

# Draft Management Plan for the Old and New Towns of Edinburgh World Heritage Site (2017-2022)

## Overview

Consultation is now open for feedback on the Old and New Towns of Edinburgh World Heritage Site Draft Management Plan (2017 to 2022).



The Draft Management Plan identifies issues and opportunities within the Site, and presents an action plan (download the PDF from the Consultation Hub) for implementation over a five year period. Issues include care and maintenance of buildings and streets and awareness of World Heritage Site status.

The plan is being prepared by the City of Edinburgh Council, Historic Environment Scotland, and Edinburgh World Heritage.

### **How does it relate to the 2050 City Vision?**

The plan will help inform the 2050 Edinburgh City Vision and the actions that result from this.

Public feedback from this longerterm planning exercise has already revealed the high value residents and businesses place on the quality of the historic built and natural environment in Edinburgh.

### **Consultation so far**

Over the summer of 2016, over one thousand members of the public took part in a consultation for the new Management Plan and had their say concerning how they felt the World Heritage Site is being run. The themes that emerged are set out in the survey below, together with suggestions of how the Management Partners plan to tackle any issues and concerns. This will form the basis for the next fiveyear plan.

All relevant information and documents are can be viewed on the Consultation Hub.

## Why we are consulting

To find out if our proposed actions go far enough to ensure the enhancement and protection of the Old and New Towns World Heritage Site. This is your opportunity to tell us what matters to you and to help us to best address these issues.

We are committed to ensuring that the people of Edinburgh have their voice heard when it comes to the management of the World Heritage Site. We'd like to hear your views on this new plan, specifically whether you feel we are doing enough to protect and enhance the Site, and any other ideas or suggestions which you may have.

The full 2017-2022 Management Plan, the Summary for Consultation, and the Action Plan are all available to view /download from the Consultation Hub.

### **What do you think we are doing well to protect the World Heritage Site?**

### **What do we need to do better?**

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## Survey

### About you

What is your name?.....

What is your postcode?.....

What is your age? *(Please circle only one age group)*

16-24    25-34    35-44    45-54    55-64    65-74    75+

What is your email address?.....

*(If you enter your email address then you will automatically receive an acknowledgement email when you submit your response.)*

Topic 1: Care and maintenance of buildings and streets

Old and New Towns of Edinburgh World Heritage Site

Management Plan Summary for Public Consultation

### Care and maintenance of buildings and streets

**"Older existing housing looks scruffy and little assistance is available to owners to carry out repairs and upgrading"** Max

Over the past five years, progress has been made in the care and maintenance of public spaces, as well as in conserving many privately-owned buildings such as historic tenements, but more needs to be done.

#### Past achievements

##### Scotman Steps

Over the years, the Scotman Steps had become dislodged with graffiti on the walls, damage to the stairs and recurring antisocial behaviour. In 2010, Edinburgh World Heritage and the City of Edinburgh Council worked with the Fruitmarket Gallery to bring this important public route between the city's Old and New Towns back to life. The steps reopened in 2011.

##### The City of Edinburgh Council's lighting strategy

A report on the 'History of Street Lighting in the Old and New Towns of Edinburgh' was published in 2012 to inform the City of Edinburgh Council's street lighting strategy. Historically appropriate lighting was first implemented in Lyndoch Place in 2007 as a joint initiative between the residents, Edinburgh World Heritage and the City of Edinburgh Council. The cost of reinstating the historic lighting was shared equally among the three main stakeholders. The programme will continue to expand across the World Heritage Site over the next five years.

##### Conserving historic fabric

During 2015 a number of historic tenements were conserved using grants from Edinburgh World Heritage. At Bible Land on the Canongate, 6 residents came together to ask for help in conserving this important building.

relevant page from Summary

| Care and maintenance of buildings and streets  |  |   |            |   |                             |
|--|--|---|------------|---|-----------------------------|
| Overarching objective: To ensure ongoing investment in the conservation of the World Heritage Site (WHS) |  |   |            |   |                             |
|  | Action   | Delivery Partner  | Review     | Monitoring  | Cost                        |
| Grants   | 1 Raise awareness on the availability of grants and on other services needed to do the work. Publish list of buildings that have received grants                                 | Edinburgh World Heritage (EWH)  | Short Term | Review of reach (number, diversity of groups)   | staff time                  |
|  | 2 Indicate the priorities for grants. Ensure a joined up approach to deliver grants program  | EWH Lead  | Short Term | Review of status of grants and repair programme   | Grants support + staff time |
| Research & Best Practice   | 3 Support and inform a research agenda which reflects and develops best practice in World Heritage management. Publish work and participate in national and international events | EWH Lead  | Mid Term   | Reflection on conservation practices in other WHS. Engagement with world heritage community. Link with universities | staff time                  |
|  | 4 Direct people to where archaeology research findings are published. Create map of the key discoveries  | City of Edinburgh Council (CEC), Historic Environment Scotland (HES) Lead | Mid Term   | Review percentage of applications/year. Status of map   | staff time                  |
| Treatment of public space and public realm   | 5 Raise awareness on the contribution that public realm makes to the Site and embed the understanding of the Conservation Areas Character Appraisals in decision making          | EWH Lead  | Mid Term   | Review of status of implementation of public realm projects within the WHS (eg. set-up streets)                     | staff time                  |
|  | 6 Advocate the use of the Street Design guidance and other relevant public realm guidance (lighting, advertising)  | CEC Lead  | Mid Term   | Review of the use and success of public realm guidance (eg. Street Design Guidance)                                 | staff time                  |
|  | 7 Develop guidance on appropriate use of public spaces   | CEC Lead  | Mid Term   | Review of the use and success of public space calendar  | staff time                  |
| Sustainable re-use of underused and unused buildings   | 8 Support maintenance of Buildings at Risk Register (BARR) and encourage the sustainable re-use of underused and unused buildings  | HES, CEC, EWH   | Mid Term   | Review online content of BARR, review the success of restoring buildings before they go on the BARR                 | staff time                  |
|  | 9 Advocate for creative temporary solutions which encourage bringing buildings back into active use  | CEC and HES Lead  | Mid Term   | Review of the CEC's request register for temporary use of buildings   | staff time                  |
| Climate change and sustainability  | 10 Extend the energy efficiency programme with the aim of increasing energy efficiency in historic buildings   | EWH and HES Lead  | Mid Term   | Review of grants and follow up of impact of projects on the ground  | staff time                  |
|  | 11 Encourage walking and cycling within the WHS through actions outlined in the Active Travel Action Plan  | CEC Lead  | Mid Term   | Review of walking and cycling figures. Review of actions in place to achieve this                                   | staff time                  |
|  | 12 Monitor air quality in the WHS  | CEC Lead  | Mid Term   | Review of pollution indicators and work done to achieve this  | staff time                  |

relevant page from Action Plan

Your thoughts on Conservation and Maintenance of buildings and streets:

What do you think we are doing well to ensure ongoing investment in the conservation of the World Heritage Site?

What do we need to do better?



Topic 2 and 3: Control and guidance and contribution of new developments



relevant pages from Summary

| Control & Guidance<br><small>Overarching objective: To support both the conservation of the Outstanding Universal Value of the WHS and the development of the Old and New Towns of Edinburgh World Heritage Site (2017-2022)</small> |   |  |                        |  |            |
|--|---|--|------------------------|--|------------|
|  | Action  | Delivery Partner   | Review                 | Monitoring   | Cost       |
| Planning process   | 13 Ensure that the Outstanding Universal Value of the WHS is taken into account in planning decisions and other relevant consents as material consideration | Historic Environment Scotland (HES), City of Edinburgh Council (CEC), Edinburgh World Heritage (EWH) | Short Term             | Review of Committee reports to determine where EWH has influenced decision-making        | staff time |
|  | 14 Review the conservation area character appraisal to ensure up to date information about the unique qualities of the area                                 | CEC Lead   | Mid Term               | Review of the documents, Review of their use   | staff time |
| Interpretation and engagement  | 15 Contribute to understanding of decision making by raising awareness around actions and planning decisions taken in the WHS                               | HES, CEC, EWH  | Short Term/ continuous | Review of quality of publication of social media content to establish good communication | staff time |
|  | 16 Audit of guidance available to owners in the WHS to identify gaps  | HES, CEC, EWH  | Mid Term               | Review of online content   | staff time |
|  | 17 Understand the user journey for owners and connect to the appropriate guidance   | HES, CEC, EWH  | Mid Term               | Status of research on user journey   | staff time |
| Advocacy   | 18 Integrate WH values in city-wide decision making about the future of the city  | HES, CEC, EWH  | Short Term             | Review of city meetings partnerships and impact of WH issues on other strategies         | staff time |
|  | 19 Promote and create opportunities for traditional skills events and advocate for the use of accredited craftsmen  | EWH Lead   | Mid Term               | Review number, quality and diversity of events   | staff time |

relevant page from Action Plan

Your thoughts on Control and Guidance and Contribution of new developments:

What do you think we are doing well to protect the World Heritage Site and ensure that development takes appropriate account of its unique qualities?

What do we need to do better?

## Topic 4: Awareness of the World Heritage Site



relevant page from Summary

| Awareness of World Heritage Site status   |  |   |            |  |                                |
|---|--|---|------------|--|--------------------------------|
| Overarching objective: to ensure the public is aware of the importance of the World Heritage Site (WHS) |  |   |            |  |                                |
|   | Action   | Delivery Partner                              | Review     | Monitoring   | Cost                           |
| Interpretation and engagement   | 20 Clarify the qualities that make the WHS of Outstanding Universal Value and use as a tool to inform the understanding of the WHS | City of Edinburgh Council (CEC) Lead          | Short Term | Production of table of "attributes". Review of its use and impact on decision making | staff time                     |
|   | 21 Produce a programme of themed events for residents and visitors   | Edinburgh World Heritage (EWH) Lead           | Short Term | Review number, quality and diversity of events                                       | Staff time + budget for events |
| Communication   | 22 Publicise and co-promote actions taken around the condition of the WHS  | Historic Environment Scotland (HES), CEC, EWH | Short Term | Review of consistency and frequency of publications                                  | staff time                     |
|   | 23 Establish strategy for interpretation of the Site, with potential for digital interpretation                                    | HES, CEC, EWH                                 | Mid Term   | Review status of strategy  | staff time + technical cost    |

relevant page from Action Plan

## Your thoughts on Awareness of the World Heritage Site:

What do you think we are doing well to ensure a broad level of understanding of the World Heritage Site?

What do we need to do better?

Topic 5: Visitor Management

Old and New Towns of Edinburgh World Heritage Site

Management Plan Summary for Public Consultation

### Visitor Management

*'While tourism is to be encouraged, there needs to be a balance between commercialism and character'* Susan

**Past achievements**

A large range of heritage trails have been produced to encourage residents and visitors to explore hidden corners of the World Heritage Site and deepen understanding and enjoyment. A Food Heritage Trail produced by Edinburgh World Heritage revealed the hidden links between the city's built heritage and its rich culinary traditions. Over 20,000 visitors and residents took up the challenge to explore the 'nooks and crannies' of the World Heritage Site and discover its gastronomic delight.

The Edinburgh Up Close Footsteps Through Time App was launched in 2015 and enabled residents and visitors to choose their own walking tour through the heart of

Old Town connected to the Royal Mile. Users, including those with visual impairments, were able to trace the history linked to these streets and hear stories about the alleyways, the surrounding buildings and their famous or infamous residents.

**For the future**

The balance between visitor and resident needs was a source of many comments during our consultation. While the increased number of visitors to the World Heritage Site is seen as a positive development for the city, concerns were expressed over whether the right balance is being struck between the tourist economy and the needs of the local community. These concerns range from short-term holiday lets to the ability of services to cope with fluctuations in visitor numbers during the year.

These problems are not a direct consequence of World Heritage status, however, they have the potential to impact on the special qualities of the Site. To understand what can be done to address these issues, the Management Partners will investigate best practice in sustainable tourism and explore how World Heritage status can be used as a tool to help solve issues. The City of Edinburgh Council has initiated research into the short-term lets sector and will consider the planning position of short stay commercial leisure apartments or 'party flat'.



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relevant page from Summary

| Visitor Management  |  |  |           |  |            |
|---|--|--|-----------|--|------------|
| Overarching objective: To advocate for sustainable tourism within the World Heritage Site (WHIS) and the city |  |  |           |  |            |
|   | Action   | Delivery Partner   | Review    | Monitoring   | Cost       |
| Interpretation and engagement   | 31 Explain the value of WH to tourism industry and business community                                      | Historic Environment Scotland (HES), City of Edinburgh Council (CEC), Edinburgh World Heritage (EWH) | Mid Term  | Involvement in the right meetings and follow up actions  | staff time |
| Research & Best Practice  | 32 Understand what sustainable tourism is and promote best practice  | CEC Lead   | Mid Term  | Reflection on conservation practices in other WHIS Engagement with world heritage community Link with universities | staff time |
| Operational management  | 33 Encourage street cleanliness through actions outlined in the Waste and Cleansing Improvement Plan       | CEC Lead   | Mid Term  | Review of the success of the guidance in place   | staff time |
|   | 34 Develop a supplementary guidance to support the mix of uses and a diverse social mix in the city centre | HES, CEC, EWH  | Long Term | Status of the guidance   | staff time |

relevant page from Action Plan

Your thoughts on Visitor Management:

What do you think we are doing well to advocate for sustainable tourism within the World Heritage Site and the city?

What do we need to do better?

Topic 6: Influence and sense of control



relevant page from Summary

| Influence and sense of control<br><small>(Ongoing/developing: To sustain effective partnerships that support the management of the World Heritage Site (WHS))</small> |   |  |            |  |            |
|---|---|--|------------|--|------------|
|   | Action  | Delivery Partner   | Review     | Monitoring   | Cost       |
| Partnership working   | 35 Promote a more active role for stakeholders to help deliver the management of the WHS  | Historic Environment Scotland (HES), City of Edinburgh Council (CEC), Edinburgh World Heritage (EWH) | Mid Term   | Review the involvement of external stakeholders in delivering actions      | staff time |
|   | 36 Develop a programme to engage and involve businesses in the management of the WHS  | HES, CEC, EWH  | Long Term  | Engagement on WH issues with the Tourism/ Financial and Digital industries | staff time |
|   | 37 Involve relevant delivery partners to monitor the progress in the management of the site   | HES, CEC, EWH  | Short Term | Keep track of conversations with people and deliverables                   | staff time |
| Advocacy  | 38 Audit of the available information that assists the implementation of the management of the WHS to inform a research agenda                    | HES, CEC, EWH  | Mid Term   | Collation and storage of research data<br>Collaborative research           | staff time |
| Communication   | 39 Consult widely and provide clarity on how decisions were reached. Follow through with the consultations, be accountable for 'You said, we did' | CEC Lead   | Short Term | Mid term review to establish improvement (revisit Place standard)          | staff time |

relevant page from Action Plan

Your thoughts on Influence and sense of control:

What do you think we are doing well to sustain effective partnerships that support the management of the World Heritage Site?

What do we need to do better?

## Do you have feedback on the Draft Management Plan?

**Planning Committee**

10.00am, Thursday, 30 March 2017

**Old and New Towns of Edinburgh World Heritage Site  
Draft Management Plan 2017-2022**

|                   |             |
|-------------------|-------------|
| Item number       |             |
| Report number     |             |
| Executive/routine | Executive   |
| Wards             | City Centre |

**Executive Summary**


The UNESCO Convention on World Heritage requires every World Heritage Site (WHS) to have a management system. The current five year management plan for the Old and New Towns of Edinburgh WHS covering the period 2011-2016 has been reviewed.

A new plan for the next five years is presented in draft for approval. It has been shaped by an extensive and innovative programme of public and stakeholder engagement and awareness-raising.

A range of consultative and promotional activity is planned with the public, community groups and organisations in April to June 2017, prior to finalising the plan for partners' approval by September 2017.

**Links**

|                          |  |
|--------------------------|--|
| Coalition Pledges        | <a href="#">P43</a>                        |
| Council Priorities       | <a href="#">CP9</a> , <a href="#">CP12</a> |
| Single Outcome Agreement | <a href="#">SO4</a>                        |



front page from Management Plan report

## Comments