield and MB requested details on any developments on this planning application.</li> <li>• IW confirmed that the application has been refused on the grounds of bats, rather than because of the World Heritage Site (WHS) considerations. Due to this, it is expected that the planning application will be resubmitted. Disappointment was expressed with the officer's report as there was no regard to the objection submitted by MB and the concerns raised on the impact of the WHS.</li> <li>• IW was hopeful that when the planning application is resubmitted that this will go to committee for a formal response.</li> <li>• Concern was raised about the Pattern Shop and the danger of the Wing Shop roof. CH and MB have visited and taken photographs to show the extent of the demolition site. There is an extensive area of demolition, which includes a large pile of bricks and a lot of evidence of demolition. MB is pleased to see that the wing shop is going to be preserved and repurposed, however concerns were raised about the pace and extent of demolition to mitigate the unsafe condition of the Wing Shop roof and Pattern Shop. See attached photos.</li> <li>• VH confirmed that a complaint has been received with regards to the amount that has been demolished and this is currently under investigation.</li> <li>• MB raised a critical point steering for the group and explained that the current WHS management plan comes to an end in February 2022. MB and BHC were present at a World Heritage UK meeting for steering group chairs, in which DCMS were also present and confirmed that the majority of WHS management plans are behind timescales. This will be a large piece of work for everyone to be involved in so MB asked all to be aware of this.</li> </ul>
<b>4.</b>	<b>Development sites - AGA</b>
	<ul style="list-style-type: none"> <li>• VH confirmed that since the previous meeting, a response has been sent to Historic England with regards to progress with the application up to that point. The response supported Historic England to consult with DCMS, which is currently going through the relevant motions, and VH is waiting to find out the next parts of the process.</li> <li>• In terms of the demolition, a dangerous structures notice was served on the owners of the site at the start of December 2021. This has been completed with regards to the Dangerous Structures Act which removes the majority of the Pattern Shop. Part of the conditions of this removal was to retain the bricks on site in order that they will be available if needed in any future developments. The Wing Shop roof removal safety is paramount, with the Pattern Shop being completed prior at the end of 2021 and the wing shop ongoing.</li> <li>• CH queried whether an officer from TWC had visited the site and had overseen the demolition throughout. VH confirmed that Building Control have been available throughout the process and have been called upon for conservation support. In terms of the conservation area, planning consent is required at a certain level of capacity so work may have been undertaken that did not require consent. Once the enforcement investigations have been completed more information will be able to be provided.</li> </ul>
<b>5.</b>	<b>Kassandra Project.</b>
	<ul style="list-style-type: none"> <li>• Mark Cannata stated that the Kassandra Project is the first integrated decision support system (IDSS) that facilitates the creation, development and management of a truly resilient and sustainable city.</li> <li>• The Kassandra Project has worked across a number of projects and linked studies to equality of life indexes, with an aim to improve resilience to climate change.</li> <li>• The system allows you to look at different areas to prioritize the funding and create a digital twin of the study area based on data that is acquired, then analyzing existing conditions.</li> </ul>

- The aim of the project is to develop a climate resilience model and associated decision support tools. This considers the geographical limits, data limits and output.
- The project in Ironbridge is currently a pilot study, funded by Historic England with the aim to show what Kassandra can do on a site like Ironbridge. There is limited scope for a 6 month study, and a lot has been found that the project would like to consider in more depth. It started by looking at a 30 square kilometer area around the WHS, using all the 12 main parameters; and currently have a number of scenarios that will be created based on the findings during the study. The 12 parameters include; Water, Energy, Heritage, Environment, Infrastructure, Waste, Air, Buildings, Culture, Health, Mobility and Security. This allows you to communicate which areas may be likely to be at risk of climate change.
- MB asked whether the visuals would be able to be included into the management plan. MC confirmed that this is in draft at the moment but that this would be possible.
- BHC confirmed that Historic England is using the project as a pilot before looking at other WHS across the UK.
- NR confirmed that two of the museums are affected by environmental change which flood on an annual basis. NR is interested how the project can focus on singular buildings to look at mitigating the risk of environmental change.
- MB noted that the volume of housing outside of the WHS and the amount of traffic that this creates meaning that the historic infrastructure within the WHS is vulnerable, making this a very important issue as the study area includes spaces outside of the WHS.
- SS noted that a lot of what is found will be crucial to inform the SPD and their requirements for any future developments that will be undertaken, to review their impacts within the sites.
- MB commented that we will look forward to seeing the conclusion of the study.

## **6. Report from WHS Coordinator**

### **SPD**

- BHC confirmed that the initial draft of the SPD is set to be completed by February 2022.
- March 2022 - targeted for engagement with the Parish Council's and Councilors.
- April 2022 – approval from Cabinet received and start of public consultation. World Heritage Day is 18<sup>th</sup> April 2022.
- June 2022 - public consultation will end
- July 2022 - start of the final draft.
- It is important to ensure that best practice is consulted on and this will be fed back from the public consultations.
- The website is currently being worked on, with a completion date of March 2022 to ensure that all of the information is readily accessible for World Heritage Day.
- Additional information has been requested from Cllr Caroline Bagnall, SGCT and IGMT in order to be included on the website.
- BHC is hopeful to start the launch of social media platforms in March 2022 and a volunteer has been sought to help with contact for the social media prior to World Heritage Day. BHC requested information from all regarding each stakeholder that deals with the social media channels to schedule a meeting in due course.
- A new chair of the Ironbridge Business Consortium will shortly be appointed.
- CH recommended that engagement around the management plan should include several engagement activities in different parts of the WHS, such as arranging a drop in session.
- RH commented that it is important to decide what the updating of the management plan involves, as there is usually a large amount of work that needs to be undertaken.

	<ul style="list-style-type: none"> <li>• MB confirmed that a key aim for the management plan is for the community to have ownership of it, so the more time spent on community engagement the more beneficial the plan will be in the end. Communication about the strategy group and the WHS, is important to get the message over to the residents and business within the WHS so it is important to ensure that this is not rushed.</li> <li>• SS is fully supportive and confirmed that it is mostly about the process of the creation of the plan as much as the final outcome of the plan.</li> <li>• BHC advised that getting to the communities as soon as possible is important.</li> <li>• NR commented that consultation is brilliant but the plan needs to take into consideration strategies and plans already available.</li> </ul> <p><b>Upcoming WHS Steering Group Meetings</b></p> <ul style="list-style-type: none"> <li>• A summer meeting outing to Bath was considered to discuss their steering group structure and to allow a chance to look at their new World Heritage Centre. Potential dates will be provided.</li> <li>• BHC recommended that one of the steering group meetings to be open to the general public each year.</li> </ul>
<b>7.</b>	<p><b>LoveMadeley</b></p> <ul style="list-style-type: none"> <li>• Sally Themans (ST) currently runs LoveBridgnorth and LoveWellington, and has recently started working with Madeley Town Council to run LoveMadeley. ST is keen to forge links between Madeley and Ironbridge.</li> <li>• The love your place idea is to highlight of the good things that are going on within different areas, with the aim to reverse bad social media, in order to change people's perceptions.</li> <li>• Three lots of content are considered; 1-concentrating on the historical context of an area, 2-the physical aspects and 3-highlighting what is happening within the community such as volunteer groups, community groups, schools as well as the high street. Alternating between the three aspects and highlighting the good parts of an area in turn then makes a difference and creates more positivity. The goal of the project is to make people feel differently about the place that they live or work.</li> <li>• ST is keen to link with Ironbridge and has been contacted by a business in Ironbridge.</li> <li>• CB confirmed that this would be a fantastic way to raise the profile for Broseley.</li> <li>• CH will raise this at the Ironbridge Gorge Business Consortium.</li> <li>• MB noted that the projects are very positive and uplifting and the model would be beneficial for the WHS.</li> </ul>
<b>8.</b>	<p><b>Partner Updates</b></p> <p><b><u>SGCT</u></b></p> <ul style="list-style-type: none"> <li>• Incredibly busy and there is a huge amount of work that needs to be completed during the next couple of months in relation to ask dieback and other dangerous tree issues. Funding has been won to create new wildlife corridors through the Gorge that will have an effect on the WHS.</li> <li>• Currently working on early railways projects with Broseley Local History Society, Clwyd- Powys Archaeological Trust and the Industrial Heritage Support Officer funded by Historic England and based at Ironbridge Gorge Museum Trust. This will be a community project looking for evidence of early railways from the 18<sup>th</sup> century.</li> <li>• Gone out to advert to employ 2 part-time members of staff to get more resources.</li> </ul> <p><b><u>Madeley Town Council</u></b></p> <ul style="list-style-type: none"> <li>• Very proud of LoveMadeley. Currently organizing community events surrounding the platinum Jubilee.</li> </ul> <p><b><u>Shropshire Council</u></b></p> <ul style="list-style-type: none"> <li>• There has been has been two inspectors appointed on the local plan. The inspectors have sent their initial queries back, which the policy team are currently looking into.</li> </ul>



	<ul style="list-style-type: none"> <li>• On target for the EIP, with an anticipated completion date in May/June.</li> </ul> <p><b><u>Historic England</u></b></p> <ul style="list-style-type: none"> <li>• Interesting to see how the Cassandra project may develop and hope that this evolves positively based on all the information that is available.</li> </ul> <p><b><u>English Heritage</u></b></p> <ul style="list-style-type: none"> <li>• Continuing with volunteer recruitment and events planned throughout the year.</li> </ul> <p><b><u>Events Team</u></b></p> <ul style="list-style-type: none"> <li>• There isn't anything specific planned for Ironbridge during the Jubilee weekend, however events are being planned throughout Telford &amp; Wrekin. There is a community fund live to apply for in relation to the Jubilee, to be used during May, June or July. Street parties will be promoted during the weekend.</li> </ul> <p><b><u>Telford &amp; Wrekin</u></b></p> <ul style="list-style-type: none"> <li>• The Queens Green Canopy is happening across the Country, and T&amp;W are supporting trees to be planted across the boroughs, with a tree being planted in the Gorge and in Dale End Park.</li> </ul> <p><b><u>IGMT</u></b></p> <ul style="list-style-type: none"> <li>• Phase one of work was completed in November 2021. Phase two includes more overall conservation works on every elevation. Phase three, with funding and planning permission, it will be installed as a World Heritage Visitor Centre.</li> <li>• Plans are being refined with the architect and feedback will be presented later in the year.</li> <li>• The Wesleyan Chapel is currently up for sale. A report was commissioned in regard to the buildings and spaces, and it was found that the chapel was not part of the visitor offer and provided no commercial income. It is hopeful that this will then become a viable building with the buyer.</li> <li>• The new brand has been signed off and will start to be rolled out shortly.</li> <li>• Anticipating that 2022 will be another challenging year.</li> </ul> <p><b><u>ICOMOS</u></b></p> <ul style="list-style-type: none"> <li>• Continuing to have a number of talks, events and conferences around climate change. Consideration is being made for an ICOMOS representation on all steering groups.</li> </ul>
<p><b>9. AOB</b></p>	<ul style="list-style-type: none"> <li>• RH commented that although events that are happening and upcoming are discussed throughout the year; this isn't followed through into an events programme for the Gorge that shows the incredible work that happens across the Gorge, to generate good footfall and business.</li> <li>• It was suggested that it would be good to promote the Jubilee events once these have been finalized, with better communication for all on events that are upcoming.</li> <li>• RH has looked at the World Heritage festival and what could be provided from the museum, as this is a real opportunity to support a number of opportunities and to engage with these.</li> <li>• RH queried whether there will be any further details published about the Covid testing and the use of car parks being released back to the public in time for the main season.</li> </ul>