

**MINUTES OF THE IRONBRIDGE GORGE WORLD HERITAGE SITE STEERING GROUP MEETING
HELD ON Microsoft Teams 20th July 2021**

PRESENT:

Marion Blockley (MB) – Chair

Russell Rowley (RR) – Severn Gorge Countryside Trust (SGCT), and Vice Chair

Rory Hunter (RH) – Ironbridge Gorge Museum Trust (IGMT)

Barbara Taylor (BT) – Ironbridge Gorge Museum Trust (IGMT)

Peter Boland (PB) – Historic England (HE)

Helen Allen (HA) – English Heritage (EH)

Cllr Caroline Bagnall (CB) – Shropshire Council (SC)

Cllr Carolyn Healy (CH) – Telford & Wrekin Council (TWC)

Cllr Rae Evans (RE) - Telford & Wrekin Council (TWC)

Andy Wigley (AW) – Shropshire Council (SC)

Joy Tetsill (JT) – Shropshire Council (SC)

Valerie Hulme (VH) – Telford & Wrekin Council (TWC)

Andrew Gittins (AG) – Telford & Wrekin Council (TWC)

Penny McKnight (PM) – Telford & Wrekin Council (TWC)

Barbara Johnson (BJ) – Telford & Wrekin Council (TWC)

Psyche Hudson (PH) – Telford & Wrekin Council (TWC)

Adam Brookes (AB) – Telford & Wrekin Council (TWC)

Declan Kearney (DK) – Telford & Wrekin Council (TWC)

APOLOGIES: **Ian West** – Broseley Town Council (BTC) – **Nick Ralls** – Ironbridge Gorge Museum Trust (IGMT) - **Chris Turley (CT)** – Telford & Wrekin Council (TWC) – **Phil Griffiths** – Madeley Town Council (MTC)

1. Introduction

Marion Blockley (MB) welcomed everyone to the Steering Group (SG), MB commented that a lot had happened in the since the last meeting and it was good to see everyone's attendance. The next meeting in October 2021 is provisionally set in as a virtual Microsoft Teams Meeting. MB Welcomed to the meeting Cllr Caroline Bagnall who is the newly elected Broseley Councillor at Shropshire Council.

2. Minutes of previous meeting / Matters Arising

MB referred to the previous minutes, and the SG confirmed these were a true and accurate record. Consideration was also given to point 8. of the minutes where MB requested full minutes of the SG meeting to be published on the website in line with other WHS SG's.

3. Appointment Of WHS Coordinator

Valerie Hulme (VH) stated that the post of the WHS Coordinator has been advertised. Applicants had been shortlisted and interviews will be taking place the week commencing 19th July 2021.

4. Branding Of UNECO & Ironbridge Logo's

Valerie Hulme (VH) informed the SG that the registered trademarks for the WHS had expired, and work had therefore been undertaken to renew these. . Consideration was also made as to how these trade marks were used, and had been reviewed. The uptake by partners had been inconsistent as there was a view that the logo at a small scale was too complex, and lost its detail and therefore had been avoided. Therefore a new partner logo was presented that was simplified for use at a small scale, along with new branding guidelines. A draft version of this was illustrated

VH also highlighted to members that the UNESCO logo had been revised and currently rolled out alongside their new branding guidance. Therefore discussions had taken place between UNESCO and TWC to ensure the correct usage and design. VH presented the new logos and confirmed that the use of the UNESCO logo was acceptable on WHS matters, and could not be used alone, without the context of Ironbridge as presented; furthermore it could not be used in affiliation with items that are for sale – for example on a book; but could be used on a leaflet where this is given away free of charge.

As of the end of 2022 the UNESCO branding should be replaced (web/paper formats etc.); unless it is too expensive to do so (i.e. highway sign) and the new logo should be reflected on any replacement.

Cllr Carolyn Healy (CH) asked whether the UNESCO branding logo was the colour blue. VH confirmed that the choices were blue or black, and it had been agreed with UNESCO to use blue against the brown WHS colour logo.

CH recognised renewal of signage comes forward on an ongoing basis, taking account of regular replacements for those which are vandalised and those repositioned on highway verges. CH will circulate design concept of signage replacement, indicating the need for a replacement sign at Cherry Tree Hill due to vandalism and has suggested that it would be a good time to replace this signage with the new branding and repositioning.

MB agreed with the minimalistic approach to the design concept that has been put forward in regards to the new partner logo.

5. Ironbridge WHS Website Design Concept

VH has distributed the web design concepts of the Ironbridge Gorge WHS Website and initial proposals for what it would include; and offered an opportunity to add any key features/ ideas.

The proposed website would be a gateway of information for uses including resident, business, visitor, and for educational purposes to direct them back out to other partner material and websites. The website will not be a replacement for any of the visitor websites. It's an information led website with key information for the WHS - its partners, the WHS Management Plan, with having the ability to upload and publish the WHS Steering Group Minutes.

The website will be periodically reviewed; and could have the ability for twitter feeds, and 'blogs' to provide snapshot information. The ability to 'subscribe to news' could also be a feature using Gov-delivery email platform.

VH further presented three design concepts of the Ironbridge WHS Website: 'Modern Destination', 'Heritage Charm', and 'Forged in Iron'.

Comments noted:

- Joy Tetsill (JT) would like to see two maps accessible earlier on within the website, one of the boundary of the WHS Site, and overall overview of the Ironbridge location. JT preferred Modern Destination concept.
- Rory Hunter (RH) caution of the use on the Forged in Iron Design, as the IGMT used a very similar design concept which was very limiting. Feedback on this was very limiting to web-visitors as for destination visitors. RH preferred the Modern Destination Design.
- Ray Evans (RA) reminded the SG that part of the WHS Site also incorporates the assets of Madeley, and to ensure this is included on the website.
- Caroline Bagnall (CB) promoted the use for visual graphics and images to be displayed throughout the website capturing the areas heritage and woodland walks, shops and museums, and the need for a map website is in need for a map of the surrounding WHS Site.
- Russell Rowley (RR) raised the facts about the Forged in Iron design, and the very limiting approach this may have. The modern destination design was his preference and keeping that minimalistic approach.

VH thanked the SG for input and will instruct the website around the Modern Destination. VH will then be asking stakeholders for support to draft content for use across the website. Update on the progress of this by the next Steering Group Meeting to take place in October.

6. Development Sites

Power station:

VH confirmed that Telford & Wrekin Planning Committee considered the application in mid-May and that was approved to subject to conditions, a S106 agreement and agreement memo of understanding with Shropshire Council for the distribution of CILL.

Shropshire Council planning committee had considered the application but had resolved to defer the application for further consideration in relation to viability, the low provision of affordable housing, health care and impact on the Gaskell Arms Junction in Much Wenlock. It was anticipated that Shropshire Council would reconsider this in August, however this could not be confirmed yet.

- A question was raised in relation to the rail network. VH confirmed Network Rail requested a significant contribution as part of the application, to upgrade their infrastructure; however discussions with them indicated that the requests were not justified and could not be considered further; recognising Network Rail has a duty to provide a commercial line.
- Network Rail have investigated necessary upgrades to the Albert Edward Bridge, and a significant amount of work has been undertaken; however no Listed Building Application or pre-application requests have been submitted to either Local Authority.

AGA –

Andrew Gittins (AG) provided a short update on the status of the application stating additional information and amendments had been requested and a further round of consultations will take place.

- An independent review of the viability assessment had been undertaken which indicated the financial deficit of the development; and therefore reductions in planning obligations were needed.

The proposal included on site affordable housing available to specialist key workers; and a reduced package of offsite highways and recreational contributions. These matters were still under consideration.

7. Progress On WHS Action Plan

MB discussed the Action Plan in further detail and to highlight and draw attention to the key actions to review the document to consider what actions have now been over taken and where are the priorities.

MB raised awareness of the ability to access HELM Training – and this was supported by Peter Boland (PB); PB also raised awareness to access other specific training from Historic England that could be accessed.

- Ian West (IW) – raised actions in regards to the colour coding that was used, on behalf of a member being visually impaired. The SG agreed colour coding is a simple way to identify progress and was happen to continue with the use of the Red, Amber and Green method.

8. EA & Wharfage Update

- Declan Kearney (DK) highlighted the success of the recent investigations on the Wharfage undertaken by the Environment Agency (EA); indicating the level of details found, this included:
 - The Wharfage is 400 Meters Long
 - Conceptual Model had been produced – 3D Design of Wharfage.
 - Steeped Construction Design of the Wharfage Wall, which acts as a mass gravity retaining wall.
- Adam Brookes (AB) highlighted that TWC would be looking to undertake highway works in September along the Wharfage to provide a better surface that supports the Wharfage flood barrier, and considering addition water management. This is jointly funded through the EA and TWC. Road closures were necessary and being managed.
- The draft report was awaited from the EA.

9. Partner updates

Partner updates for TWC, IGMT, SC, and SGCT were tabled, and the points noted.

10. AOB

None arising

Date of Next Steering Group Meeting to Be Held On 19th October 2021 at 14:00